

# STUDENT HANDBOOK

2016-18

Post Graduate  
Diploma in Management  
(Marketing)





# VISION

TO PROMOTE HUMAN WELL-BEING THROUGH EFFECTIVE MANAGEMENT EDUCATION.

# MISSION

TO CONTINUOUSLY UPGRADE AND UPSCALE THE QUALITY AND SPREAD OF OUR EDUCATIONAL ENDEAVOUR.

# Strategic Goals

- GOAL 1** } Foster a culture of academic excellence through innovative curricula with a view to produce competent managers with global, professional and entrepreneurial mindsets.
- GOAL 2** } Promote knowledge creation & dissemination for conducting management development programmes, consultancy and executive education to help managers hone their skills and broaden their perspectives.
- GOAL 3** } Produce cutting edge intellectual capital in the field of management through applied and conceptual research.
- GOAL 4** } Better recognition through higher accreditations & rankings.
- GOAL 5** } Encourage adoption of contemporary technology for superior academic performance & information sharing with key stakeholders.
- GOAL 6** } Forge networking with national and international business schools and institutions in order to provide global exposure to the faculty and students.
- GOAL 7** } Attract and retain quality faculty and staff.



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## ABOUT JAIPURIA GROUP OF INSTITUTIONS

Jaipuria's journey in education is not about number of years past but the insight inherited enroute. The Jaipuria legacy of education began in 1945 with the establishment of the Jaipuria College in Kolkata. Today, 70 years after its inception, the House of Jaipuria has been delivering superior quality education consistently. It is this unique heritage spanning 7 decades and 4 generations that sets us apart from other educational institutes.

The Jaipuria ethos is focused on creating and nurturing the next generation of thought leaders through intuitive education. This ongoing quest for the ensuring academic excellence led us to set up the first Jaipuria Institute of Management in Lucknow in 1995. Today the institute is one of the largest groups in northern and central India to offer AICTE approved PGDM programmes at four world class campuses in Lucknow, Noida, Jaipur and Indore.

It is but a testament of Jaipuria's commitment to provide transformational education and the quality that it assures year after year, that the National Assessment and Accreditation Council (NAAC) has accredited Jaipuria Lucknow and Noida with the prestigious A-GRADE rating. Two among the few B-schools in the country to be awarded with the highest ranking. Jaipuria Jaipur has been rated the best B-school in Rajasthan by the 'Business Today'. Jaipuria Indore is the first institute in south-east Asia to offer a PGDM which integrates management of digital and new age businesses in its PGDM curriculum.



## ABOUT JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA

Jaipuria Noida established in 2004; this state of the art campus in the heart of the corporate hub of the NCR region provides students with wide exposure to number of industries. Led by Dr. Rajiv R Thakur with a strong team of full time faculty comprising of qualified and experienced professors as well as industry managers turned academicians.

The Institute works on developing graduates with entrepreneurial orientation and service mindedness. Innovative elective course further enrich the course thereby enabling students to opt for dual specialization.

The Institute draws upon a mix of pedagogy focusing on learning through both in-class discussions, cases, and simulations as well as beyond the class room learning through live projects, field project studies, regular industry interface and participation in various national / international seminars.

Modernity, aesthetics and simplicity characterize the four acre green Wi-Fi campus. A beautiful lawn, a large green central court and an open-air amphitheatre contribute immensely to providing a stimulating learning environment in the campus. The air conditioned academic complex consists of well-equipped theatre style and classic lecture halls, auditoriums, well stocked library, computer labs and the faculty offices.

The Institute offers three AICTE approved two year full time PGDM, PGDM (Service Management), PGDM (Marketing) and Management development programmes for corporates. Jaipuria Noida offers opportunities in higher management education of management for management students, professionals and academicians with its Doctoral Programme in Management. The Institute offers PhD programme since 2013 in association with Mohanlal Sukhadia University, Udaipur.



**NAAC ACCREDITED** - 'A' grade institute



**NBA ACCREDITATION**  
for PGDM Programs



**AIU RECOGNIZED PGDM PROGRAMS**  
equivalent to MBA



**9TH AMONGST PRIVATE B-SCHOOLS**  
in North India (CSR-GHRDC 2015)



**6TH AMONGST PRIVATE B-SCHOOLS**  
in North India (People Matters-NHRDN 2015)



**14TH AMONGST PRIVATE B-SCHOOLS**  
in North India (Outlook 2015)



**26TH AMONGST ALL MANAGEMENT INSTITUTES**  
in India (National Institutional Ranking Framework 2016)

# Infrastructure

## Classrooms

Naturally lighted, large and airy learning centers with a structure having high ceilings and large corridors are designed to promote maximum interaction between the faculty and the students. The air-conditioned learning centers are well equipped with a PC, LCD, LAN and Wifi connectivity. Both the

theatre style and classic learning centers are furnished with specially designed desks for the comfort of students. The classroom learning is captured and disseminated through Impartus lecture capture system (innovative video-enabled learning solutions).

## Library

Library at Jaipuria Noida has one of the best library systems in the NCR region with active relations with all other major business schools' libraries. It is a fully automated library and very enriched both in traditional and online resources.

It has a collection of 23948 volumes including Book Bank with 10699 different titles. It subscribes to about 101 national and international printed periodicals. Library also has vast collection of fiction, biographies and spiritual Books.

The library also subscribes to many online databases including Ebsco Business Complete, Research Starters Business, Green File, Lista, Regional Business News, Newspaper Source Plus and Entrepreneurial Studies Source and J-Gate Social and Management Sciences. With these databases our users have access of more than 15000 indexed and abstracted journals and magazines, 6000 plus full text journals and magazines and over 9000 books, monographs, case studies, reports and dissertations. Through eBooks

Academic Collection database, users have access to over 75000 e-books. Besides these, library also subscribes to Ace Equity database from Accord Infotech to provide comprehensive financial and economic information, of more than 26000 companies to its users. Library also has a sizeable collection of CDs/DVDs and videos related to management education. In past year, new books worth a million rupees have been added in library.

Jaipuria, Noida library is totally green library illuminated with natural light. It is truly users' friendly and provides various information services to its users on daily basis. It has membership of DELNET and British Council enabling our users to avail Inter Library Loan facility. Our users can make use of library resources from anywhere using Internet facility. OPAC terminals have been installed in library for self learning of students. It has initiated Digital Library initiative using Greenstone Digital Library Software.

## Computer Labs

Jaipuria Noida is a Wi-Fi campus with 24 x 7; 70MB lease line internet connectivity. It has more than 300 Lenovo i3, Core 2 Duo and Dual Core Processor PCs and latest generation of high end servers, laser printers and scanners. The institute has a well-equipped central computing facility housed in four computer labs. Apart from a host of routine and special softwares, the computer labs have the latest.

operating systems such as Windows, Linux at the Server level and Windows 10. Professional OS at the client level. Data base level includes MS SQL Servers, Statistical packages like SPSS and databases like ACE Equity are also available. The institute is in the process of implementing ERP which would enable students to get real time information of what is happening in the campus.

## Centres of Advanced studies

With the objective to serve the industry and academia through creation, development and dissemination of knowledge and its applications through education, training, research and consultancy, the Institute has set up the following Center of Advanced Studies & Research:

- Centre for Entrepreneurship and Family Business
- MDP Centre
- Centre for Case Studies
- Centre for Studies in Chinese and African markets
- Centre for Business Analytics

## Cafeteria

The campus has a modern cafeteria well furnished to cater to students' taste. Besides beverages and snacks, it has a provision for serving meals to day boarding students as well.

## Sports facility

The campus offers both indoor and outdoor sports facilities. We have a large sports field with facilities for playing, badminton, volleyball and cricket. We also have a common room for indoor sports.

## Hostel

Jaipuria Noida offers separate accommodations to Boys and Girls. Girl's hostel is situated within the campus and boy's hostel is located in close proximity to the campus. Providing an excellent living experience to the residents, these hostels are equipped with modern gym, a common room with television and ample recreational facilities.

## Medical facility

Besides the handy first aid facility, the institute has a Medical Room. An experienced doctor visits campus twice a week in addition to being available on call round the clock. Students are also offered protection under a limited accidental insurance policy cover. In case of any emergency Ambulance Service is tied up with Kailash Hospital and Shanti Gopal Hospital. Apart from this, for any emergency, the Institute vehicle is available during day time and also available during nights on short notice.





# Faculty

AREA	NAME	QUALIFICATION	DESIGNATION
BUSINESS COMMUNICATION	A K Rajpal	MMC, MA, Bed	Adjunct Professor
	Abhijit Nair	MA(Journalism), Ph.D.	Associate Professor
	Ashok Advani	MBA, PHDM	Adjunct Professor
	Shalini Verma	MA (Eng, JMC, Human Rights), Ph.D., Diploma (Bus. Admn., T&D), B.Ed.	Associate Professor
DECISION SCIENCE/ OPERATIONS	M.S. Kumar	PGM, BL, BE	Adjunct Professor
	Richa Misra	PGDITM, M.Sc.(IT), Ph.D.	Assistant Professor
	Sonali Singh	M.Sc., M.Phil	Assistant Professor
	Surender Kumar	M.Sc. Ph.D.	Assistant Professor
ECONOMICS/IB	Ritika Gugnani	M.A., MBA, UGC (Net), Ph.D.	Associate Professor
	Vranda Jain	MA (Eco.), UGC (Net), Ph.D.	Assistant Professor
FINANCE	Moid Uddin Ahmad	MFC	Assistant Professor
	Nidhi Singh	PGDM, UGC (Net)	Assistant Professor
	Pratibha Wasan	MBA, UGC (Net), Ph.D.	Associate Professor
	Puneet Dublish	M.Com, LLB, PGDM, Ph.D.	Associate Professor
	Shikha Bhatia	M.Com, UGC (Net), Ph.D.	Associate Professor
HR/OB	Abdul Qadir	MBA, UGC (Net)	Assistant Professor
	B. D. Singh	MA, PGDCM, LLB	Adjunct Professor
	Shalini Srivastava	M.A(Psychology), Ph.D.	Associate Professor
	Swati Agrawal	MBA, Ph.D.	Professor
IT	Durgansh Sharma	M.Sc., MCA, M.Tech., M.Phil	Assistant Professor
	Lalit Sharma	MCA	Assistant Professor
MARKETING	Ajay Bansal	MBA, BE, UGC (Net)	Assistant Professor
	Banasree Dey	MBA, PGDM, Ph.D.	Assistant Professor
	Deepak Singh	MBA, Ph.D.	Associate Professor
	Jones Mathew	MBA, Ph.D.	Professor
	Poonam Sharma	MBA, UGC (Net), Ph.D.	Professor
	Rajesh Sharma	M.Sc., Dip. In Mktg., PGDM, Ph.D.	Associate Professor
	Vinita Srivastava	MBA, UGC (Net), Ph.D.	Assistant Professor
STRATEGIC & GENERAL MANAGEMENT	Rajiv R. Thakur	MBA, MA, UGC (Net), Ph.D.	Director & Professor

