

# B E

## CORPORATE OFFICE

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11/6B, Shanti Chambers,  
Pusa Road, New Delhi 110 005  
P. +91 11 40088086 | M. +91 88004 95724  
Toll Free 1800 102 9990  
E. admissions@jaipuria.ac.in

## LUCKNOW

Jaipuria Institute of Management, Lucknow  
Vineet Khand, Gomti Nagar, Lucknow 226 010  
P. +91 522 2394296/97, 2398096  
M. +91 95191 00757, 95191 00758, 73888 87874  
E. lucknow@jaipuria.ac.in

## NOIDA

Jaipuria Institute of Management, Noida  
A-32A, Sector 62, Opp. IBM, Noida 201 309  
P. +91 120 4638300-01  
M. +91 98910 89621, 99998 64454  
E. noida@jaipuria.ac.in



## JAIPUR

Jaipuria Institute of Management, Jaipur  
1, Bambala Institutional Area,  
Pratap Nagar, Sanganer, Jaipur 302 033  
P. +91 141 4771300  
M. +91 99825 33338, 96020 10333  
E. jaipur@jaipuria.ac.in

## INDORE

Jaipuria Institute of Management, Indore  
Campus: Dakachya, Indore-Dewas Highway,  
Near Shipra Naka, Indore 453 771  
P. +91 731 3069300, 3069309  
M. +91 74891 69630, 97525 93337

City Office: 101, Sapphire Heights,  
Opp. C21 Mall, A.B. Road, Indore 452 010  
P. +91 731 6464009, 6461009  
E. indore@jaipuria.ac.in



**BE**  
**READY**  
**FOR**

KNOWLEDGE  
INNOVATION  
EXCELLENCE  
CHALLENGES  
OPPORTUNITIES  
GROWTH  
LEADERSHIP  
LIFE



**THE**  
**BE**  
**SCHOOL**

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# **BE** HERE TO BECOME YOUR BEST

Change is difficult to navigate if we do not have the knowledge and skills for it. At Jaipuria, you will find a platform where knowledge, resources and opportunities meet. In your two years with us, you will find tools to be ready - for industry and life.

I welcome you to the BE School at the helm of creating new knowledge for people and organisations. Come to immerse in an innovative culture and dynamic way of life. Step in to be trained, transformed and tested every minute.

The world is your stage.

*I invite you to BE the best you want to be.*



**SHARAD JAIPURIA**

Chairman

Jaipuria Institute of Management | Seth M.R. Jaipuria Schools  
Ginni International Limited | Ginni Global Limited

## MISSION

To continuously upgrade and upscale the quality and spread of our educational endeavors.

## GOALS

To be amongst top business schools in India in terms of:

Student Reach, Participation and Achievement

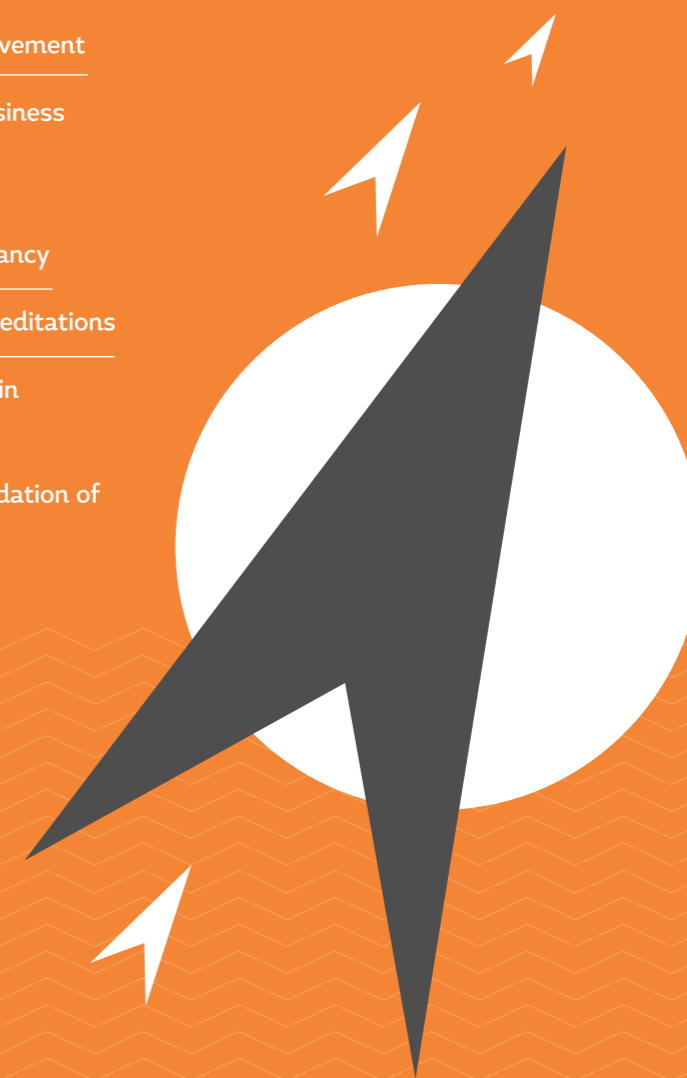
Engagement with Indian and Global Business and Societal Context

Knowledge Creation and Dissemination through Research Training and Consultancy

Recognition through Rankings and Accreditations

Adoption of Contemporary Technology in Teaching Learning and other Processes

Employer of Choice Focused on Up-gradation of Skills of its Employees



## BOARD OF GOVERNORS

### CHAIRMAN

**Sharad Jaipuria**  
Chairman and  
Managing Director  
Ginni International Ltd.

### VICE CHAIRMAN

**Shreevats Jaipuria**  
Executive Director  
Ginni International Ltd.

### MEMBERS

**Anurag Dalmia**  
Vice Chairman  
Dalmia Bros. (P) Ltd.

**Sudhir Jalan**  
Co - Chairperson  
Rieter India (P) Ltd.

**Ashutosh Garg**  
Founder Chairman and  
Managing Director, Guardian Lifecare

**Dr. M. Ashraf Rizvi**  
Director  
Jaipuria Institute of Management, Lucknow

**Dr. Kamal Gupta**  
Corporate Consultant  
Former Technical Director, ICAI

**Dr. Kavita Pathak**  
Director  
Jaipuria Institute of Management, Noida

**Mahesh Gupta**  
Chairman  
KENT RO System

**Dr. Prabhat Pankaj**  
Director  
Jaipuria Institute of Management, Jaipur

**Ravi Ihunjhunwala**  
Chairman  
LNI Bhilwara Group

**Dr. Harshavardhan Halve**  
Director  
Jaipuria Institute of Management, Indore

**Dr. Rajan Saxena**  
Vice Chancellor  
NMIMS University

Nominee, AICTE, New Delhi  
Nominee, State Government

**Salil Bhandari**  
Corporate Consultant



**ASHUTOSH GARG**  
Founder Chairman &  
Managing Director,  
Guardian Lifecare



"I have had the pleasure of interacting with the faculty and the leadership team of the institutes. They are deeply committed to provide education that is relevant to contemporary trends in business and industry.

The institute is open to new ideas and is continuously adapting itself to new learning methods and technologies."

**MAHESH GUPTA**  
Chairman and  
Managing Director  
KENT RO Systems



"I compliment the success that the Jaipuria Institutes have achieved in the last few years in placement of their students, management development programs and their research initiatives. There is a high degree of transparency and lively discussion at the board level, which ensures accountability of the institutions. I hope that these standards of excellence are adhered to in all future endeavors.

I wish Jaipuria Institute of Management, great success."

# BE WITH THE BEST AT JAIPURIA

- # 23 Years of Excellence
- # NIRF RANK 2017 (Jaipuria Noida 43rd & Jaipuria Lucknow in 51-75 band amongst Top Management Institutes in India)
- # Recognised by AIU, PGDM as Equivalent to MBA\*\*
- # Accreditation by NAAC\* 'A' Grade and NBA\*\*
- # Uncampus - First of its kind Single Unified Educational Delivery
- # Diverse Community of Peers
- # Year Long Mentoring through Individual Development Program
- # Immersive Learning
- # Institute - Industry Knowledge Partnerships
- # Innovative Culture
- # Dynamic, industry tailored Curriculum and Training
- # Active, Experiential Learning

**4 KNOWLEDGE CENTERS IN  
LUCKNOW, NOIDA, JAIPUR & INDORE  
1 TRANSFORMATIVE EXPERIENCE.**

# WHAT DO YOU WANT TO BE?

You are a masterpiece in the making. What you think is what you will become. The point is when and how? Learning is an ongoing process. At Jaipuria we create a canvas, a platform for each one of us to think, unlearn and relearn to become better than yesterday. As a B-School offering courses in management, we take you beyond business and your career to offer an experience that will challenge you, push you, nurture you, but always evolve you.

Be ready to be infinite. Brace yourself to learn for life.

Welcome to the BE school.

**ETHOS OF JAIPURIA**



**#1** Ask questions, contemplate, explore new avenues. After all, what you think is what you become.

**#2** Seek the truth, pursue it, reach out. Be ready to head anywhere, as long as it's forward.

**#3** Absorb, experience, appreciate, as much as you can. Let go of insecurity, start feeling proud of who you are.

**#4** Think uniquely, traverse new roads, achieve the extraordinary, keep it simple. Discover new routes to success.

**#5** Weigh your options, prioritize, take your pick, try the new, accept challenges. Understand the power of risk-taking.

**#6** Take charge, blaze a new trail, be a trendsetter. Management is doing things right, leadership is doing the right things.

## BE YOU

Who you are decides what you do and how you do it. At Jaipuria, we keep you at the centre. And we bring the world of excellence to you.

Our ethos revolves around who you are and what you can become. It is reflected in the way we learn, we collaborate, we compete, we play and we make meaningful transitions everyday.

# BENEFIT FROM 4 KNOWLEDGE CENTRES AT ONE TIME



What you need in order to become is right here. laipuria brings you a rare campus integration that opens up 4 times the vistas for you. With Uncampus you get a collective pool of resources, faculty mentorship, training opportunities and enriching collaborations across our campuses at Lucknow, Noida, Jaipur and Indore. Step in to immerse and begin an impactful life.