# Section I

General Information & Programme Curriculum



# Academic Calendar 2016-17

DETAILS	DATES (DAYS)
<b>TERM-I</b>	
Induction Week I	27 June -2 July, 2016 (Monday - Saturday)
Induction Week II	4 - 5 July, 2016 (Monday - Tuesday)
Eid-ul-Fitr (Holiday)	6 July, 2016 (Wednesday)
Foundation Week	7 -14 July, 2016 (Thursday-Thursday)
Commencement of Classes	15 July, 2016 (Friday)
Formation of Student Council	3-5 August, 2016 (Wednesday-Friday)
Oath Taking Ceremony and presentation by Student Council	8 August, 2016 (Monday)
Mid-Term Examination	13-20 August, 2016 (Saturday - Saturday)
Independence Day Celebrations#	15 August, 2016 (Monday)
Commencement of Classes after Mid-Term	22 August, 2016 (Monday)
SPICMACAY-I	26 August, 2016 (Friday)
HR Conclave	27 August, 2016 (Saturday)
CEFB Event (Entrepreneurship Capsule Programme)	1 September, 2016 (Thursday)
Showing of Mid-Term Answer Sheets	6 September, 2016 (Tuesday)
AMCAT( Profiling Test)	8-9 September, 2016 (Thursday-Friday)
Eid-ul-Zuha (Holiday)	12 September, 2016 (Monday)
Annual Management Fest	15 September, 2016 (Thursday)
End-Term Examination	24 September - 1 October, 2016 (Saturday-Saturday)
Gandhi Jayanti (Holiday)	2 October, 2016 (Sunday)
Spot Evaluation End Term	3-5 October, 2016 (Monday-Wednesday)
<b>TERM - II</b>	
Commencement of Classes	6 October, 2016 (Thursday)
Vijaydashmi (Holiday)	11 October, 2016 (Tuesday)
Showing of End-Term Answer Sheets (Term-I)	13 October, 2016 (Thursday)
Marketing Conclave	22 October, 2016 (Saturday)
Diwali (Holidays)	29 October-1 November 2016( Saturday-Tuesday)
Declaration of Term I Result	7 November, 2016 (Monday)
Sports and Cultural Event	10-12 November, 2016 (Thursday-Saturday)
Reappear Exam (Term I)	14-17 November, 2016 (Monday-Thursday)

# Academic Calendar 2016-17

DETAILS	DATES (DAYS)
Final Declaration of Term I Result	21 November, 2016 (Monday)
Mid-Term Examination	21-24 November, 2016 (Monday -Thursday)
Commencement of Classes after Mid-Term	25 November, 2016 (Friday)
Showing of Mid-term Answer Sheets	7 December, 2016 (Wednesday)
JAMC	10 December, 2016 (Saturday)
Finance Conclave	17 December, 2016 (Saturday)
Christmas (Holiday)	25 December, 2016 (Sunday)
End-Term Examination	2-7 January, 2017(Monday - Saturday)
Spot Evaluation End Term	10-12 January, 2017 (Tuesday-Thursday)
<b>TERM - III</b>	
IDP-I	13-14 January, 2017 (Friday-Saturday)
Commencement of Classes	16 January, 2017 (Monday)
Showing of End-Term Answer Sheets of Term II	18 January, 2017 (Wednesday)
Communication Conclave	21 January, 2017 (Saturday)
Republic Day Celebrations#	26 January, 2017 (Thursday)
All Campus Alumni Meet (Punarsangam)	28 January, 2017 (Saturday)
SIP Workshop	27 January - 1 Feb, 2017 (Friday-Wednesday)
Declaration of Term II Results	4 February, 2017 (Saturday)
International Conference on Management Practices for the New Economy (ICMAPRANE)	10-11 February, 2017 (Friday-Saturday)
SPICMACAY II	10 February, 2017 (Friday)
Reappear Exam (Term II)	13-15 February, 2017 (Monday-Wednesday)
Industry Visit	15-16 February, 2017 (Wednesday-Thursday)
Final Declaration of Term II Result	20 February, 2017 (Monday)
Mid-Term Examination	20-23 February, 2017 (Monday-Thursday)
E-Week **	27 February - 4 March, 2017 (Monday-Saturday)
Budget Seminar	7 March, 2017 (Tuesday)
Showing of Mid-Term Answer Sheets (Term III)	10 March, 2017 (Friday)
Holi (Holidays)	11-13 March, 2017 (Saturday-Monday)
IS & Operations Conclave	18 March, 2017 (Saturday)
End-Term Examination	10-17 April, 2017 (Monday - Monday)
Ambedkar Jayanti/ Good Friday (Holiday)	14 April, 2017 (Friday)
SIP	20 April-20 June, 2017 (Thursday - Tuesday)
Spot Evaluation End Term	21-25 April, 2017 (Friday-Tuesday)
Showing of End-Term Answer Sheets (Term III)	27 April, 2017 (Thursday)
Declaration of Term III Result	5 May, 2017 (Friday)
Reappear Exam (Term III)	12-13 May, 2017 (Friday-Saturday)
Final Declaration of Term III Result	19 May, 2017 (Friday)

#Academic off  
\*\*Subject to change

# Post Graduate Diploma In Management (Marketing)

Jaipuria Institute of Management Noida's Post Graduate Diploma in Management (Marketing Management) is an AICTE approved, AIU recognised and NBA accredited two year full time programme. The programme is recognised by AIU as equivalent to MBA and is designed to develop world class marketing professionals with a strong value system. PGDM (M) is well established programme, perfected over a period of time. Its industry oriented syllabi and curriculum is constantly updated to remain contemporary as well as futuristic in orientation in order to groom professionals to be ready to meet the ever changing demands of global business. Students who aspire to take a deep dive into the ocean of marketing world, right from the first year, the PGDM (M) Programme offers them two core marketing courses as Sales Management & Business Development and Research Methods for Marketing Managers besides other core functional courses. As the students move on to second year, they study five compulsory marketing courses like; Consumer Behavior, Digital Marketing, Brand Marketing Management, Retail Marketing and Rural Marketing which make the core of the marketing domain during fourth, fifth and sixth trimesters respectively. Besides these, they are also offered additional marketing courses vis-à-vis Services Marketing, International Marketing, Advertising and Sales Promotion, Strategic Marketing Management, Marketing Research, CRM, Distribution & Channel Management, Marketing of Financial Services, B2B Marketing and Marketing Analytics. To meet the industry requirements of cross functional expertise, other than core specialization in Marketing, the PGDM-M programme also offers the five broad tracks of specializations like; HRM, Finance, Marketing, Operations Management and International Business.

## Programme Structure

PGDM (M) is a professional management course spread across two academic years. An academic year is divided into three academic terms of approximately three months each. Students can earn a dual specialization by opting elective courses in any one functional area of management besides Marketing specialization while single specialization in Marketing is also offered. The bouquet of specialization comprises of Finance, Operations and IT, HRM and International Business. Each specialization area offers many innovative courses for emerging careers in management. Jaipuria follows a continuous system on assessment and evaluation for measurement of learning outcomes by students. Each course therefore assesses learning by a blend of quizzes, assignments, case / exercise analysis, discussion / report submission, project / term paper, mid-term examination and end-term examination.

The curriculum is so designed that in the first year core courses are covered to strengthen knowledge of fundamentals in all areas of functional management to enable students to gain a holistic perspective of general management besides building on the essential communication, computer and quantitative skills. Summer vacation between the first year and second year is utilized for summer internship to gain first-hand experience of working in the real business world and also for application of class room learning to manage the prevailing challenges of industry. The second year provides opportunity to choose courses in the chosen area of specialization customized to career aspirations of students and the industry requirements. The three trimesters in the second year are geared towards an in-depth understanding of the respective fields of specialization. Thus, making students industry ready for taking on real life challenges.



## Pedagogy

The pedagogy has been widely acclaimed and has made Jaipuria Noida students stand out because they are equipped to deliver high performance across businesses and geographies and yet remain rooted and sensitive to the overall environment they operate in. Time-tested and carefully chosen pedagogical tools like; classroom discussions, case studies, quizzes, assignments, roles plays, business simulation games, lab exercises and real-time data collection using databases, live projects, field visits, expert interviews and visit to shopping malls/joints help the students in understanding and analyzing the business model, market, industry, economy, etc. Such regular interventions allow the students to understand, learn, grow and evolve into Industry ready professionals. The process of continuous evaluation also puts them on track for their holistic development.

## Number of Credits in PGDM Programme

The PGDM (M) programme has total 108 credits, of which 81 correspond to core courses, 15 credits correspond to elective courses, 6 credits are for Summer Internship Project, 3 credits are for Training and Industry Interface and 3 credits are for General Awareness and Current Affairs Quizzes which would be held across first three trimesters.

## Programme Outcomes

1. Develop students as successful marketing professionals and entrepreneurs, equipped with analytical, creative thinking and effective communication skills.
2. Understand concepts, frameworks and practices of marketing in particular and other functional areas of management in general.
3. Analyse marketing management situations in the volatile, uncertain, complex and ambiguous (VUCA) business world and make effective decisions.
4. Understand domestic and international business environment and its impact on organizations.
5. Develop integrative and strategic skills to solve real world marketing problems.
6. Sharpen self and people management skills to become aware, responsive and effective leaders with strong ethical values.
7. Perform across businesses and geographies using various marketing functions effectively while remaining rooted and sensitive to the overall environment they operate in.

# Curriculum Architecture

## First Trimester

SI. No.	Course Title	Credits	Sessions	Hours
1	Information Technology for Management	3	24	30
2	Organisational Behaviour-I	3	24	30
3	Marketing Management - I	4	40	56
4	Quantitative Analysis for Management -I	3	24	30
5	Managerial Economics	3	24	30
6	Accounting for Decision Making	3	24	30
7	Business Communication-I	3	24	30
	Total	22	184	236

## Second Trimester

SI. No.	Course Title	Credits	Sessions	Hours
1	Management Accounting and Control	1.5	12	15
2	Business Communication-II	3	24	30
3	Financial Management-I	3	24	30
4	Marketing Management-II	2	40	56
5	Organizational Behaviour-II	3	24	30
6	Quantitative Analysis for Management -II	3	24	30
7	Macro Economics & Business Environment	3	24	30
	Total	18.5	172	221

## Third Trimester

SI. No.	Course Title	Credits	Sessions	Hours
1	Business Communication-III	3	24	30
2	Human Resource Management	1.5	12	15
3	Management Information Systems	3	24	30
4	Operations Management	1.5	12	15
5	Sales Management & Business Development	3	24	30
6	International Economy & Business	3	24	30
7	Strategic Management-I	3	24	30
	Total	21	168	210



**Summer Internship Project: 6 Credits**  
**Training and Industry Interface: 3 Credits**  
**General Awareness and Current Affairs Quizzes: 3 Credits**

**Fourth Trimester**

SI. No.	Course Title	Credits	Sessions	Hours
1	Simulation in Strategy	1.50	12	30
2	Legal Aspects of Management	3	24	30
3	Consumer Behaviour	3	24	30
4	Digital Marketing	3	24	30
5	2 Electives	6	48	60
	Total	16.5	132	180

**Fifth Trimester**

SI. No.	Course Title	Credits	Sessions	Hours
1	Brand Marketing Management	3	24	30
2	Retail Marketing	3	24	30
3	2 Electives	6	48	60
	Total	12	96	120

**Sixth Trimester**

SI. No.	Course Title	Credits	Sessions	Hours
1	Rural Marketing	3	24	30
2	1 Elective Course	3	24	30
	Total	6	48	60

# Specialisations Offered\*

Marketing  
Human Resource Management  
Finance  
Operations/it Management  
International Business

\* Minimum number of 20 students required for any specialization or elective course to be offered.

## List of Electives

### Marketing

- Services Marketing
- International Marketing
- Advertising and Sales Promotion
- Strategic Marketing Management
- Marketing Research
- CRM
- Distribution & Channel Management
- Marketing of Financial Services
- B2B Marketing
- Marketing Analytics

### Human Resource Management

- HRM-II (1.5 Credit - Compulsory for students opting for this Specialization)
- Talent Acquisition
- Training & Development
- Performance Management System
- Compensation Management and Reward System
- International HRM
- Human Resource Information System
- Industrial Relations
- Leadership and Change Management
- Cross-Culture & Diversity Management
- Organisation Development & Change (1.5 Credit)
- HR Analytics (1.5 credit)

## Finance

- FM-II (Compulsory for students opting for this Specialization)
- Corporate Valuation
- Financial Derivatives and Risk Management
- Financial Markets and Services
- Investment Management
- Project Finance
- Wealth Management
- International Finance
- Risk Management in Commercial Banks
- Financial Modeling & Analysis
- Fixed Income Securities
- Corporate Tax Management
- Corporate Restructuring and Turnaround Management
- Microfinance
- Banking Systems
- Financial Econometrics

## OPERATIONS/IT MANAGEMENT

- Operations Management -II (1.5 Credit - Compulsory for students opting for this Specialization)
- Supply Chain Management
- Logistic Management
- E-Commerce
- Business Analytics Using Data Mining
- Materials and Inventory Management
- Managing Service Operations
- Enterprise Resource Planning
- Cloud Computing for Business Management
- Project Management
- Web Analysis and Social Media
- Dash Board Reporting
- Advanced Data Analysis
- Knowledge Management
- IT Operations Management

## INTERNATIONAL BUSINESS

- Doing Business with Emerging Economies
- Applied Econometrics for Managers
- Global Business Environment
- International Business
- Management Of MNCs
- Export/Import Procedures & Documentation
- International Finance
- International Human Resource Management
- International Marketing



The background is a solid green color with a subtle pattern of fine, white, diagonal lines. On the right side, there are several large, white, stylized outlines of leaves or petals, pointing upwards and to the right.

# Section II

Teaching Learning Process

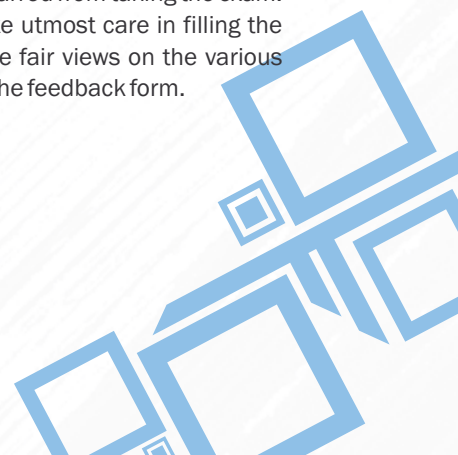
# Teaching Learning Process

Teaching is an active process in which an instructor shares knowledge with students and facilitates their thinking to make behavioural changes. Learning is the process of thinking and assimilating information with a resultant change in behaviour. Teaching-learning process is thus, a planned interaction that promotes behavioural change that is not a result of maturation or coincidence.

The instructor is the prime mover of the teaching learning process. S/he directs the flow of the process and facilitates learning. While the instructor serves as the main control, the learner is considered as the key participant in the teaching-learning process. S/he regarded as the primary subject. Therefore, student has to become more responsible for his/her learning. Assuming the onus of learning onto him/her, the student is required to "pull" out the information he/she is seeking from the process facilitated by the instructor and is think actively to develop a new perspective on reality.

## Expectations from The Student

1. The student shall be responsible for his/her learning and shall actively engage in various learning activities and continuously monitor his/her learning and development. The student shall review, revisit and regulate his/her learning on a daily basis. When s/he finds that s/he has not learned something, s/he shall promptly seek support of his/her classmates and concerned faculty to clarify his/her understanding of subject content.
2. Each student shall do pre-read (content, cases, chapter, reading) without fail and discuss them with the members of his/her study group. For every contact hour in a class, s/he shall invest two hours for preparation, assignment, and review of learning.
3. Each student shall learn collaboratively, participate in group learning exercises, be an active member of his/her study group, take initiative in classroom learning processes and support his/her classmates to learn, grow and excel.
4. The student should not resort to any kind of plagiarism in assignment/ report/ project/ SIP synopsis and report, etc.
5. The students shall ensure attendance and active participation in Industry visits, industry mentoring sessions, guest sessions, workshops, conclaves, conferences, club/committee activities organized by the institute for enrichment of student learning.
6. Each student shall value diversity in perspectives, reasoning and background of his/her classmates. The student shall have to realize that his/her aim is not only to achieve excellence in individual learning but also to learn from fellow students and support them in their learning.
7. The student shall vigorously hone his/her critical, analytical, creative and integrative thinking skills through initiation, participation, questioning, thoughtfulness, curiosity, experimentation, etc.
8. The student shall actively participate in co-curricular and extra-curricular activities to develop his/her personality and to contribute to institution building.
9. The student shall take assessment components seriously and attempt all components with utmost integrity. S/he shall pay utmost attention to collective and individual feedback given by the instructor. If s/he has some dissatisfaction with the concerned instructor or concerned officials as mentioned in assessment grievance system, the Institute shall resolve his/her grievance without compromising on academic standards.
10. The students shall give their suggestions to improve teaching-learning and assessment processes to the Programme Director and the Director with a view to enhance the quality of education at the Institute. The Institute shall take them with utmost sincerity. Working upon them, however, requires collective consideration and judgement.
11. To continually upgrade and upscale our learning pedagogy, the student is expected to offer a formal feedback, which must be submitted online on the dates advised by Programme Office, failing which the student may be debarred from taking the exam. The student should take utmost care in filling the feedback and must give fair views on the various components sought in the feedback form.



## Expectations From The Study Group

A study group is a sentient group, actively engaged in mutual support, collaborative learning and team development. It has its norms, values and processes, aimed at benefitting all members. Each student shall be assigned to a study group of six members. The members of the study group will be of the same programme and same section. The following expectations are set for the study group:

1. The study group is expected to meet in the morning on a daily basis. The meeting entails sharing of understanding of contents and instructional materials, debating diverse viewpoints and planning group assignments.
2. Each study group is assigned a faculty mentor. Subsequently, an industry mentor is also available to it. The study group members are partners in learning and development. They shall take full advantage of mentoring process. If they are not benefitting from it, they shall share with their Programme Director, who will address their concerns.
3. The study group is expected to monitor its processes and ensure that its members do not follow dysfunctional group processes, such as social loafing. Its members shall resolve such issues internally. However, if they fail to handle them, they shall take help of their mentor.
4. A major expectation from the study group is that its members shall sharpen their teamwork, conflict resolution, negotiation and communication skills. Thus, team members should treat their group issues as opportunities for improving their effectiveness in organizations in the future.
5. Group assessment of learning (20%-30%) is a substantial part of assessment. Each study group member is expected to contribute equally to group assignment/project. The members should not divide responsibility for doing assignments for different subjects. The instructor may punish the whole group if s/he finds that the assignment is done by only a few students. In case they are finding it difficult to complete such assignments collectively, then the group members should bring this to the notice of their mentor, in advance.