UNCAMPUS ADMISSIONS

UNCAMPUS CURRICULUM

UNCAMPUS EXPERIENCE

UNCAMPUS LEARNING

UNCAMPUS PLACEMENTS

## uncampus

### 4 CAMPUSES, 1 UNIQUE DELIVERY

- Gain centralized admissions
- Experience multi-campus exposure
- Learn from 110+ eminent faculties
- Multiply your learning opportunities
- Learn from centralized curriculum
- Access 4 fold recruitment choices
- Connect with 7400+ alumni
- Join 1600+ young minds from all over India

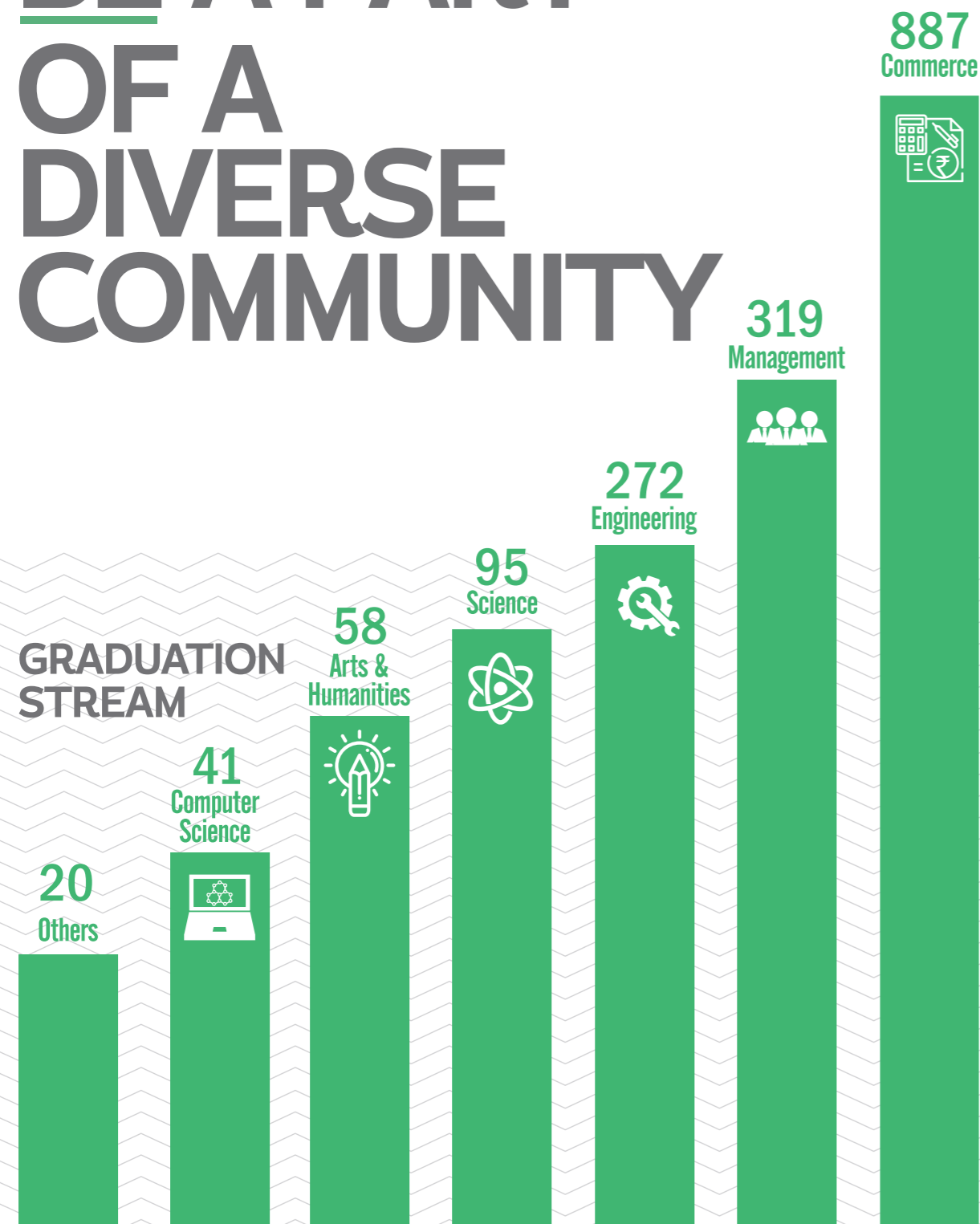
**GIRISH CHAPLE**  
PGDM Batch 2016-18  
Placed at  
Landmark



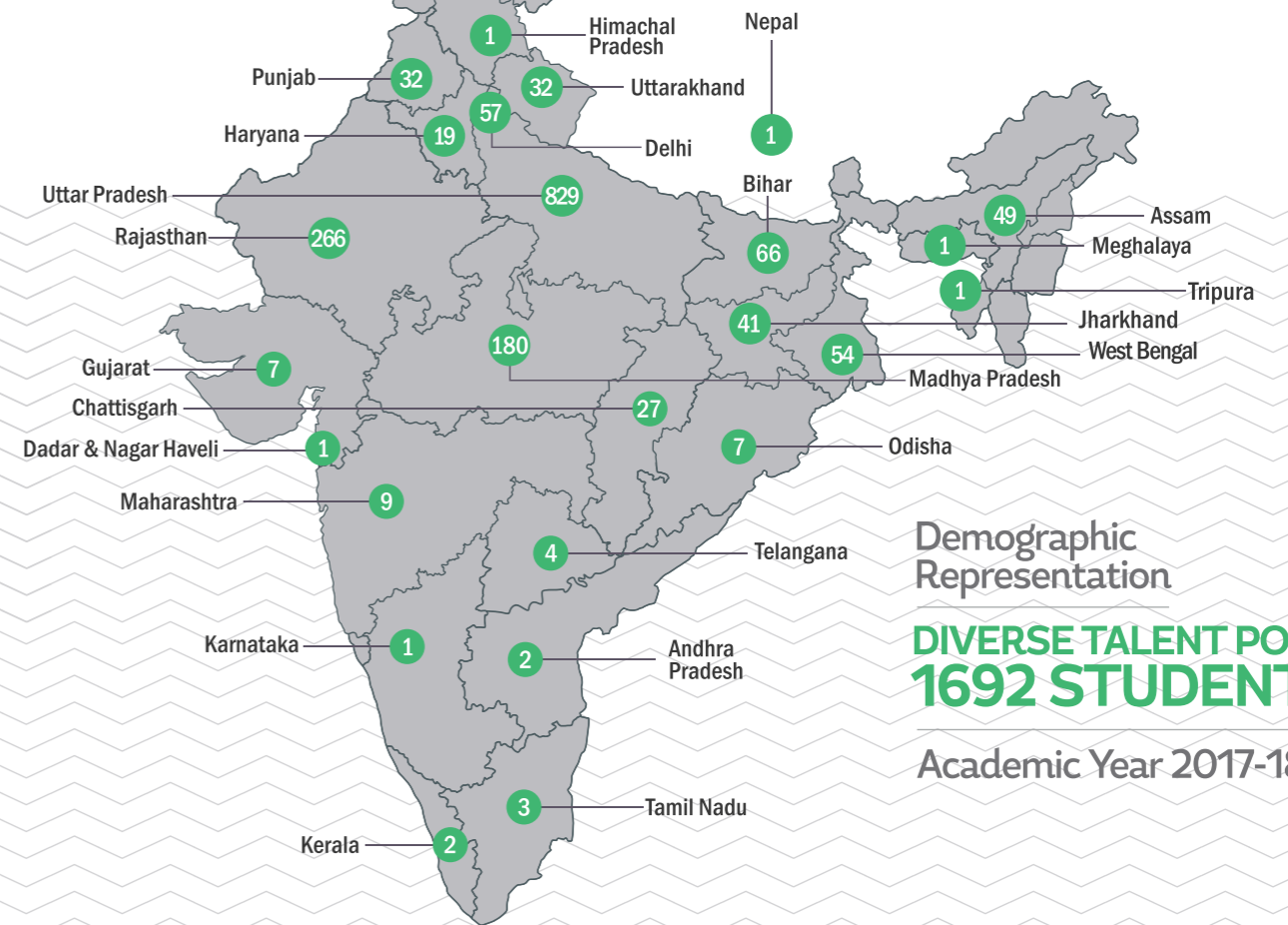
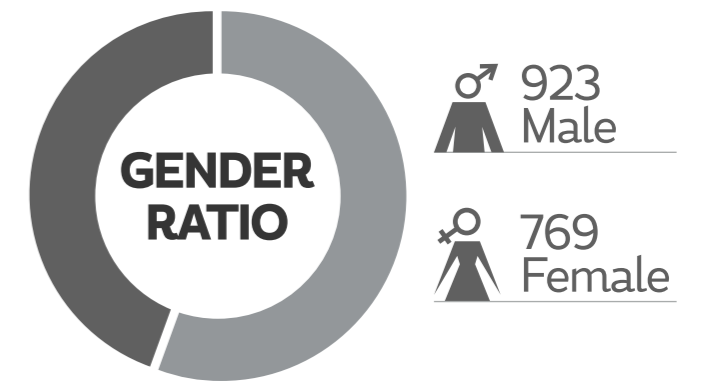
Uncampus is one of the most prominent features. It builds collaboration and expands the way knowledge is imparted. It helps us in placements as well.



# BE A PART OF A DIVERSE COMMUNITY



24 STATES  
100+ CITIES  
1600+ STUDENTS



# BE THERE.

## DO THAT. LIKE 7400+ ALUMNI BEFORE YOU HAVE DONE.

Jaipuria's rich alumni pool is spread across the world. This is a good time to connect with them to sharpen your skills and widen your knowledge base. The Alumni Mentorship Program gives you a rare opportunity to train under one such leader who understands the world of business from the other end.

**7400+ ALUMNI**   **1820+ CXOS, VPS & GMS**   **267 ENTREPRENEURS**



**RIKU GARG ACHARYA**  
Batch 2012-14  
Manger- Yes Bank

Jaipuria was an excellent platform for me to excel in my career. Grades do matter, but if you find your self, success will be yours.