# Section III

Academic Rules & Regulations

# Attendance Rules

The Institute follows comprehensive approach towards supporting and evaluating academic performance of the students. Such an evaluation system encompasses provision of disincentive to abstain from classes and concurrent academic assessment in form of quizzes, assignments, projects etc in addition to centralized mid-term and end-term examination.

## 1. Attendance Rules

- (i) The Institute requires regular attendance and punctuality from all students in all classes.
- (ii) Coming late to class is a serious breach of discipline. The students will not be permitted to leave or come late to the class. In any case, no student is allowed to leave the classroom without the permission of the faculty. The faculty shall have the right to cancel attendance for the particular period during which he/she engages, for indifference or for late coming without a valid reason by students.
- (iii) Indifference to studies shall be considered violation of order and discipline. Absence from the tests, examinations, non-submission of exercise / assignment in time and coming late to the classes without valid reasons, shall be considered indifference to studies.
- (iv) No student(s) shall in any manner prevent any other student or students from attending his/her their class (es) or doing his/her/their lawful duty.
- (v) Parents/guardians are expected to watch their wards regarding attendance.

### 1.1 Academic Leave

- (i) Academic leave may be granted in advance to a student if it is necessary for him/her to miss a class on one or more of following grounds:
  - a. Authorized participation in conferences, seminars, events, inter-Jaipuria programmes and activities;
  - b. Participation in his/her own placement process (summer internship or final);
  - c. Deployment on official duty related to final or summer placement; and
  - d. Deployment on official/institutional duty within or outside the Institute
- (ii) Dean-Student Affairs, Chairperson, Placements or the concerned faculty/task head, as the case may be, will recommend to the Programme Chairperson the list of students along with the recommended dates and number of academic leaves.
- (iii) Programme Chairperson on reviewing the recommendation shall forward the case(s) of Academic Leave for approval to Dean-Academics.
- (iv) Academic leave sanctioned by the Dean-Academics will be considered as 'Deemed Attendance' while calculating the class attendance of a course.
- (v) Generally, academic leave of not more than three per course per trimester will be granted.





## 1.2 Sanctions for Absence from Classes

- (i) If absence from classes (defined as number of classes in the course minus physical attendance minus deemed attendance) of a course is up to 20% (or 5 nos.), a student does not require applying for leave of absence. There will be no penalty imposed on the student in terms of grade drop in the course.
- (ii) If absence from classes of a course exceeds 20%, a student will be subjected to grade drop in accordance with the 'penalty for not-fulfilling the minimum attendance criteria' specified in the following table.
  - a. However, if such absence from classes is due to exceptional reasons such as sickness of self, death in close family, etc, a student may apply for waiving off the grade drop by submitting a written application to the concerned

Programme Chairperson. Such application should be submitted within 7 calendar days or latest by the last day of classes in the trimester, whichever is earlier. The application should be supported by adequate documentary evidence. The Programme Chairperson shall put the case before Programme Committee for review and the latter shall forward its recommendation to the Director for decision. On approval of the Director, the leave of absence shall be sanctioned post facto from the classes for the requested/reasonable period and the grade drop shall be waived off.

- b. However for such applications the leave granted will be inclusive of above mentioned 5 approved leave of absence. This applies to medical and academic leaves.

### Penalty for not-fulfilling Minimum Attendance Criterion

Attendance in classes	Absence from classes	Penalty
70% < Attendance < 80% (16-18 nos.)	>20% or ≤30% (6-8 nos.)	One Grade Drop (e.g., A+ to A)
60% < Attendance < 70% (14-15 nos.)	>30% or <40% (9-10 nos.)	Two Grades Drop (e.g., A+ to A-)
Less than 60% (<14 nos.)	More than 40% (>10 nos.)	'FA' grade (equivalent to 'F' grade) will be awarded in the course.  Student will not be allowed to appear in End-Term Examination of the course; however, he/she will be eligible to appear in Improvement Examination.

- (iii) If absence from classes of a course is > 40% (more than 10 nos.), a student will be awarded an 'FA' grade in the course in accordance with the 'penalty for not-fulfilling the minimum attendance criteria' specified in table 1 and will not be allowed to appear in the End-Term Examination of that course. Such student will be

eligible, in accordance with the provisions of the section 4.4 (ii), to appear in the Improvement Examination of the concerned course with an upper limit of 'C+' on the final grade in the course that could be awarded after improvement examination.

## 2. Assessment Structure

The institute follows a system of continuous assessment using multiple methods of assessment to monitor students' academic progression. The assessment is done to measure the knowledge, skills, and application abilities of students with respect to the intended learning outcomes in the course. The course instructors assess the understanding of theories, business practices and applications illustrated and discussed in the respective courses. The purpose of assessment is measurement of learning. In post graduate programmes, assessment focuses more on higher order thinking skills, like comprehension, analysis, synthesis, evaluation, creative thinking and practical insight.

### 2.1 Assessment Techniques/ Tools

Various techniques/tools are used for assessment of academic performance of students. Basket of tools include mid-term and end-term examinations and a variety of components of continuous evaluation such as,

a. Class Participation	f. Oral Examination(Viva)
b. Quiz (Announced or Unannounced)	g. Essay Writing
c. Take Home Assignments	h. Classroom exercises
d. Project Assignments	i. Case Analysis
e. Individual/Group Presentations	

### 2.2 Assignment of Weightage to Assessment Components

Assignment of weightage to different assessment components has been described in table 2.

#### Assessment Components and Their Weightage

Component	Comments	Weightage*
Mid-term Examination#	This component shall be based on the first half of the syllabus of a course.	20%
End-term Examination#	This component shall be based on the entire syllabus of the course. However, the first half and the second half of the syllabus will have around 40% and 60% weightage, respectively.	40%
Continuous Assessment\$	The instructor will select various Continuous Assessment Tools	40%

\* No component, except End-Term examination, will have more than 20% weightage.

# There will not be any open book examination for mid-term and end-term examinations.

\$ No make-up quiz will be conducted for any student in any course.

## 2.3 Duration of Centralized Examinations

The duration of mid-term and end-term examination is given in table 3.

### Duration of Centralized Examinations

Name of Examination	Mid-term	End-term
Duration	60 minutes	120 minutes

## 2.4 Project and Other Assignments in Courses

All project reports and course-related assignments, etc. shall be submitted to the concerned instructor/s as per the dates announced by the instructor/s.

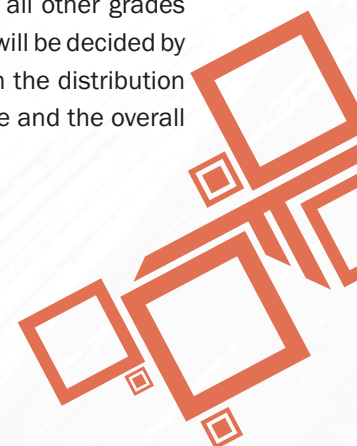
## 3. Grading System

- (i) The grading system is based on concurrent evaluation system with sufficient freedom given to the course instructor in deciding the pattern of evaluation. Numeric marks are awarded to each of the evaluation components. The total score is obtained by taking the weighted average of the numeric marks of the various components as specified in the course outline. The total marks thus received are converted to a letter grade, based on the relative performance of the student. The letter grades are on a 10-point scale with the grade 'A+' being the highest and 'F' being the lowest or fail grade. Each letter grade has a grade point associated with it. The grading model is described in table 4.
- (ii) Trimester Grade Point Average (TGPA): The performance of a student in a particular trimester is measured by Trimester Grade Point Average (TGPA), which is a weighted average of the grade points secured in all the courses taken in trimester and scaled to 10. TGPA is computed up to two decimal places.

**Example:** Suppose a student is registered for four 3-credit courses and two 1.5-credit courses during a trimester (that is, total of 15 credits), and he/she secures A, B+, B, C+, A+, C grades respectively in the particular courses, his/her TGPA will be computed as follows:

$$\text{TGPA} = \frac{9 \times 3 + 7 \times 3 + 6 \times 3 + 4 \times 3 + 10 \times 1.5 + 3 \times 1.5}{15} = \frac{97.5}{15} = 6.50$$

- (iii) Cumulative Grade Point Average (CGPA): Cumulative Grade Point Average is computed up to two decimal places, taking into account the performance in all courses subscribed by a student up to the trimester for which the results are last available.
- (iv) Conversion of numeric marks to letter grades: Course Instructors will consider the following points while awarding the letter grades.
  - a. A student who scores less than 35% numeric marks (overall) will be given an 'F' grade in the course.
  - b. The cut off numeric marks for all other grades (other than F, FA, and I grades) will be decided by the course instructor based on the distribution of numeric marks in the course and the overall performance of the class.



## Grading Model

Letter Grade	Grade Point	Remark
A+	10	---
A	9	---
A-	8	---
B+	7	---
B	6	---
B-	5	---
C+	4	---
C	3	Eligible for Improvement Examination (with upper limit of B+ on final grade)
C-	2	Eligible for Improvement Examination (with upper limit of B+ on final grade)
D	1	Eligible for Improvement Examination (with upper limit of B+ on final grade)
F	0	Eligible for Improvement Examination (with upper limit of B+ on final grade)
FA	0	Eligible for Improvement Examination (with upper limit of C+ on final grade)
I	0	Awarded in case of absence from the End-term examination if the decision on final grade is pending

## 4. Examinations

- (i) The Institute believes and practices continuous feedback on performance and follows a system of continuous assessment. The course instructor shall use at least three continuous assessment components. The internal marks will be shared with the students by the Examination department and students have to respond back for any discrepancy within 4 days. No request for correction in internal marks will be entertained thereafter.
- (ii) Mid-term and End-term examinations are compulsory in all courses, except in the 6th trimester in which there will be no mid-term examination.
- (iii) The slots for hall examinations, i.e., mid-term

and end-term examinations, will be published in the academic calendar. The schedule for mid-term and end term examinations shall be announced by the Office of Controller of Examination (OCE), while the dates for other Continuous assessment components shall be decided by the Instructors of the respective courses. Normally the sixth week of the Term shall be the week for mid-term examination, while the end-term examination shall be conducted during the thirteenth week of the Term. Towards the end of each term, the OCE shall publish the dates for end-term examinations for different subjects, being offered during that Term.



## 4.1 Mid-Term Examination

- (i) All students are required to appear in mid-term examination of all the courses subscribed by them during a trimester. However, no mid-term examination will be conducted in the sixth trimester.
- (ii) Institute will not hold Repeat mid-term examination for any course.
- (iii) If a student misses mid-term examination of any course he/she will be awarded zero marks in the mid-term component of the concerned course.
- (iv) However, if a student misses the mid-term examination due to some exceptional reasons he/she can represent his/her case in writing to the Programme Chairperson along with supporting documents within 7 calendar days of completion of the mid-term examination.

## 4.2 End-Term Examination

- (i) Appearing in end-term examinations of all the courses subscribed by a student during a trimester is mandatory.
- (ii) If a student misses end-term examination of a course he/she will be awarded 'permanent F' grade and will not be allowed to appear in Repeat Examination, except under the provisions of section 4.3.

## 4.3 Repeat Examination

- (i) Repeat examination will be held within 15 days of declaration of the Provisional (pre-improvement examination) Trimester Result. Normally, Repeat examination shall be combined with the Improvement examination mentioned under 4.4
- (ii) No fee will be charged for appearing in the Repeat examination.
- (iii) Repeat examination will be held only for end-term examination. Those students who could not appear in end-term examination may be permitted to appear in Repeat examination subject to the conditions laid out below. Reasons for missing the end-term examination of one or more course(s) during a trimester may include:
  - a. Student's participation in his/her own placement process
  - b. Being on duly-approved official/institutional duty
  - c. Personal reasons such as major sickness of self, death in close family, etc
- (iv) In case of (a) and (b) above, the student has to submit written application, duly endorsed by the concerned faculty/task head, to the Programme Chairperson within 7 calendar days of completion of the end-term examination. Subject to approval from the Director, such students will be permitted to appear in the Repeat examination. Otherwise, the 'permanent F' grade awarded to the student in the course in accordance with section 4.2 (ii) will stand.
- (v) In case of (c) above, the student has to represent his/her case in writing to the Programme Chairperson along with supporting documents within 7 calendar days of completion of the end-term examination. Programme Chairperson will put up the case before the Programme Committee. The Programme Committee will examine the case to assess its merit/genuineness. If satisfied, the Programme Committee, subject to approval from the Director, may allow the student to appear in Repeat examination. Otherwise, the 'permanent F' grade awarded to the student in the course in accordance with section 4.2 (ii) will stand.

- (vi) If a student does not appear in the repeat examination permitted under the section 4.3 (iii) or 4.3 (iv), the 'permanent F' grade awarded to him/her in the course in accordance with

section 4.2 (ii) will stand.

- (vii) Normal grade drop due to attendance criterion will be applicable to repeat examination.

## 4.4 Improvement Examination

- (i) Improvement examination will commence within 15 days of declaration of the Provisional (pre-improvement examination) Trimester Result.
- (ii) If a student gets 'C-' or 'C' or 'D' or 'F' or 'FA' grade in any course in a trimester, he/she will be eligible for Improvement examination in the concerned course. However, a student can appear in improvement examination of maximum of 3 courses (per trimester) of his/her own choice.
- (iii) The student appearing in the Improvement examination of a course will have to surrender his/her grade obtained in the end-term examination. The grade obtained by him after the Improvement examination will be his/her permanent grade.
- (iv) OCE will notify on the official batch email IDs the list of eligible students for improvement examination along with the timeline for submission of written application and the requisite fee.
- (v) For appearing in Improvement examination, a student will have to submit written application and deposit a fee of Rs. 2500/- per course on or before the timeline notified by the OCE. Fee for improvement examination in case of FA grades will be Rs. 2,500/- (proposed) per course.
- (vi) OCE will announce the schedule of improvement examination.
- (vii) If a student does not apply and/or submit the requisite fee for improvement examination on or before the due date or does not turn up for the improvement examination after submission of fee, it will be assumed that he/she is not interested in appearing in the improvement examination.
- (viii) Only one chance of appearing in Improvement

examination of a course will be given.

- (ix) If a student appears in improvement examination of a course, the mid-term and end-term marks originally obtained by him/her will be treated null and void.
- (x) The marks scored in Improvement examination will be scaled up to the combined weightage of mid-term and end-term components of the respective course (i.e., 60%). The resulting weighted marks will be added to the marks originally scored in continuous evaluation components to arrive at the final grade.
- (xi) Grade obtained by a student in a course after the Improvement examination will be considered as final and 'permanent' grade in the course. If a student does not apply/appear for improvement examination, the original grade obtained by him/her in main/repeat examination will be treated as final and 'permanent' grade in the course.
- (xii) TGPA obtained by a student after the Improvement examination will be treated as final and 'permanent' TGPA in the trimester. If a student does not apply/appear for improvement examination, the original TGPA obtained by him/her in main/repeat examination will be treated as final and 'permanent' TGPA in the course.
- (xiii) Grade drop due to attendance criteria will not be applicable in case of improvement examination but the highest grade that a student can earn in the improvement examination is B+.
- (xiv) In case, a student appears in Improvement examination due to 'FA' grade in a course, the upper limit of 'C+' on the final grade in the course will be applicable.

## 4.5 Responsibility of student to share his/her academic performance and related matters with his/her parents/guardian

It is responsibility of the student to regularly share his/her academic performance including results and notices issued by the Institute with his/her parents/guardian.

## 4.6 Feedback

The Institute follows a policy of continuous assessment and feedback. The purpose of feedback is to enhance learning and to help the student to reflect upon his/her learning habits and style.

It should strengthen a student's ability of learning to learn. The instructor shall promptly respond to queries related to feedback.

## 4.7 Time Schedule of Examination

The Office of Controller of Examination shall prepare and publish a schedule of examinations ( Mid Term and End Term) for each and every course conducted by the institute.

## 4.8 Examinations: Code of Conduct

The institute will notify in writing a code of conduct during examinations for students; it will be mandatory for students to abide by the same.

## 4.9 Academic Integrity at Examinations/ Tests/ Assignments

- (i) The students enrolled at the Institute shall maintain the highest standards of academic honesty. They have the responsibility to make known the existence of academic dishonesty to their course instructors and, if necessary, to the Programme Chairperson.
- (ii) Academic dishonesty includes, but is not necessarily limited to, the following:
  - a. Cheating - Giving or receiving unauthorized assistance in any academic exercise of examination which includes using or attempting to use any unauthorized materials, information or study aids in an examination or academic exercise.
  - b. Plagiarism - Representing the ideas or language of others as one's own.
  - c. Falsification - Falsifying or inventing any information, data or citation in an academic exercise.
  - d. Multiple Submission - Submitting substantial portions of any academic exercise more than once for credit without the prior authorization and approval of the current instructor.
  - e. Complicity - Facilitating any of the above actions or performing work that another student then presents as his or her assignment.
  - f. Interference - Interfering with the ability of a student to perform his or her assignments.
- (iii) If a situation of academic dishonesty arises that is not covered in the above section [section (ii)], the Examination Committee shall make a recommendation to the Director, who, in turn, shall initiate the action.



## 4.10 Handling of Cases of Cheating in Hall Examinations

- (i) The invigilator shall seize all the incriminating material/evidence from the candidate, and then obtain a written statement, duly signed by the candidate. The invigilator shall then issue a new answer script and allow the student to continue to write his/her answers for the remaining period of that examination. The matter shall be reported to the Controller of Examination with all relevant documents on the same day, which, in turn, will refer it to the Examination Committee.
  - (ii) The student reported using unfair means /
- possessing incriminating materials will then be allowed to appear in subsequent examinations of that term. However, in case the same candidate is again found guilty of indulging in misconduct or malpractice during any of the subsequent examinations of that trimester, he/she shall be expelled from all remaining examinations of that trimester after taking appropriate action for the second act of misconduct/malpractice.

## 4.11 Sanctions

- (i) Any student found guilty of academic dishonesty may, for the first offence, receive one or a combination of the following penalties:
  - a. Failure for the academic exercise in component for which academic dishonesty was found.
  - b. Grade drop in the course.
  - c. Any other punishment recommended by the Examination Committee.
- (ii) For second offence of academic dishonesty, a student may be subject to any combination of the above penalties and, with concurrence of the Director, suspension from the Institute for one year.

## 4.12 Feedback, Fairness and Grievance Redress

- (i) The grievance of a student shall be taken sympathetically and the student shall be given a fair chance to state his/her viewpoint. If the grievance is genuine, it must be redressed immediately. If an instructor feels that he/she needs time to reconsider his/her decision, the student must be informed accordingly.
- (ii) Any grievance related to the assessment is to be first reported verbally to the course instructor by the aggrieved student. It is expected that most grievances shall be redressed at this level. The duration of grievance redress at this stage is one week.
- (iii) In case the student is not satisfied with the response forwarded by the course instructor, he then reports the matter in writing to the concerned Programme Chairperson, who then shall mediate and speak with the concerned instructor and if required with Dean (Academics). It is expected that the rest of grievances shall be redressed at this stage. The duration of grievance redress at this stage is one week.
- (iv) If the issue is not resolved to the satisfaction of the student, the student can approach the Director and give the grievance in writing. The Director shall respond to it within two weeks in writing. Director's decision in the matter will be final.

## 4.13 Course Feedback

All students are required to give a written/online feedback on the courses studied by them during each trimester.