**Achievement:** 2 Year- 4 Promotion- 7 Awards - Awarded No.1 Relationship Manager PAN India

### BANKING AND FINANCIAL SECTOR

**ANKUR BAHOREY**  
Member of Executive Management & Group Head - Retail Business  
HDFC ERGO General Insurance  
Batch 1997-99

**PAYAL SAXENA**  
Chief Manager  
IFFCO TOKIO  
Batch 2002-04

**RAKESH SHARMA**  
State Head  
TATA Motors Finance  
Batch 1999-01

**SAJID MANSOOR**  
Assistant Vice President  
HSBC  
Batch 1995-97

**SUSMIT MITRA**  
Assistant Vice President  
HDFC Bank  
Batch 2001-03

### E-COMMERCE

**KSHIPRA KAPOOR**  
Co-Founder  
Easy2Shop Pte Ltd, Singapore  
Batch 2005-07

**NIDHI GOYAL**  
Senior Manager  
Make My Trip  
Batch 2012-14

**POORVA NARAIN**  
Team Manager  
Amazon India  
Batch 2015-17

### IT/ITES

**DEBYANI SINHA**  
Global Head - HR  
Nucleus Software  
Batch 1996-98

**MANISH BAHADUR**  
Vice President  
HCL Technologies  
Batch 1998-2000

### MANUFACTURING

**ABHISHEK BISNOI**  
Country Head  
H&R Johnson India  
Batch 2006-08

**RASHMI SINGH**  
HR Head  
Huber & Suhner  
Batch 1997-99

**ROSALINE BISWAL**  
Assistant General Manager - HR  
Odisha Power Transmission Corporation Limited  
Batch 1998-00

### RESEARCH/KPO/CONSULTANCY

**SOMIT CHITREY**  
Associate Director  
KPMG India  
Batch 2002-04

**WRICK ROY**  
Senior Solution Consultant  
IBM  
Batch 2008-10

### MEDIA

**RAJAT KUMAR**  
Business Head  
Hindustan Times  
Batch 1995-97

**VISHAL MITTAL**  
Head - HR  
MY FM  
Batch 2003-05

**AJAYA SHARMA**  
Deputy Head Research  
ET Now  
Batch 2003-05

**POOJA TRIPATHI**  
Market Research Analyst  
Network 18  
Batch 2011-13

### RETAIL

**APPORVA AWASTHI**  
Unit Head HR  
SHOPPER'S STOP  
Batch 2011-13

**SHALINI NAGAR**  
Head HR - India and South Asia  
Mark & Spencer  
Batch 1997-99

### TELECOM

**AKASH KUMAR**  
Group Managing Director  
Midcom  
Batch 1995-97

**NITIN KURUP**  
National Credit Head  
Reliance Jio Infocomm  
Batch 1998-2000

**VINEET AURORA**  
Product Manager  
Ingram Micro  
Batch 2006-08

# BEGIN WITH THE LEGACY

## JAIPURIA LUCKNOW

Be ready to leverage the legacy of excellence at Jaipuria Lucknow. Step in to a culture that aids experiential learning. In the startup destination of the country, immerse in an evolving curriculum. Be prepared for a changing industry.



'A' GRADE ACCREDITATION BY NAAC (UGC) | NBA ACCREDITED PGDM PROGRAMS

RECOGNISED BY AIU, PGDM AS EQUIVALENT TO MBA

RANKED IN 51-75 BAND AMONGST MANAGEMENT INSTITUTES IN INDIA (NIRF 2017), MINISTRY OF HRD, GOVT. OF INDIA

10TH AMONGST PRIVATE B-SCHOOLS IN NORTH INDIA (BUSINESS TODAY, 2017)

10TH AMONGST PRIVATE B-SCHOOLS IN NORTH INDIA (OUTLOOK, 2017)

29TH AMONGST PRIVATE B-SCHOOLS IN INDIA (CSR - GHRDC, 2017)

36TH AMONGST ALL B-SCHOOLS IN INDIA (PEOPLE MATTERS - NHRDN, 2016)

### Whats up on campus:

OJAS • IIC • Lucknow Marathon • MiDCOM Business Challenge Competition • ICMSB, etc.

**VISHAL TIWARY**  
PGDM 2016-18  
Placed at  
Deloitte



It has been a balance of all the quintessential, whether exposure or managerial insights. Faculty guidance truly enhances skills and has given us bonds to cherish.

### Lucknow at a glance:

- Selected for Smart City Project
- 6th Largest city in job creation
- Emerging startup destination after Pune & Bengaluru
- Commerce, Banking and Education Hub

### COURSES OFFERED

Post Graduate Diploma in Management (PGDM)

Post Graduate Diploma in Management Financial Services (PGDM-FS)

Post Graduate Diploma in Management Retail Management (PGDM-RM)



Students from Jaipuria Lucknow performing Nukkad Natak

# BE GROOMED FOR THE INDUSTRY

## JAIPURIA NOIDA

Be ready to gain an insider's edge. The Jaipuria Noida campus thrives in a bustling neighborhood with giants from IT, manufacturing, entertainment among others. Prepare to develop service mindedness and entrepreneurial ability. Global in perspective and rooted in spirit, be ready to step into the industry.

'A' GRADE ACCREDITATION BY NAAC (UGC) | NBA ACCREDITED PGDM PROGRAMS

RECOGNISED BY AIU, PGDM AS EQUIVALENT TO MBA

43RD AMONGST MANAGEMENT INSTITUTES IN INDIA (NIRF 2017), MINISTRY OF HRD, GOVT. OF INDIA

11TH AMONGST PRIVATE B-SCHOOLS IN NORTH INDIA (OUTLOOK, 2017)

16TH AMONGST PRIVATE B-SCHOOLS IN NORTH INDIA (BUSINESS TODAY, 2017)

31ST AMONGST PRIVATE B-SCHOOLS IN INDIA (CSR - GHRDC, 2017)

29TH AMONGST ALL B-SCHOOLS IN INDIA (PEOPLE MATTERS - NHRDN, 2016)

### Whats up on campus:

IAMC • ICROSMOS • Gravity • Spardha • Marketing & Finance Conclave  
ICMAPRANE • Praktikosh



**BANMEET KAUR**  
PGDM 2016-18  
Placed at  
Amazon



These two years have helped me grow both professionally and personally. It has groomed me and has helped me widen my knowledge and broaden my horizon.

### Noida at a glance:

- Model city in UP • Media and Multinational Hub
- Part of NCR, booming realty space
- Software Technology Park
- SEZ for Industrial and Automobiles

### COURSES OFFERED

Post Graduate Diploma in Management (PGDM)

Post Graduate Diploma in Management Marketing (PGDM-M)

Post Graduate Diploma in Management Service Management (PGDM-SM)

# BENEFIT FROM NEW OPPORTUNITIES

## JAIPURIA JAIPUR

Based in a global outsourcing destination, the Jaipur campus offers a complete match between industry and student skill sets. Benefit from the industry led workshops and lectures which cover a sizeable portion of your learning. Be transformed into a cross-functional, competent and result oriented manager.



NBA ACCREDITED PGDM PROGRAMS | RECOGNISED BY AIU, PGDM AS EQUIVALENT TO MBA

13TH AMONGST PRIVATE B-SCHOOLS IN NORTH INDIA (OUTLOOK, 2017)

21ST AMONGST PRIVATE B-SCHOOLS IN NORTH INDIA (BUSINESS TODAY, 2017)

50TH AMONGST PRIVATE B-SCHOOLS IN INDIA (CSR - GHRDC, 2017)

46TH AMONGST ALL B-SCHOOLS IN INDIA (PEOPLE MATTERS - NHRDN, 2016)

### Whats up on campus:

Abhyudaya • National Sports Meet • YOUTH 2025

**ASHI GUPTA**  
Batch 2016-18  
Placed at  
HDFC Bank



Amazing campus. Each day has been momentous. Learning and fun go hand in hand. Class lecture, life after 6, the journey has been awesome.

### Jaipur at a glance:

- Emerging city of India, selected for Smart City Project
- Ideal location on Golden Triangle near Delhi and Agra
- Pro-business governance and infrastructure
- 11th largest deposit centre, 9th credit centre of the country

### COURSES OFFERED

Post Graduate Diploma in Management (PGDM)

Post Graduate Diploma in Management Service Management (PGDM-SM)\*



# BE MENTORED FOR SUCCESS

## JAIPURIA INDORE

The Indore campus offers new age courses in tune with evolving needs of the industry. Benefit from a booming business culture in a city known as Mini Mumbai.

The campus is picturesque and the program delivery is intense and engaging. Be ready for tomorrow, today.

2ND AMONGST PRIVATE B-SCHOOLS IN CENTRAL INDIA - (BUSINESS WORLD, 2017)

3RD AMONGST PRIVATE B-SCHOOLS IN CENTRAL INDIA (CSR - GHRDC, 2017)

5TH AMONGST PRIVATE B-SCHOOLS IN CENTRAL INDIA (BUSINESS TODAY, 2017)

UNIQUE INDUSTRY MENTORSHIP PROGRAMMES FOR HANDS ON EXPERIENCE

### Whats up on campus:

Jai Utsav, National Seminar on Demystifying Union Budget, Marketing and Finance Conclave



**ARIJIT PATRA**  
PGDM 2016-18  
Placed at  
Asian Paints



Residential campus, peer learning, mentors' group, participation in club activities, motivation from faculty, winter and summer internship and the diverse culture are the best part at Jaipuria Indore.

### Indore at a glance:

- Financial capital of central India
- Presence of major IT companies like Infosys
- Education hub of central India
- Cleanest city of India

### COURSES OFFERED

Post Graduate Diploma in Management (PGDM)



# BE NURTURED FOR SUCCESS

WHO WILL  
GUIDE > INSPIRE > TEACH > CATALYSE  
ACCELERATE > COUNSEL > GROOM  
HELP YOU BE YOUR BEST.

110+  
EXPERIENCED  
FACULTY MEMBERS

995  
YEARS OF COMBINED  
EXPERIENCE

450+  
RESEARCH  
PAPERS

80%  
PHDS

100+  
MDPS  
CONDUCTED



## DR. ANKIT MEHROTRA

Ph.D, MBA, JCP  
Associate Professor  
Information System

Dr. Mehrotra holds doctorate in the area of Supply Chain Management and Information Systems. His teaching career spans over 16 years. His areas of interest include Data Mining, Business use of Excel and Management Information Systems. He has authored papers on Data Mining, Decision Making and Marketing related topics. His paper has been published in reputed refereed journals like Journal of Retailing and Consumer Services, Journal of Targeting, Measurement and Analysis for Marketing, Journal of Customer Behaviour, International Journal of Business Science & Applied Management, Global Business Review to name a few.



## DR. PRASHANT GUPTA

Ph.D, MBA, B.E.  
Professor  
Operations Management

Dr. Gupta, is a graduate engineer from NIT, Jaipur, M.B.A from F.M.S., Delhi and Ph. D. from M D S University in the area of Strategic Management. He has rich corporate and academic experience of about 44 years. He was initially associated with Bharat Electronics Ltd., Rajasthan State Industrial Development & Investment Corporation (RIICO) for about 30 years in various positions. His areas of specialization are Supply Chain Management, Operations Management and Strategic Management. He is also the recipient of 'Best Professor in Operations Management' in Asia's Best B-School Awards by CMO, Asia for the year 2011.



## PROF. PALLAVI SRIVASTAVA

FPM (MDI), PGDBA  
Assistant Professor  
Human Resources and Organisation Behaviour

Prof. Srivastava earned her Doctorate from Management Development Institute, Gurgaon with a specialization in Human Resource Management. Her doctoral research is in the area of employer branding.

With an overall work experience of over fourteen years in academics, research and industry, she is a keen learner and an avid researcher with strong writing skills which have resulted in several research publications/ presentations in various national and international peer-reviewed journals.

She has also published five teaching cases on Infosys, Tata Nano, Motorola India - Mobile Devices Business, Sona Koyo Steering Systems Limited and Sula wines.