## 5. Declaration of Results

- (i) The Office of Controller of Examinations will declare the Provisional Trimester Result within 30 days of the last day of end-term examinations.
- (ii) Result of repeat examination and improvement examination, in form of final and permanent course grades, will be declared within 7 days of the last day of repeat and /or improvement examinations.
- (iii) The Office of Controller of Examinations will declare the Final Trimester Result (after incorporating the result of repeat and/or improvement examination in the Provisional Trimester Result) within 7 days of declaration of result of repeat and/or improvement examination.
- (iv) At the end of each trimester, an 'Academic Performance Summary' of that trimester will be given to the student by the Institute.
- (v) At the end of the programme the Institute shall declare the Composite Result (including course grades and TGPA of all the six trimesters along with CGPA) and issue to the student an official grade sheet of his/her performance.

## 6. Academic Dismissal, Eligibility for Award of Diploma

- (i) A student who accumulates more than 2 permanent 'F' equivalents (even after the improvement examinations) at any point during the first year will be subject to academic dismissal from the programme/Institute. It implies that a student can carry 2 permanent 'F' equivalents to the second year. An 'F' equivalent is computed by adding 'number of permanent F grades x 1' and 'number of permanent D grades x 0.5'.
- (ii) A student who accumulates more than 3 permanent 'F' equivalents (including 1 or 2 permanent 'F' equivalents carried from the first year) at any point during the second year will be subject to academic dismissal from the programme/Institute. It implies that a student who carries 1 permanent 'F' equivalent from the first year can accumulate the maximum of 2 permanent 'F' equivalents in the second year and the one who carries 2 permanent 'F' equivalents from the first year can accumulate the maximum of 1 permanent 'F' equivalent in the second year.
- (iii) A student who gets permanent TGPA (even after the improvement examination) of less than 2.75 at the end of 1st trimester will be subject to academic dismissal from the programme/Institute.
- (iv) A student who gets permanent CGPA (even after the improvement examination) of less than 3.00 at the end of 2nd/3rd trimester will be subject to academic dismissal from the programme/Institute.
- (v) A student who gets permanent CGPA (even after the improvement examination) of less than 3.25 at the end of 4th trimester will be subject to academic dismissal from the programme/Institute.
- (vi) A student dismissed from the programme/Institute may rejoin the programme in the next academic year in the concerned trimester by paying the requisite fee and with due approval from the Director.
- (vii) A student must have minimum permanent CGPA of 3.50 and maximum permanent 'F' equivalent of 3 for the award of diploma.
- (viii) In case a student fails to meet the requisite academic criteria (as per section 6 (vii) above), he/she can opt for one of the following two options, after giving a written undertaking/understanding that he/she will be permanently out of the programme and Institute if he/she will not fulfill the minimum academic requirements for award of the diploma in the extended year:
  - a. He/she can rejoin the programme in the 5th trimester in the immediately next academic year, or
  - b. He/she can rejoin the programme in the 4th trimester in the immediately next academic year.

## 7. Completion of The Programme

The normal period to complete the requirements for the PGDM is two years. However, students who fail to meet the minimum academic requirements may be allowed to complete the programme in one more

year on account of extenuating circumstances. In any case such students must complete the requirements before 30th June of the extended year.

## 8. Convocation & Award of Diploma

The "Post Graduate Diploma in Management" will be conferred on all participants who at the end of two-year have fulfilled all the conditions and

requirements for the award of the Diploma at the Institute's Annual Convocation.

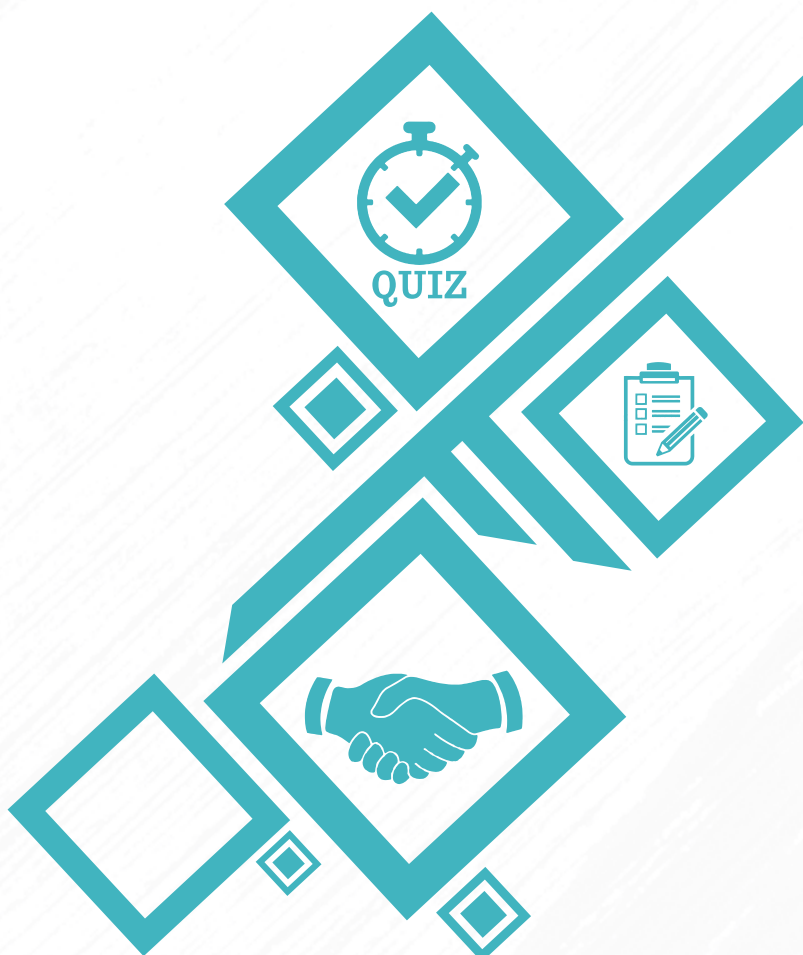


# Summer Internship

Summer internship project (SIP) is a six credit course to be undertaken after third trimester for a period eight weeks. Students are required to submit the certificate of completion of Summer Internship before Registration for second year. In case of delay in submission of the certificate of completion of the summer project, provisional registration to the second year may be permitted by the Programme Director, subject to obtaining the certificate within a specified period of time.

SIP workshop is conducted in the third trimester to sensitize students with the requirements of Summer Internship and would help them with the intricacies of same with the twin objective of doing effective internship and producing a conclusive research report. The project conducted during these eight weeks of summer internship will be assessed in the fourth trimester. To ensure continuous evaluation 200 marks would be allotted to SIP as follows:

S. No.	Component	Marks
1	Quiz	26
2	Attendance of SIP workshop	30
3	Report Writing	50
4	Industry Mentor feedback	10
5	Timelines Adherence during SIP	24
6	Presentation of SIP	50
7	IDP (SIP based viva-voce in July/Aug)	10
	Total	200



### Quiz (Total 26 marks)

A pre-read Based quiz is conducted at the beginning of SIP workshop.

### Attendance in SIP workshop (Total 30 marks)

Attendance of SIP workshop is compulsory and students attending the workshop would get marks based on the attendanceing marks would be awarded for attendance in SIP workshop:

S. No	% of attendance	Marks
1	Below 60%	6
2	60% - 70%	12
3	70% - 80%	18
4	80% - 90%	24
5	90% - 100%	30

### Report Writing (Total 50 marks)


Report writing carries 60 marks which will be allotted by the faculty supervisor on the following parameters for the research based report:

S. No.	Component	Marks
1	Introduction to Company & Research Problem OR Job description & Research Problem	5
2	Literature Review OR Theoretical Framework	10
3	Research Methodology	10
4	Analysis of Findings	10
5	Conclusion & Suggestions	15
	Total	50

**Industry Mentor Feedback (Total 10 marks):** Marks for this component would be assigned on the basis of Industry mentor rating for the summer intern on a scale of 1-10. The students before leaving the company would collect the feedback on the company letter head duly signed by their industry mentor.

**Timeline adherence during SIP (Total 24 marks):** There are 6 timelines given to students during their SIP period, default on any one of the timeline would result in a deduction of 4 marks (i.e. deduction of 4 marks per default).

**Presentation of SIP work (Total 50 marks):** Each student would present the SIP report in front of a panel of faculty experts, time duration for each presentation including question answers would be 15-20 minutes and the presentation evaluation criteria shall be as follows:



S. No.	Component	Marks
1	Content	15
2	Body Language	15
3	Handling of Question Answer Session	15
4	Time Management	5
	Total	50

#### **IDP (Total 10 marks):**

- Panel of Industry expert and faculty will be interviewing students before and after SIP to identify their potential, strengths and weakness and based on these inputs will suggest area of improvement and possible career path. Each student is required to fill Individual Assessment Form which is reviewed by

the panel. Based on the recommendations of the panel, specific development needs of students are identified and their individual development plan is formulated. Second IDP will also evaluate the summer internship of student and would award 10 marks which would for the component of SIP evaluation.

#### **SIP Grievance Redressal**

- Any grievance pertaining to SIP would be referred to a committee comprising of Assistant Dean Academics, a member of research committee and a member of the concerned functional area.

#### **Merit Promotion Award Scheme**

- The institute shall provide the following academic excellence awards to the students of different programmes:

- Subject Wise Topper [Every Term] [Certificate]
- Best Summer Internship Project [Programme wise][Certificate + Prize]
- Overall First Year Topper [Top 3 Rankers] [Certificate + Prize]
- Area of Specialization Wise Topper [Certificate]
- Overall Programme Topper [Gold Medal and Silver Medal]
- Best Student Award

# Section IV

Student Engagement and Support

## Student Engagement and Support

The Institute organizes co-curricular and extra-curricular activities keeping the following objectives in mind:

- To enhance personal and professional development of the students.
- To give students an opportunity to work in teams.
- To let students actualize their potential.
- To learn about management situations by doing.

The students are engaged in managing cultural as well as corporate events. The Institute organizes various annual events like JAMC (management conference), Conclaves (functional area conclaves), Udaan (management festival), Spardha (sports event) and various club and committees also plan their events specific to their theme and interest. Music, drama, poetry and appreciation of the rich Indian cultural heritage through a series of programmes is organised in the campus every year in

association with SPIC MACAY. Students are nominated for participation in co-curricular and extra-curricular activities of the other institutes and professional bodies. The students participating in co-curricular and extra-curricular activities are given a consideration for their absence from the teaching sessions on account of such activities whenever there are compelling requirements. Such leaves would be treated as duty leave and should fall within the maximum number of leaves permissible to a student.