She has trained officers of CISF, Indian Revenue Services, Customs & Excise, Geological Survey of India, All India Radio & Doordarshan, bankers, corporate executives and academicians in various development programmes. Her corporate training interests include change management and organizational transformation, train the trainer, interpersonal effectiveness, team building, leadership, people management strategies for competitive advantage, employee engagement & understanding self. Her areas of teaching are Talent Acquisition and Training & Development.



### DR. POONAM SHARMA

Ph.D, MBA  
Professor & Dean (International Relations)  
Marketing

Dr. Poonam Sharma has 21 years of work experience across industry and academia. Her research papers have been extensively published in reputed journals. She has published 18 papers/case studies in various National & International Proceedings and Journals in the area of Marketing and Branding.

She has been an Adjunct faculty at Eastern Mennonite University, Virginia, United States. Where she taught MBA Marketing Strategy and International Marketing.

She is the Dean, International Relations at Jaipuria where she is working towards taking Jaipuria globally.



### DR. ANURAG SINGH

Ph.D, MBM (Finance)  
Professor & Dean (Academics)  
Banking & Finance

Dr. Singh carries over twenty six years of teaching experience. Prior to joining Jaipuria, Dr. Singh was associated with Delhi School of Professional Studies and Research, Career Launcher, Ashok Leyland Finance and IGNOU. He had participated in International Summer University program 2013 at University of Applied Sciences, Western Switzerland, School of Business and Engineering Vaud (HEIG-VD) in Yverdon-les-Bains, Switzerland. He has conducted series of workshops and field studies at Lausanne.



### DR. SHALINI SRIVASTAVA

Ph.D, MBA  
Professor & Asst. Dean (Research and Publication)  
Human Resources and Organisation Behaviour

Dr. Shalini Srivastava is an academician, consultant, researcher and trainer with more than 21 years of experience in the field of Human Resources and Organizational Behaviour. At present, she is working as Asst. Dean - Research.

Her research papers have been extensively published in reputed refereed journals. She is also the guest editor of two Inter-science Journals. She is also the Co-Editor of Jaipuria International Journal of Management Research (JIJMR) and Verbajim (A bi-annual Magazine).

She has worked on consulting assignments and imparted training in organizations like Fortis, IFFCO, NTPC, ONGC, NHPC, XANSA, OBC, ESI in the areas of Conflict Management, Enhancing Sales Productivity and Efficiency, Leadership, Team Building, Motivation, Time Management, Psychometric Testing, Emotional Intelligence and Self-awareness.

Her areas of interest are personality, managerial effectiveness, training and development, change management, employee engagement and leadership.



### DR. VANDANA SHARMA

Ph.D  
Assistant Professor  
Business Communication

Dr. Sharma holds Ph.D in English Literature. Her experience in the areas of Human Resource especially in Training and Development depicts her interest in behavioral skills. Dr. Sharma is equally interested in Communication, ELT Research, Mentoring and Coaching, Monitoring and Evaluation, Content Development and Psychometric Assessments.

Passionate about teaching and training, she has attained certification in coaching as a Life Coach and a Master Spirit Life Coach from International Coach Federation.

With over 20 years of experience, Dr. Sharma has imparted training on Soft Skills to postgraduate students of Engineering, Arts and Management streams. As a corporate trainer too, she has organized workshops on Behavioral skills and Communication skills in various corporate houses. She is actively associated with Rajasthan Adult Education Association and has developed a module on Soft Skills Education for District Resource Persons.

She is a specialist in Business Communications.



### DR. PRITI BAKSHI

Ph.D, MBA (FA)  
Associate Professor  
Finance

Dr. Bakshi is a PhD, MBA (Financial Administration), M.Com (Management and Taxation), MA (Economics) and NET qualified. She also has multiple certifications in the area of Finance and Entrepreneurship. Forensic Accounting and Fraud Examination FAFE from West Virginia University Private Equity and Venture Capital from Università Bocconi & SDA Bocconi School of Management, Introduction to Corporate Finance from Wharton University of Pennsylvania and Excel Crash Course - Spreadsheet Formulas for Corporate Finance from Corporate Finance Institute.

She is a certified faculty in Entrepreneurship and Incubation Set Up by NEN and is also a Master Trainer at NEN.

She has over 20 years of experience in Academics, Research, Consultancy and Corporate. She has worked with many organizations of repute like ITM Business School, Grasim Industries etc. Her area of interest includes Consultancy, Mentoring, Training & Development and Research in the area of Finance, Business Economics, Entrepreneurship, Project Evaluation, Business Analysis and Business Simulation.



### PROF. SHYAMJI MEHROTRA

PGDBM, CAIIB  
Professor  
Banking

Prof. Mehrotra is an experienced commercial banker with over four decades of banking experience in Credit, Risk Management, Recovery Management and Operations Management. Prior to joining Jaipuria he was at the position of General Manager at Allahabad Bank and also head of Allahabad Bank's Staff College. Prof. Mehrotra is also Chairperson, Executive Education.

His teaching interests include Project Finance, Risk Management, Banking System, Recovery Management, Vigilance Management, Micro-finance and Regulatory compliance in banking.

## INTERNATIONAL FACULTY\* @ JAIPURIA



### DR. MASOOD H. SIDDIQUI

Ph.D, M.Sc  
Professor  
Operations Management

Dr. Siddiqui is a Ph.D. in Statistics. His overall experience spans over twenty years. He is Associate Dean (Research & Publications) and Chairperson - Centre for Learning Innovations & Case Development. Previously, he was associated with Lucknow Christian PG College, Dept. of Business Administration and IMS, University of Lucknow for a period of six years. He has been Member of Board of Studies, Dept. of Statistics & Operations Research, Aligarh Muslim University (AMU).

He has research publications in various refereed international and national journals like Journal of Targeting, Measurement and Analysis of Marketing, Vikalpa: The Journal for Decision Makers, International Journal of E-Business Research, International Business Research, AIMS International Journal of Management to name a few.

His research paper was awarded 'Best Research Paper' at the 8th ISDSI Conference - 2015.

He has also co-authored a book "Statistics for Management".



### DR. BANASREE DEY

Ph.D, MBA  
Assistant Professor  
Marketing

Dr. Dey has been in academics for the past ten years. A doctorate in the area of Tourism Marketing and MBA in Marketing, Dr. Dey also holds PG Diploma in Advertising Management and an Advertising Course from Wharton Business School, University of Pennsylvania. She has taught various marketing courses over the past few years including Services Marketing, Advertising and Sales Promotion, Customer Relationship Management, Rural Marketing, Retail Marketing and Strategic Marketing. Her research work has been published in national and international journals including Tourism Management (an Elsevier publication) and ASEAN Journal on Hospitality and Tourism.



### DR. KULDEEP KUMAR

C. Stat, FSS, CSci, Ph.D, M. Sc,  
Adjunct Professor - Jaipuria Institute of Management  
Professor - Bond Business School, Bond University  
Economics and Statistics

Dr. Kuldeep Kumar obtained Ph.D in Statistics from the University of Kent, Canterbury. He has been associated with Indian Institute of Management and National University of Singapore. He is a fellow of the Royal Statistical Society and is currently awarded Chartered Scientist by Science Council. He has won the Commonwealth Scholarship Award, CEC Post Doctoral Fellowship Award and Young Statistician Award by the International Statistical Institute. He is also winner of the Bond-Oxford Fellowship and Australia-Taiwan exchange program award. Dr Kumar has also won Excellence in Research award for Faculty of Business in 2006. He has published more than 100 research papers and 10 book chapters and has edited a special issue of Managerial Finance. He is on the Editorial board of six International refereed journals.



### DR. AJAI GAUR

Ph.D., National University Of Singapore  
Adjunct Professor - Jaipuria Institute of Management  
Associate Professor & Department Vice Chair Management  
& Global Business Rutgers Business School Newark & New Brunswick  
Strategy & International Business

Prof. Gaur is an Associate Professor of Strategic Management and International Business at Rutgers Business School with an additional appointment in the Division of Global Affairs. He was elected as the President of the Asia Academy of Management in 2015. He is also serving as consulting editor at Journal of International Business Studies and as a senior editor at Journal of World Business and at the Asia Pacific Journal of Management. His research has been published in several leading journals.



### DR. ZAFAR U. AHMED

Ph.D, MBA, BSBA  
Adjunct Professor - Jaipuria Institute of Management  
Professor - Texas A&M University at Commerce, USA  
Marketing & International Business

Dr. Ahmed has more than thirty two years of consulting and academic experience in USA, Singapore, Malaysia, the Middle East, South Africa, Lebanon and India. He is a full time professor of marketing at Texas A&M University and is currently serving American University of Ras AlKhaimah (United Arab Emirates). Dr. Ahmed is an excellent researcher and academician with more than 200 scholarly papers in world-class journals. He has received several global awards and fellowships for his research and academic contributions.



### DR. ASHISH CHANDRA

Ph.D (Administrative Sciences/Healthcare Administration),  
MBA (PGDCSA), Master of Management Studies (Marketing),  
Adjunct Professor - Jaipuria Institute of Management  
Professor - College of Business  
University of Houston - Clear Lake, Houston, Texas, USA

Dr. Chandra is a well-recognized health care administration academician internationally. He has over twenty years of university level teaching experience in the U.S.A prolific researcher, he has almost 75 publications in journals, two edited books, ten book chapters, and over 200 publications in conference proceedings to his credit. He has served as the President of four major international academic organizations in the US - the Business and Health Administration Association, the Association of Collegiate Marketing Educators, among them. He has also served as an Associate Professor and Program Coordinator at Marshall University, West Virginia, USA .



### DR. REKHA ATTRI

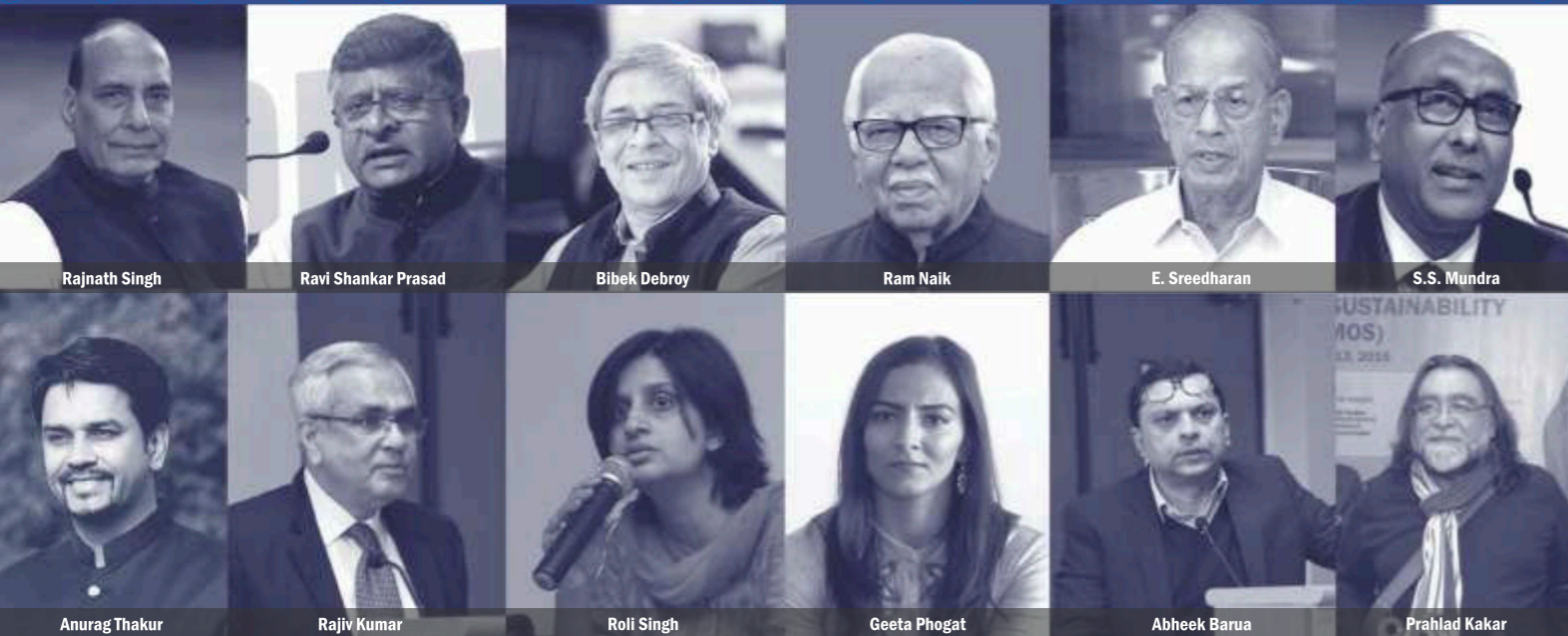
Ph.D, PGDM  
Assistant Professor  
Marketing

Dr. Attri has a rich experience of more than 18 years as an academician, a researcher and a trainer. Her core strength lies in the areas of Brand Management. She has been the course leader for Sales Marketing & Business Development, Consumer Behaviour, Distribution & Channel Management and Customer Relationship Management.

She has worked on consulting assignments and has conducted workshops for sales team of Tata Steel.

Her areas of consulting and research interest includes Performance Management for Self and Organization, Brand Management & Personal Branding, Service Quality, Spiritual Intelligence & Emotional Intelligence at Work, Time Management Skills, Business Communication & Interpersonal Skills, Change Management, Creativity at Workplace, She has reviewed the book on Brand Management and Rural Marketing for Oxford Publication India Ltd. She has also developed content for Australian Technical & Management College.

# BE ENRICHED BY VISIONARIES



Rajnath Singh

Ravi Shankar Prasad

Bibek Debroy

Ram Naik

E. Sreedharan

S.S. Mundra

Anurag Thakur

Rajiv Kumar

Roli Singh

Geeta Phogat

Abheek Barua

Prahlad Kakar

## ABHEEK BARUA

Chief Economist, HDFC Bank

## ACHAL RANGASWAMY

Sales & Marketing Coach  
Former President Sales, Orient Bell Ceramics

## A.C. MAHAJAN

Chairman  
Banking Codes and Standards Board of India

## AJAY MEHRA

Managing Director, South Asia Airbus

## ALOK SANGHAI

Director, Finance Governance & Controls-India  
Barclays Shared Services

## ANIRBAN CHAUDHURI

Senior Vice President & Executive  
Planning Director, J. Walter Thompson

## ANKUR WARIKOO

CE, Nearbuy.com

## ANU ANAMIKA

Head-Marketing, Suzuki Motorcycle India

## ANURAG THAKUR

Member of Parliament, Lok Sabha

## ARUNA PADMANABHAN

Director HR, IBM India

## ARVIND THAKUR

CEO & Joint Managing Director  
NIIT Technologies

## ASHU SAWHNEY

Vice President - HR, DCB Bank

## ATUL CHATURVEDI

CEO - Adani Agro Business, Adani Wilmar

## ATUL MITTAL

Director - Operations, Jabong.com

## BABITA PHOGAT

Wrestler, Silver Medalist  
Commonwealth Games, 2014

## BHAVNA OBEROI

National Sales Head  
Splurge - The Outlook Group

## BIBEK DEBROY

Economist & Permanent Member, Niti Aayog

## BK SISTER JAYANTI

European Director  
Bramha Kumaris World Spiritual University, London

## CHANDRASHEKHAR GHOSH

MD & CEO, Bandhan Bank

## DEBYANI SINHA

Global Head, Human Resources, Nucleus Software

## DEEPAK JOSHI

Minister of State for School Education  
and Higher Education  
Minister of State for School Education  
and Higher Education

## DILEEP CHHAJED

Professor, University of Illinois, USA

## D.P. SHARMA

Professor and International Adviser (IT), ILO & UNDP

## ENAMUL HOQUE CHOWDHURY

Minister (Press and Education)  
Bangladesh High Commission, New Delhi

## GEETA PHOGAT

Wrestler  
Gold Medalist - Commonwealth Games, 2010

## H.E MAJ GEN V NAMGYEL

Ambassador of Bhutan to India  
Royal Kingdom of Bhutan

## JAY PANDA

Member of Parliament, Lok Sabha

## KARMA TSHERING

Director General  
Royal Institute of Management,  
Royal Kingdom of Bhutan

## KETAN KAPOOR

Co-founder & CEO, Mettl

## K M SINGH

Chairman & Managing Director, NHPC

## NARENA K VERMA

Managing Director & CEO, ONGC Videsh Ltd.

## NEERU SHARMA

Co-Founder, Infibeam.com

## NINAD DESAI

Head HR, Coca Cola India

## NITIN BAWANKULE

Director - E-commerce, Google

## PANKAJ VERMANI

Founder & CEO, Clovia.com

## PRABHAKAR TIWARI

CMO, PayU Money

## PRAHLAD KAKAR

Noted Ad Filmmaker, Founder & Director  
Genesis Film Productions

## PROF. JUSTIN PAUL

Professor (International Business)  
GSBA University of Puerto Rico, USA

## PROF. KRISTINE BRANDS

Professor, College of Business and Economics,  
Regis University, Colorado Springs, USA

## RAHUL NARVEKAR

Founder & CEO, NDTV Ethnic Retail

## R ANAND

Senior Vice President - Human Resource  
HCL Technologies

## RAJENDRA JOSHI

Vice President - Operations, John Deere

## RAJESH CHAUDHARY

Founder & CEO, Fortis Healthcare

## RAJESH TRIPATHI

Vice President-HR  
Gujarat Heavy Chemicals

## RAJNATH SINGH

Union Minister of Home Affairs,  
Government of India

## RAJ NEHRU

Director, Human Resources, Schneider Electric

## RAM NAIK

Honourable Governor of Uttar Pradesh  
Government of India

## ROLI SINGH

Head - Talent Development, Tata SIA Airlines

## RAVI SHANKAR PRASAD

Minister for Law & Justice and Electronics  
& Information Technology, Government of India

## SAJJA CHOWDHURY

Asst. Vice President & Head - Strategic  
Partnerships & Alliances, Policy Bazaar.com

## SAMIT GHOSH

Founder & CEO Ujjivan Microfinance

## SANJAY BAHL

President, NIIT

## SANJEEV KUMAR

Vice President, Yes Bank

## SHRUTI MAHESHWARI

Sr. Vice President, Content - Infoedge

## S P SHARMA

Chief Economist, PHDCCI, New Delhi

## SUBIR HAZRA

Associate Vice President & Head - Strategic Planning  
Delhi International Airport

## SUMITRA MAHAJAN

MP & Member of BJP from Indore  
Hon. Speaker Lok Sabha

## SUNIL MATHUR

Income Tax Commissioner Govt. of Rajasthan

## SUNIT TANDON

Former DG, IIMC and Former CEO  
Lok Sabha Television Channel

## S.Y. SIDDIQUI

Chief Mentor, Maruti Suzuki India

## TARAKESHWAR GUPTA

Head - Strategist (Content & Training and Development)  
EventStori

## T.K. ARUN

Editor, The Economic Times

## VIPIN SONDHI

MD & CEO, JCB India

## VIKRAM SHARMA

Director - Human Resource, Marriott International

## VIR VIJAY SINGH

Professor and Director, Planning Commission Chair  
University of Rajasthan



# BECOME YOUR BEST ON AN UNLIMITED CAMPUS

Find the stage that gives you unlimited choices to think, evolve, learn and apply. Make lasting networks and moments to cherish forever. Be more every day.



A glimpse of a room of boys hostel



Hostel life has been most memorable. It is my new home. Supportive warden, homely food, protective guards have made my stay safe, secure and homely.



## BE HOME IN A SAFE AND SECURE HOSTEL.

The hostel acts as an extension of this vibrant student life. Safe, spacious and separate hostel for boys and girls offer Wi-Fi access to aid learning and sharing. Famous for its healthy and delicious eats, the café is a veritable hang out. The common room too is a melting pot for fun, felicity and brainstorming. Students also gain access to a gym and various sports amenities.



## BE AT THE MOST HAPPENING CAMPUS

Cross-sectoral, national and international seminars, conferences, conclaves and presentations are hugely anticipated events at Jaipuria. These act as a great learning ground for peer exchange and industry collaborations. These are also an opportunity for you to enrich your skills in critical thinking, planning, teamwork and resource mobilization among others.



Students from Jaipuria Jaipur performing in a social awareness program.



Students performing at Alumni Meet.



Leave your impression - A Signature campaign at Jaipuria Jaipur.

## BE EXPOSED TO 24x7 LEARNING.

Find yourself in an enriching environment that will excite you, energise you and inspire you to be more.

### ALL WORK AND ALL PLAY

**SPIC MACAY** concerts

**Life after 6** - Discussions, learn something new or just hangout.

**Hobby courses** include anything from guitar, French classes to Karate.

**Forums** - Hot Coffee Hot Issue

**Seminars**

**Aptitude and Skill based courses** - Advanced Excel, Wave, Written and spoken English

**Additional evening courses** - Analytics using SPSS software, Applied econometrics



NIMISA DUA  
PGDM 2017-19

I interned with Discovery Communications India and got an insight into the dynamics of media industry. It gave me the opportunity to analyze my interests, strengths and capabilities. Being a part of the Media Relations Committee taught me to multitask. This will be an asset for my future career.