## Student Council and Clubs

### Student Council

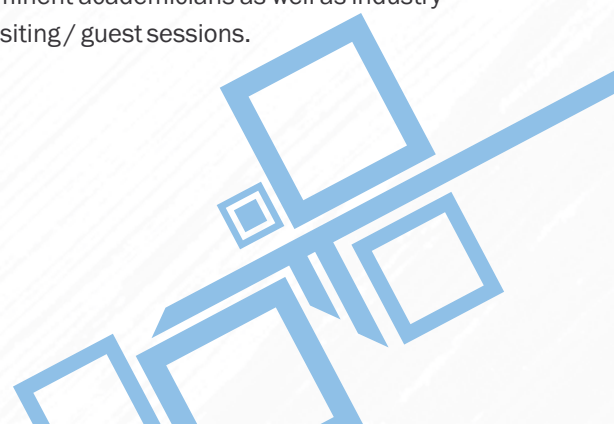
Students are the main driving force for success and growth of any institute. Student council plays a very important role in this regard. Leaders of the student body who represents the students comprise of student council. They are a link and bond between the management, staff and students. They bridge up the gaps for better understanding and coordination. The committee coordinators will be chosen from among the final year students. Following would be categories in which the students will head the Council Team and their broad responsibilities towards the committee, management & students.

**Student President:** He / she would be a leader of the institute and would be handling the overall responsibility of the students and the student council. The first face when it will come to institute. The student shall be an all-rounder.

**Student Vice - President:** He / she would also be a leader of the institute and would be handling the overall responsibility of the students and the student council with the Student President. He would also

support the President with different management functions and decisions. This student shall also be an all-rounder.

**Academic Programme Committee:** This student will help in maintaining the discipline & decorum during the class hours with respect to attendance, proper grooming and uniform/formal wear, students carrying ID cards, encourage the students for newspaper reading & gyan sessions. They would also deal with checking and informing whether the classes are happening as per the session plans, helping the PGP team in Academic Audit etc. Also they would help the coordinators with respect to the different classes held, feedback of students, any extra sessions or activity based study required for the class. They would also coordinate with the PGP Chairperson / Dean / CRC Team to arrange for lecture by eminent academicians as well as industry people for visiting / guest sessions.



**Corporate Relations Committee:** This committee will be responsible for getting corporate at different level like Sr. Executive's, Assistant Managers, Managers, VP's, CEO's and the Celebrities on campus for the different guest sessions, seminars, conferences and indirectly helping the Placements Team with recruiters for summer internships and final placements. They can also play a role in supporting mentorship programmes with these relationships. This committee will also help in making the corporate brochure and flyers and thus supports marketing and branding endeavors.

**Placements Committee:** This student has to be highly pro-active, positive and enthusiastic person. He / she should be very good at communication, presentation, behavior, and ethics. This student will be interacting with the companies for job opportunities and exploring new companies in different ways. The team should also engage companies for LIVE Projects, small assignments etc., with assisting for final placements and internships, in addition to making recruiter's guide, placement brochure etc.

**Conferences & Events Committee:** Here student's main responsibility will be exploring & cultivating the new & innovative ideas to have corporate events / seminars / conferences on and off campus. It will include hospitality, sending invites, front and back stage arrangement, budgeting for the event with the concept note, and discipline during the event in the said venue arranging for a pre and post media publicity in coordination with Media & PR Committee

**Social Responsibility Committee:** This committee will handle the events as a socially responsible citizen of India. It will include events like Blood Donation Camp's, candle march as a tribute to soldiers, public awareness programme on streets (street plays), children's day celebration at an orphanage, donation of old clothes and books etc. Also they could indulge in adopting a village and organizing Social Development Projects (SDP's) etc.

**Media, Public Relations & IT Committee:** This committee will be responsible for the media actions, public relations and whole IT issues on campus and off campus. Media & PR will mainly deal with

involvement of media in different forms. They would also be responsible for handling pre and post coverage of media for the events happening on or off campus with proper coordination from the CRC team. They can also invite some prominent people from the industry for guest sessions, events and seminars / conferences in coordination with CRC team again to be held on campus. The responsibilities under the head of IT will include updating the institute website, be in constant touch with the IT administration for the logins of the students, check on the ethical use of the website and internet in the college working and non-working hours. It would also include handling college links and blogs on different social websites like Facebook, Twitter, Pagalguy, and LinkedIn etc.

**Admissions Committee:** This committee will be responsible for admission process in the institute. Admission would include, help in drafting creative advertisements, help in making brochure and innovative ideas towards the admission process to attract the students. It will also include making hospitality & entire arrangements during the visit of the prospective student on campus etc.

**Alumni Committee:** The committee will wholly be responsible for maintaining relationship with the alumni of institute. They shall be invited for events, seminars, and alumni enriching events etc. as well as to mentor the students as and when required. A complete and whole updated data of the same shall be maintained by each institute and also a new initiative such as JIM Alumni page on LinkedIn, Facebook etc should be incorporated.

**International Relations Committee:** These students will help in finding out possibilities for different MOUs with top Universities / B-Schools worldwide that would benefit them for the student / faculty exchange programme collaborating with their respective institutes. They would also assist regarding the visits / international tours / international immersion programmes / international conferences for the students, staff & faculty. Their responsibility will also include inviting foreign delegates for sessions/ events/ seminars and conferences etc. Students will also organize different country level events and international



student's day for a wider and brighter scope of understanding the traditions, cultures and values of different countries etc.

**Research Committee:** Research is becoming an integral part of the education system. It encourages the students to work on projects in a more scientific and logical way. This committee would help in publishing in-house magazines with intellectual research papers and articles from students & faculty. Also it would update on the current affairs and the general knowledge tips as required by all.

**Extra-Curricular Committee:** This committee is responsible for conducting social and semi-official events on campus like management fests, sports, debate competition, cultural program; movie screening that would make the student all-rounder with academics. They would be wholly responsible for making the budget, concept note, objective of the event and back & front stage arrangements with proper hospitality services to the guests and judges of the events.

**Student Welfare & Disciplinary Committee:** This committee will have the responsibility of welfare of students in campus and off campus. It will also deal with the disciplinary issues in the hostel and other parts of the institute in the non-working hours. This committee will help to get the grievances of the students to the management in specific to infrastructure, hostel issues or any other as the case

may be.

**Entrepreneurial & Innovation Cell:** This Cell would need special attention. Students who have brilliant ideas of starting their small businesses and operations must be guided and nurtured well. This would bring about integrated qualities of all the specializations and nurture mental ability to think differently with an entrepreneurial bent of mind. This Committee will also further the collaboration with NEN, WADHWANI Foundation, Tie etc. to help, support, coordinate the endeavor, organizing BPlan workshops / competitions, promoting Social entrepreneurship etc.

The Student Council will be formed through a rigorous process of election and selection. It will be approx. 2-3 days event in each of the institute's. The students heading the council team will be on probation. Also each committee will be mentored by a faculty and staff for continuous support and guidelines. The performance of committee and student council will be regularly monitored every month and accordingly they will continue to hold the post. The council / committees should be in place on or before the start of the new session. Further to the selection of the Student Council, the members will be selected to the individual committees from a mix of seniors and juniors.

## Student Clubs

Members of the club will be governed by their respective club rules. Each student is required to be a member of at least two of the following clubs,

where at least one is to be chosen from Management clubs and other from general clubs.

Management Clubs		
Sl. No.	Name of the Club	Chairperson
1.	Marketing Club	Prof. Ajay Bansal
2.	Finance Club	Prof. Pratibha Wasan
3.	HR Club	Prof. Shalini Srivastava
4.	IT & Operations Club	Prof. Surender Kumar
5.	Entrepreneurship/E-Cell	Prof. Vinita Srivastava

General Clubs and Committees		
S. No.	Name of the Club and Committee	Chairperson
1.	Communication Club	Prof. Shalini Verma
2.	Literary Club	Prof. A K Rajpal
3.	Music Art Culture (SPIC MACAY)	Prof. Banasree Dey
4.	CSR Club	Prof. Richa Misra
5.	MRC Club	Prof. Pratibha Wasan
6.	Udaan Committee	Mr. V.K. Tomar
7.	Sports Committee	Prof. Surender Kumar
8.	JAMC Committee	Prof. Jones Mathew
9.	Festivals/ Celebration	Ms. Daljeet Kaur and Ms. Rajkumari

## Support System for Teaching Learning Process

### Mentoring Policy

Mentoring is a critical student development intervention. Poor employability skills seriously damage the career prospects of students. Therefore, the students need to work on enhancing employability skills from the very beginning of an academic programme. Mentors can play a vital role in enhancing their employability skills of the students. Several groups of students shall be formed. A group shall be known as Study Group (SG). Each Study Group (SG) will have six to eight students. This group will be permanent across different courses and activities in the first year of the programme. The purpose of creating such groups is that the group members would actively and intensively learn from

one another through working together on a variety of tasks and develop teamwork and social skills. Each group will be assigned a faculty mentor, who will be responsible both for the development of the SG as well as the individual mentee. Mentoring would be only for the first year students and it would be from the month July to June of an academic year. The frequency of meeting would be every fortnight, i.e., twice a month. By the end of the mentoring period, each mentee would design and submit a personal Career Graph, which will consist of prospective nature of industry for employment, expected job profile and requisite skill set, gap analysis and action plan to be followed in the next academic year.

### Role of a Mentee

The responsibilities of mentee are:

- To meet regularly with the mentor.
- To ask for feedback.
- To take responsibility for own growth and success.
- To maintain a portfolio.
- To provide the mentor with an up-to-date portfolio.
- To enhance one's employability skills.
- To ask his/her mentor for guidance and assistance whenever it is needed.
- To attend GD sessions, aptitude test and PI sessions and Industry visits as planned by the mentor.