Jaipuria Lucknow Annual National Conference



Jaipuria Noida Annual Management Conclave



Jaipuria Jaipur National Conference



Jaipuria Noida Youth Fest



Jaipuria Lucknow Annual Management Fest



Jaipuria Jaipur Inter-College Annual Fest



Jaipuria Indore Annual Management Fest



# BE YOUR OWN ARCHITECT

At the BE school, when you invest in your growth, you are rewarded with a love for lifelong learning. And that far outweighs a fat pay check and the perks that come with a management career. At Jaipuria, find the platform to choose your learning path and pace. Become more than an aspirant. Become a leader and architect of your life. Plan your personal as well as professional evolution.

$$ROI = ROI$$

RETURN ON INVESTMENT      RATE OF INVOLVEMENT

## INVESTMENT

> MONEY > TIME > EFFORT > ASPIRATIONS

>>>>>>>> RETURNS >>

A perfect place for a graduate to kick start a professional career. Investing my parent's savings and my time paid off in just one year of admission. I got placed in one of the top MNC, with a handsome package. Though the journey had many phases, there was learning in each and every moment. The highly experienced and supportive faculty helped me get into my dream firm.

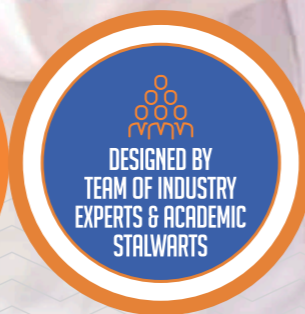
**ANOOP KUMAR SINGH**  
 PGDM (FS)  
 2015-17  
 Placed at  
 Deloitte



- > TRAINING FROM EMINENT FACULTY
- > PERSONAL ATTRIBUTE DEVELOPMENT
- > INDUSTRY EXPOSURE
- > MANAGERIAL SKILLS DEVELOPMENT
- > FUNCTIONAL KNOWLEDGE
- > ADVANCED PROFESSIONAL NETWORK
- > LIFELONG MENTORSHIP
- > LIFE SKILLS
- > CAREER GOALS
- > RESULT ORIENTED MINDSET
- > BROADENED VISION
- > **REWARDING CAREER**

# BE READY FOR WHAT LIES NEXT.

Prepare yourself for a changing world with an intense and innovative program at Jaipuria.



The industry immersed curriculum blended with guest lectures, debate, presentations and various business plan competitions provide exposure and prepares us to lead the future of business. It has been a transformative experience. Jaipuria was the best decision because it extracts the best out of every student.

# BE A LEARNER AT THE KNOWLEDGE CENTRE

200 Hours of Industry Exposure • 1050 Hours of Classroom Training  
 180 Hours of Placement Training • 60 Days of Summer Training  
 100 Hours of Mentoring (Individual Development Program)

## YEAR ONE

Once you accept admission, you start with an online orientation - LEAP (Learn, Experiment, Apply and Progress). This is followed by an Orientation and an Individual Development Plan, that starts from day one.

Year one helps students build a strong foundation in various domains of management through classroom learning, live projects and internship

## YEAR TWO

The second year prepares you for industry challenges from a holistic perspective. The Uncampus edge offers you the opportunity to study in another campus. You collaborate and grow under faculty mentoring. A bouquet of 10 electives help you integrate learning and super specialise for the real world. The second year also places you in a global setting through global partner programs.

## SUMMER INTERNSHIP

The summer internship gives you the first real exposure to the business world. This gives you the first opportunity to test and apply knowledge gained in the first year.

## SUPPORT FOR LIFE

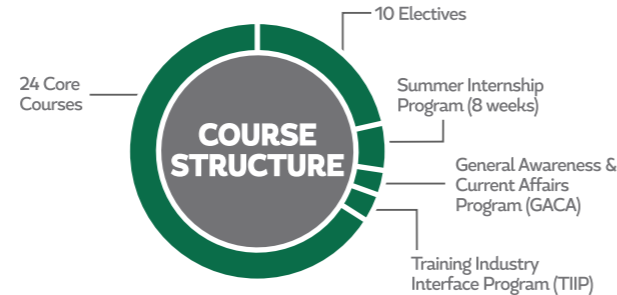
Our learning ecosystem not only revolves around academic but also supports you for life. Our career guidance initiative helps you to prepare for life from day one.

Specific compulsory courses like General Awareness and Current Affairs (GACA) and Training and Industry Interface Program (TIIP) are integral part of curriculum that will enable you in gaining essential industry and general insight.



# BE PREPARED BY AN EVOLVING CURRICULUM

Jaipuria's curriculum responds to and preempts global realities. It is dynamic and enriched by research and continuous upgradation of knowledge. New courses like E commerce, Talent Acquisition, Business Turnaround Management, Social Media, Private Equity and Venture Capital are widening horizons and placing Jaipurians at the forefront.



## PGDM

Post Graduate Diploma in Management is the key to career in business management. Well established and perfected over a period of time. PGDM is an integrated program, designed in the context of the ever evolving business world. Its Industry centric curriculum packed with live projects, case studies will edge you with dual specialisation in any of the functional area of management viz; , Finance, HR, Information System, International Business, Marketing and Operations Management.

Program offered at Jaipuria Lucknow, Noida, Jaipur and Indore



## PGDM (FINANCIAL SERVICES)

The PGDM (Financial Services) program enables you to succeed in the growing banking, insurance and investment sectors. It equips you with technical and conceptual advances in finance, financial planning, mortgage lending and mutual funds, statistics and economics. It empowers you to lead tomorrow, today.

## PGDM (MARKETING)

This specialized program equips you with in-depth knowledge of new-marketing functions. A large part of the learning is based on being at the market place and interacting with customers, working on live projects and internship.

## PGDM (RETAIL MANAGEMENT)

PGDM (Retail Management) specializes you with concepts and innovative management practices for the Retail Industry. The program has since evolved and today encompasses strong integration with marketing and new age e-tailing.

## PGDM (SERVICE MANAGEMENT)

PGDM (Service Management) specialises you with various functional areas of management in the context of service. The program focuses on creating and nurturing service mindedness, service blue print and service operations.

# BE SUPER SPECIALIZED BE SECTOR SPECIALIZED BE DUAL SPECIALIZED

Jaipuria's program offers you a super specialisation in the sector of choice. Students pick a combination of 10 electives, 4 from the focused sectors along with the rest from a bouquet of electives.

## PGDM (FINANCIAL SERVICES)

- **Super specialisation** in Financial Services by choosing 6 electives.
- **Sector specialisation** by opting for 3 out of the above 6 electives from any one of the following sector.  
**Banking • Capital Market • Insurance**
- **Dual specialisation** in any other functional area of management by choosing rest of the 4 electives, such as HR, Information System, Marketing and Operations Management.

Program offered at Jaipuria Lucknow

## PGDM (MARKETING)

- **Super specialisation** in Marketing by choosing 6 electives.
- **Sector specialisation** by opting for 3 out of the above 6 electives from any one of the following sector.  
**E-Marketing • Retail • Rural Marketing**
- **Dual specialisation** in any other functional area of management by choosing rest of the 4 electives, such as Finance, HR, Information System, International Business and Operations Management.

Program offered at Jaipuria Noida

## PGDM (RETAIL MANAGEMENT)

- **Super specialisation** by choosing 6 electives in Retail Management.
- **Sector specialisation** by opting for 3 out of the above 6 electives from any one of the following sector.  
**Supply Chain • Online Retail • Merchandising**
- **Dual specialisation** in any other functional area of management by choosing rest of the 4 electives, such as Finance, HR, Information System, Marketing and Operations Management.

Program offered at Jaipuria Lucknow

## PGDM (SERVICE MANAGEMENT)

- **Super specialisation** in Service Management by choosing 6 electives.
- **Sector specialisation** by opting for 3 out of the above 6 electives from any one of the following sector.  
**Consulting • Banking and Financial Services • Retail**
- **Dual Specialisation** in any other functional area of management by choosing rest of the 4 electives, such as Finance, HR, Information System, Marketing, Operations Management and International Business.

Program offered at Jaipuria Noida & Jaipur\*





DECISION SCIENCE AND OPERATIONS MANAGEMENT



BUSINESS COMMUNICATIONS



FINANCE

# CORE COURSES



ECONOMICS AND INTERNATIONAL BUSINESS



GENERAL MANAGEMENT



HUMAN RESOURCES



INFORMATION SYSTEM



MARKETING MANAGEMENT



STRATEGY



# POOL OF ELECTIVES

## HUMAN RESOURCE MANAGEMENT

- Human Resource Information System
- Performance Management System
- Compensation Management & Reward System
- Talent Acquisition
- Industrial Relations & Labour Laws
- Training & Development
- International HRM
- Leadership & Change Management
- Cross Cultural Sensitivity
- Competency Mapping & Assessment Centre
- Organisational Change and Development
- Managing People in Service Firms
- HR in Healthcare

## INFORMATION TECHNOLOGY MANAGEMENT

- Business Analytics using Data Mining
- Dashboard Reporting
- Database Management System
- E-Commerce
- E-Governance
- Enterprise Resource Planning
- Intelligent Interface for Managerial Decisions
- IT Tools for Finance
- Knowledge Management
- Web Analysis and Social Media

## MARKETING & RETAIL MANAGEMENT

- Brand Management
- Business to Business Marketing
- Consumer Behaviour
- Customer Relations Management
- Data Mining
- Demand Forecasting
- Digital Marketing
- Distribution & Channel Management
- Excellence in Retailing
- E-CRM
- E-Marketing
- Franchising and Global Retailing
- Innovations in Rural Markets
- Integrated Marketing Communication
- International Marketing
- Internet Marketing & E-Tailing
- ITES in Rural Markets
- Logistics Management
- Luxury Marketing
- Mall Management and Event Management
- Marketing Analytics
- Marketing Innovation Management
- Marketing of Financial Services
- Marketing Research
- Merchandise and Category Management for Retailers
- Merchandising
- Microfinance and Rural Banking
- Mobile Marketing
- New Store Planning
- Online Retail
- Product and Category Management
- Retail Buying
- Retail Marketing
- Retail Store Management
- Rural Consumer Behaviour
- Rural Ecosystem
- Rural Healthcare
- Rural Marketing
- Rural Research
- Rural Retailing
- Rural Selling and Distribution
- Sales & Distribution Management
- Sales Techniques and Documentation
- Store Designing and Visual Merchandising
- Store Operations
- Strategic Marketing
- Warehousing Design Management

## SERVICE MANAGEMENT

- Clinical and Support Services
- Negotiation Skills
- Orientation with Medical Terminology
- Quality in Healthcare
- Service Etiquettes and Documentation
- Services Innovation Management
- Services Marketing
- Strategic Marketing Research
- Technology Management for Services
- Visual Merchandising and Atmospherics

## FINANCE & FINANCIAL SERVICES

- Actuarial Science
- Advanced Financial Statement Analysis and Valuation
- Bank & Risk Management
- Banking Operations and Credit Analysis
- Business Valuation
- Corporate Banking
- Corporate Restructuring
- Corporate Tax Management
- Corporate Valuation
- Equity Research
- Financial Derivatives & Risk Management
- Financial Market & Services
- Financial Modeling and Analysis
- Financial Planning
- Fixed Income Securities
- Insurance Accounting
- International Finance
- Investment Banking
- Investment Management
- Life Insurance Products & Marketing
- Market Microstructure
- Marketing of General Insurance Products
- Microfinance
- Private Equity & Venture capital
- Project Finance
- Retail Banking
- Risk Management
- Rural Banking
- Treasury Management
- Underwriting & Claims Management
- Usage of Database/Database Handling
- Wealth Management
- Working Capital Management

## OPERATIONS MANAGEMENT

- Facility Management in Healthcare
- Logistics Management
- Managing Services Operations
- Materials and Inventory Management
- Operations and Logistics
- Project Management (CIS)
- Quality Management
- Supply Chain Management
- IT Operations Management

## OPEN ELECTIVES

- Advanced Data Analysis
- Banking Systems
- Digital Communication
- Entrepreneurship
- Global Business Environment
- International Business
- Leadership Communication
- Management of MNCs
- Operations in Insurance Companies
- Principle of Insurance

\*The pool of electives is indicative & may change as per academic & industry requirement. The offering of electives differ from campus to campus & program to program.





## BE MENTORED FROM DAY ONE

Dr. Pratibha Wasan, Associate Professor (Finance) mentoring students

The Individual Development Program (IDP) offers you a customised tool to plan your growth and be who you want to be. Mentoring forms a critical component to help you build skills, capacity and leverage them from day one.

### Ace your growth with 3 A's -

**Assessment** - Profiling through tests and interviews by an expert panel, evaluation of passion, knowledge and application, assessment of interest areas.

**Analysis** - SWOT analysis for outlining skills, ranking on a 5 point scale, need GAP analysis for intervention.

**Action** - Structured, focused and time - bound plan based on needs and capacities.

## BE ON TECH PLATFORMS TO LEARN



**MOOCs AND COURSERA:**

Massive Open Online Course (MOOC) aims at unlimited participation and open access via internet. MOOCs provide interactive user forums to support community interactions among students & professors. Professional certification from MOOCs is an integral part of academic curriculum.



**LECTURE CAPTURE**

A Lecture Capture software which helps in better learning through videos. Students can watch classroom recordings - anytime; anywhere in the campus. They use tools for easy revision, asking questions and interacting with peers. In Jaipuria any campus student can watch from other three campuses, helps in uncampus learning.



**MOODLE**

It is open source for collaborative learning; students can access all the course material, case assignments through Moodle. All the quizzes, assignment are done by Moodle. Students use EXCEL Minor for business analytics, solver, analysis Toolpack and SPSS software for data analysis and research.



**LEAP**

Students use various databases like Proquest, EBSCO for better understanding about various functional areas like marketing, finance, IT, human resource etc.

## ENHANCING LEARNING THROUGH TECHNOLOGY



**DR. ROMI SAINY**  
Assistant Dean  
(Academics)  
Assistant  
Professor  
(Marketing)

Teaching involves tools of information technology. For this the lectures delivered by faculty members are captured through software. Post the delivery of the lecture, the faculty member publishes the lecture which the students enrolled in the course can view at a later point of time. Apart from this, the usage of moodle is in full swing at all four campuses. The reading materials can be shared, the quizzes can be taken, discussions are done through discussion forums and attendance is taken through Moodle. Case discussions, role plays and usage of management games enhance the learning experience.

Each faculty member is assigned 8-10 mentees so that their progress can be closely monitored.

# BE READY FOR THE GLOBE

The international tie-ups and exchange programs offer an unmatched exposure to global cultures and business practices. It also offers you diverse peer collaboration with a network that stands by you even as your career progresses.



Students from Jaipuria Institute of Management on a seven day visit to Singapore as a part of Student International Program



Students from Ara Institute of Canterbury, New Zealand at Jaipuria Noida as a part of student exchange program

SHERRY  
JAIN  
PGDM  
2017-19



It was an amazing experience in terms of understanding cross culture and corporate exposure. From this international program I came to know about the innovative process followed in workplace globally. This has really helped me in widen my vision toward my career path. It has not only helped in improving my confidence but has also groomed my personality.

## GLOBAL TIE-UPS

Ara Institute of Canterbury, New Zealand

Asian Institute of Technology, Thailand

Christchurch Institute of Technology, Christchurch, New Zealand

Eastern Mennonite University, United States

Faculty of Business and Law, University of Newcastle, Australia

HEIG-VD, School of Business & Engineering, University of Applied Sciences, Western Switzerland

Jonkoping International Business School, Jonkoping University, Sweden

Kainan University, Taiwan

Naresuan University, Thailand

Regenesys Business School, Johannesburg, South Africa

Rennes School of Business, France

Skyline University College, Sharjah, UAE

Universities of Applied Sciences in Finland (Finnish National Network for East and Southeast Asia)

University of Illinois, USA

University of Newcastle, Callaghan, NSW, Australia

Unitech Institute of Technology Auckland, New Zealand

# BE CHISELLED BY INDUSTRY LEADERS

At Jaipuria you will immerse in new knowledge and its application everyday. You will be groomed for greater impact through our unique industry - partnership programs on campus.



Dr. Prabhat Pankaj, Director, Jaipuria Jaipur and Dr. Masood Siddiqui, Assoc. Dean-Research & Publication explaining in IBM Analytics Session

## BE SKILLED



### Be Ready for Big Data @ The IBM Business Analytics Lab

Business Analytics has now grown as a profession and numerous companies are finding it profitable to have a department for business analytics so that they get useful insight from the data generated. Considering the importance of training management graduates in business analytics, Jaipuria in association with IBM is offering Business Analytics Course. Under this IBM CDBT program, the Business Analytics Lab will focus on building skills and knowledge for data analysis. The 32 hour course on descriptive, predictive, cognitive and big data analysis is open to all students across all 4 campuses.



### Specialized Course in Financial Market in Association with BSE

The course designed at BSE Institute help students in developing the required capabilities, understanding the trends and in preparing for Financial Market space. This Abridged Course in Financial Market (ACFM) will provide the participants an unprecedented and unique opportunity to learn comprehensive, contemporary financial thinking and techniques practiced in the financial markets, so that they can manage efficiently and effectively in this complex dynamic environment. The course will equip the students with the knowledge and intellectual ability to examine and analyse the financial markets and will also add value to the all-round development of their outlook, skills and personality. The curriculum is contemporary keeping in line with the industry trends and regulatory guidelines and global best practices. It's designed to keep in sync with the blended learning approach. The classroom sessions are a combination of lively case study discussions, learning through doing, presentations and theoretical learning. Simulation activities like live trading, application of technical analysis charts, simulation based portfolio management, stock market games are an integral part of the learning process, where the students learn by doing in a controlled environment.



### KPMG Lean Six Sigma Competency Development Program

Lean Six Sigma is a standard, structured, disciplined and data driven approach which helps the organization to make fact based decisions in all the critical pain areas of an organization. It is non-industry specific approach focusing on structured problem solving and building a culture of process excellence to achieve the organizational objective of operational transformation. This is a 32 hour contact program designed with adaptive learning methodology.

It orients students towards fact based decision making, use data to draw business conclusions, analyze current trends and metrics for their practical use, conduct in-depth analysis and innovate for performance improvement.

# BEGIN YOUR CAREER WITH INDUSTRY LEADERS

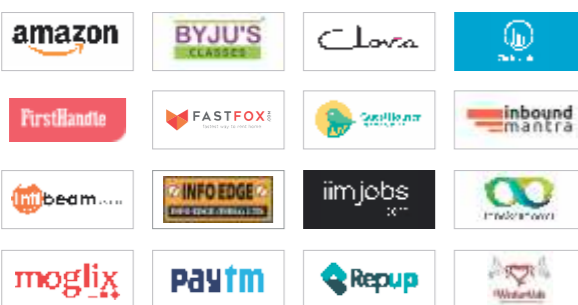
## AUTOMOBILE



## BANKING AND MICROFINANCE



## E-COMMERCE



## FINANCIAL SERVICES & INSURANCE



## FMCG/CONSUMER DURABLES



## IT/ITES



## MEDIA/ADVERTISING



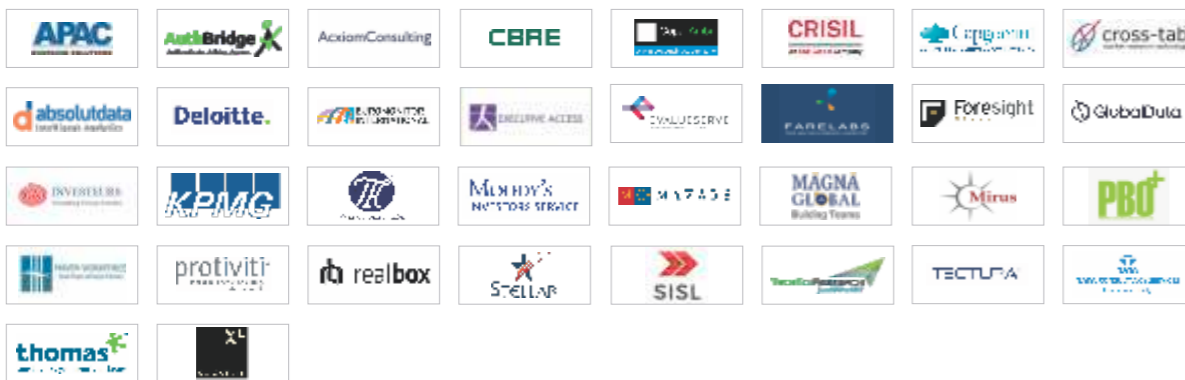
## MANUFACTURING



## RETAIL AND LOGISTICS



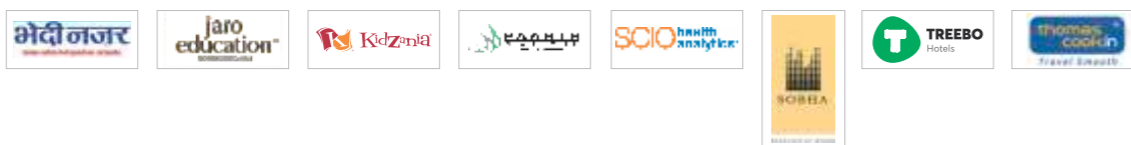
## RESEARCH/KPO/CONSULTING\*



## TELECOMMUNICATION

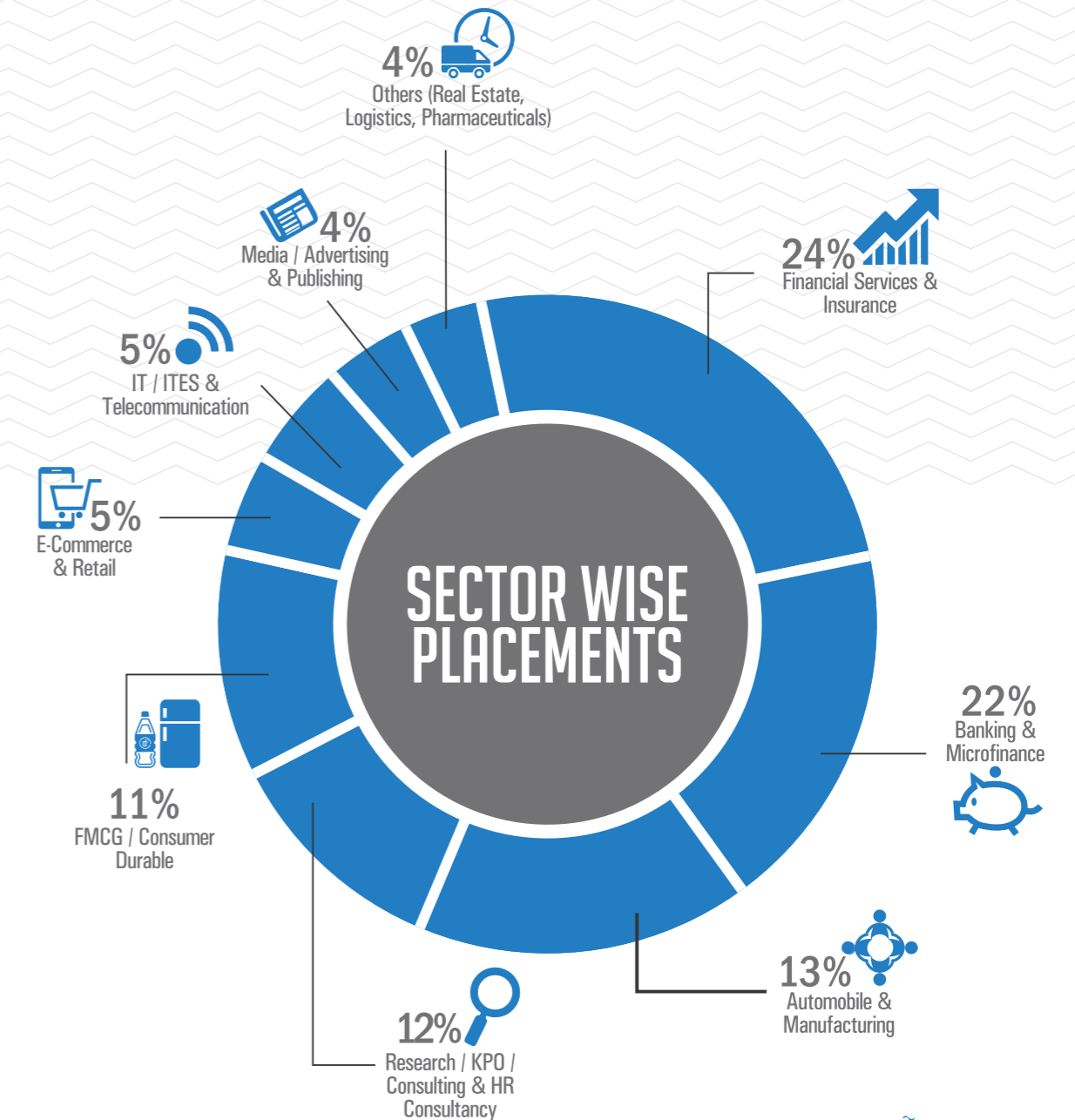


## OTHERS



# BE 100% SECTOR READY. LIKE THE CLASS OF 2017.

## FLASHBACK: SECTOR WISE PLACEMENTS



\*Includes HR Consultancy



# BE GROOMED WHERE THE INDUSTRY BUILDS ITS CAPACITY

When you are at Jaipuria, you are at the seat of new knowledge, you are at the centre for industry impact. You will learn from experts who are continuously creating, testing and applying new knowledge. You will be groomed by those who build the capacity of industry professionals through Management Development Programs (MDPs). You will assimilate a love for knowledge and a culture of lifelong learning.



## FLAGSHIP MANAGEMENT DEVELOPMENT PROGRAM (MDP) MODULES THAT SUIT THE INDUSTRY -

- Global Leadership Program
- The Leadership DNA
- Strishakti - Empowering Women Leadership
- HR Analytics - Turning HR into a Decision Science
- Labour Law Reforms with focus on Contract Labour Management
- CSR Governance
- In-company customised programs

### SOME OF OUR PATRONS



### OUR PRESENCE IN BANKING SECTOR



# BE HERE TO MAKE A DIFFERENCE

Discover what is it to be ready at Jaipuria.  
Learn, imbibe, apply and make a change. Here's how:

## IF YOU ARE

An enthusiastic student having successfully completed a Bachelor's Degree or equivalent with at least 50% aggregate marks or equivalent CGPA in any discipline from a University recognized by Association of Indian Universities or AICTE. If you are appearing for the final year of graduation in 2018, you too are eligible, provided you complete all the formalities before June 2018. Such an admission is provisional and will stand cancelled if you do not have 50% aggregate marks in the examination once the results are published.

## YOU CAN APPLY

Mobile: Application form can be submitted online along with a fee of ₹500 through our mobile app Jaipuria ONE, available on play store.

Online: Application form can also be filled and submitted online on our website along with an online payment of ₹750.

## CHOOSE A VENUE

Selection process will be conducted at Agra, Ahmedabad, Allahabad, Alwar, Amritsar, Bareilly, Bhopal, Bhubaneswar, Bikaner, Chandigarh, Dehradun, Gorakhpur, Guwahati, Gwalior, Indore, Jamshedpur, Jabalpur, Jaipur, Jodhpur, Kanpur, Kota, Kolkata, Lucknow, Noida, Patna, Ranchi, Sikar, Udaipur and Varanasi.

You can choose the centre for selection process according to your convenience in the application form. The admission team will intimate you with the date and venue.

All the above locations are tentative. The Institute reserves the right to cancel any of the above outstation centres.

## GET SELECTED

The selection to the Post Graduate Diploma in Management program is purely based on the cumulative performance in CAT\*/MAT/XAT/CMAT/ ATMA score followed by group discussion and personal interview.

The group discussion and personal interview are integral components of the admission process. The objective is to identify and assess interpersonal skills in addition to the overall knowledge. Due weightage is given to past academic achievements and work experience respectively, apart from the above mentioned parameters.

Below is the selection parameter with due weightages.

PARAMETER <sup>#</sup>	WEIGHTAGES <sup>#</sup>
Score in CAT/MAT/XAT/ATMA/ GMAT	50%
Group Discussion	10%
Personal Interview	15%
Work Experience, Sports & Extra Curricular Activities	05%
Academic Performance in X Std, XII std, Degree/ Post Graduate Degree	20%

\*Jaipuria Institutes use CAT for short-listing the candidates for our post-graduate program(s) in management/MBA. IIMS have no rule either in the selection process or in the conduction of the program.

<sup>#</sup>The selection parameter is subject to change as per AICTE Norms.

## FEE STRUCTURE

PGDM at Jaipuria is an excellent and affordable investment for your future. On an average, graduates earn more than the tuition fees during their first year of employment after the PGDM. Most candidates fund their studies with a mix of personal funds, loans and scholarships.

The program fee includes tuition fee and other related costs. Essential courseware will be provided from the well stocked book bank of campus library for the duration of the course on returnable basis. The fee is payable in

6 installments across the period of the course. Hostel fee is payable for the year along with the first installment and fourth installment of the program fee. The selected candidates must pay their first installment of fee within the stipulated time as mentioned in the admission offer letter. Hostel is compulsory for outstation students at Lucknow, Noida and Jaipur. As Jaipuria Indore being a completely residential campus, the hostel is compulsory for all the students.

PROGRAM	YEAR I	YEAR II	CAMPUS
PGDM	₹470,000	₹455,000	LUCKNOW
PGDM (FINANCIAL SERVICES)	₹440,000	₹435,000	LUCKNOW
PGDM (RETAIL MANAGEMENT)	₹380,000	₹370,000	LUCKNOW
PGDM	₹470,000	₹455,000	NOIDA
PGDM (MARKETING)	₹440,000	₹435,000	NOIDA
PGDM (SERVICE MANAGEMENT)	₹440,000	₹435,000	NOIDA
PGDM	₹350,000	₹345,000	JAIPUR
PGDM (SERVICE MANAGEMENT)*	₹350,000	₹345,000	JAIPUR
PGDM	₹325,000	₹320,000	INDORE

A refundable security deposit of ₹10,000 to be paid at the time of admission along with the first installment of the fee. For details of hostel fee, visit our website [www.jaipuria.ac.in](http://www.jaipuria.ac.in).

## SCHOLARSHIP

We view education not only as a gateway to personal development, but also as a pathway for improving the society. We encourage meritorious students with a number of scholarships. This enhances our diversity and enables us to enroll outstanding candidates from various backgrounds. Visit our website for details: [www.jaipuria.ac.in/admissions/scholarship](http://www.jaipuria.ac.in/admissions/scholarship)

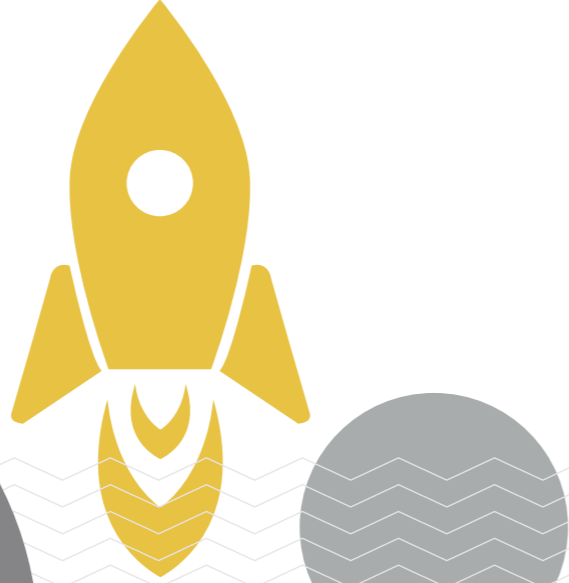
## EDUCATIONAL LOAN


Arrangements are made with selected National and Private Banks for education loan at lowest possible interest. Requisite documents should be provided by the selected student for assistance in obtaining the loan. Jaipuria has tied up with State Bank of India nationally for facilitating education loan to its students.

## REFUND POLICY

The refund policy of the Institute in case of withdrawal/cancellation of admission is as per the rules of AICTE vide its Public Notice Advt. No. AICTE/Legal/04(01)/2007

**BEGIN  
YOUR  
JOURNEY.  
NOW.**



 **JAIPURIA**  
INSTITUTE OF MANAGEMENT  
LUCKNOW NOIDA JAIPUR INDORE