## Grievance Handling

Any grievance routine in nature will be addressed to the Programme Director, who in a week's time will resolve the matter. Grievance for which there is no precedence or which is exceptional in nature would be taken up with the grievance handling and discipline committee by the Programme Director. The committee would make its final

recommendations to the Director of the Institute within a week. The Director will take a decision in another week's time after the recommendations are submitted to his office. The Director's decision would be final in the matter. All grievances would be handled within a maximum period of three weeks.

## Women Affairs and Protection Against Sexual Harassment

The Institute has a Women Affairs Cell to take care of the girl students of the institute and raise awareness about their modern day problems like health, campus life related issues etc. Women students are encouraged to take an active part in the activities of the Cell. The Cell endeavors to alleviate the negative forces that confront women in the campus. The cell is actively involved in the redressal of grievances,

mistreatment and cases of sexual harassment related to women student candidates.

For any information and assistance, students may contact at  
Telephone Nos. 0120-4638385, 0120-4638314  
and/or e-mail to [sonali.singh@jaipuria.ac.in](mailto:sonali.singh@jaipuria.ac.in),  
[nidhi.singh@jaipuria.ac.in](mailto:nidhi.singh@jaipuria.ac.in).

## In General Harassment may include, but is not limited to:

- (i) Coercing or attempting to coerce a person into a relationship;
- (ii) Subjecting a person to unwanted attention or demands;
- (iii) Punishing or retaliating against a person for refusal to comply with sexual demands;
- (iv) Unwelcome physical advances or physical contact of a sexual nature or conduct of a sexual nature that is intimidating, demeaning, hostile, or offensive;
- (v) Threats, physical contact, pranks or vandalism directed at an individual or individuals because of their race or origin;
- (vi) Severe or persistent racial epithets, derogatory comments, jokes or ridicule directed to a specific person or persons about their race or ethnicity;
- (vii) Defacement of a person's property based upon race of the owner;

**Any case of mistreatment or harassment needs to be reported immediately to the Grievance Redressal and Discipline Committee for initiating the investigation process and taking necessary actions.**



# IT Tools for Teaching-Learning Process

## Online Learning and Teaching

Online Learning and Teaching (OLT) software provides an Enterprise wide resource planning system to fully integrate all the modules needed for the functionality of the Institute at one place with no redundancy of data. All the students can access the following information desired by them after verification of their validated username and password. During the orientation session, the students would be provided with a username and password (which should not be shared amongst them). With this username, they can access the

following:

- Personal details (can update their own mobile number & email address)
- Participation in Scheduled Online Quiz
- Student feedback, which shall be given at the end of a trimester
- Marks/grades online (via [www.jimnoida.ac.in](http://www.jimnoida.ac.in) OLT link)

## Moodle

Moodle is a Course Management System (CMS), also known as a Learning Management System (LMS) or a Virtual Learning Environment (VLE). The Learning Management System (LMS) is web based and allows the students to locate learning materials and activities related to their studies in an organized manner. It promotes communication among class members and Faculty and mediates various forms of collaborative work.

Moodle, with its emphasis on visualization, staged

problem solving, and electronically enabled collaboration/communication- helps the students to learn skills that mirror professional practices in a technology-based environment. Students are expected to be an active participant of their learning management system as it is considered a part of their classroom participation. Students would be provided with a user name and password to access the above-mentioned features of Moodle.



# Section V

General Rules and Regulations



# Discipline

Cases of indiscipline, use of unfair means in any academic endeavour, violation of the Institute's code of conduct and unsavoury behaviour that brings disrepute to the Institute shall be brought to the notice of the Coordinator, Discipline Committee. The committee will propose the appropriate action or penalty to be imposed on the concerned student(s).

## General Discipline Rules

- 1 All circulars will be put on the notice board. Students should cultivate the habit of looking at the notice board every day. Ignorance of any notice thus displayed will not be accepted as an excuse for failing to comply with directions contained in it.
- 2 Students are not allowed to circulate among the students or paste on the notice board any notice without the approval of the Director / Programme Director.
- 3 While attending Institute functions and other celebrations students shall conduct themselves in such a way as to bring credit to themselves and to the institution.
- 4 They should be courteous and respectful towards all the members of the faculty and staff.
- 5 Smoking inside the campus is strictly prohibited.
- 6 Loitering, shouting, whistling and other such acts that cause nuisance in the premises of Institute are strictly prohibited.
- 7 Eve-teasing, ragging, alcoholism, taking drugs, playing cards and other such unsocial acts will lead to immediate dismissal from the Institute.
- 8 Men students shall have no entry into the Ladies common Room / Ladies Hostel & vice-versa.
- 9 Entertaining outsiders in and outside the Institute campus and indulging in anti-social activities are serious offences and are punishable as such.
- 10 Mass absence from classes / holding agitations, demonstrations and instigating violence inside or outside the campus are considered breach of discipline and will be severely dealt with.
- 11 Theft of articles is punishable. Students finding articles not belonging to them should hand over the same to the Administrative Office.
- 12 Students are strictly forbidden from collecting money for any purpose without the permission of the Director.
- 13 Violation of any one or more of the above rules shall be punishable with any one or more of the following by the Student Welfare and Discipline Committee:
  - Imposition of fine including collective fines.
  - Cancellation of attendance.
  - Suspension from the Institute for a specific period.
  - Detention
  - Expulsion from the Institute depending upon the degree and seriousness of the offence.
  - The Director shall be the final authority in disposing of disciplinary matter without prejudice in the larger interest of the Institute.
- 14 Parents/Guardians are requested to cooperate with the Institute authorities in maintaining discipline and decorum in the Institute.
- 15 All vehicles must be parked safely and properly in the allotted places only.
- 16 Students are expected to observe strict discipline in the Institute. Any violation thereof will entail severe punishment.
- 17 Students should desist from dirtying and defacing the campus and should not indulge in damaging the Institute properties and should maintain proper hygiene in the classroom
- 18 During breaks, students should not disturb other ongoing classes. Minimum noise and disturbance at the Campus is desirable.
- 19 Sports material will be issued to the students only during Lunch Hours or after classes for a specified duration of time.

## Anti-Ragging

Ragging in any form is strictly prohibited within the Institute premises or any other part of Institute Campus and its Hostels.

Punishment for ragging includes rustication of a student or students for a specific number of years / cancellation of the result of the examination in which he/she may have appeared.

It may be noted that the Institute takes a serious view of any individual/group that indulges in verbal threats, taunts and harassment and physical intimidation, assault, etc.

In case of complaints regarding violation of ragging or other rules and regulations, disciplinary action will be taken and may include expulsion from the Institute.

Complaints regarding violation of ragging or other disciplinary rules should be brought to the notice of Grievance Redressal and Discipline Committee including the Director.

Ragging for the purpose of these rules, ordinarily means any act, conduct or practice by which dominant power or status of senior students is brought to bear on students freshly enrolled or students who are in way, considered junior or inferior

by other students and includes individual or collective acts or practice which :

1. Involve the status, dignity, and honour of students;
2. Violate the status, dignity, and honour of students;
3. Violate the status, dignity, and honour of students belonging to the Scheduled Castes and Tribes;
4. Express students to ridicule and contempt and affect their self-esteem;
5. Entail verbal abuse and aggression, indecent gestures and obscene behavior.

Any individual or collective act or practice of ragging constitutes

gross indiscipline and shall be dealt with under this Ordinance.

The Director of the Institute and the Grievance Redressal and Discipline Committee shall take immediate action on any information of the occurrence of ragging

## Dress Code

- It is compulsory to gracefully wear the institute prescribed uniform dress on all formal occasion or as announced from time to time.
- On other occasion both male and female students must dress modestly and be well groomed.
- All students are advised not to wear precious and costly jewellery. The Institute authorities will not hold any responsibility for the loss.

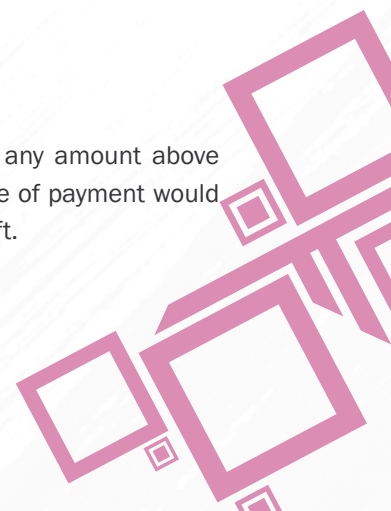
## Mobile Phones

Usage of Mobile Phones during class hours is strictly prohibited.

## Tuition Fee Rules

Students may submit their fee in six installments for each trimester on the due date failing which they need to pay the fine. For payments made to the institute, only an amount up to rupees one thousand

can be deposited in cash. For any amount above rupees one thousand, the mode of payment would be either cheque or demand draft.



## Library Rules

- 1 Every student must possess his/her ID card while making use of the Library Resource Centre (LRC) facility and produce the same to the LRC staff on entering the library.
- 2 All LRC users must swap their ID card in the gadget/Register lying at the 'reference counter' of the LRC.
- 3 While entering in the LRC, users/students should leave their personal belongings such as bags, personal books, magazines, umbrellas, water bottle etc. at the counter reserved for this purpose. Only note-books are allowed for writing notes.
- 4 All the members must produce their Identity Card on the Circulation Counter at the time of issue/return of the books. The LRC Staff may refuse entry to those who do not produce valid Identity Card.
- 5 Students are allowed to have academic discussions in the LRC and students ensure that their discussions should not disturb other readers.
- 6 Users should maintain peace and silence in the LRC and should not disturb other readers. Defaulters will be debarred from LRC facilities.
- 7 Chatting, eating, drinking, smoking, listening to music is strictly prohibited in the LRC Premises.
- 8 LRC users are requested to keep their mobiles off or in silent/vibration mode. Failure to do will be debarred from LRC usage.
- 9 All issued books should be returned on time failing which student need to pay the fine.
- 10 Users are responsible for complying with copyright act while photocopying library documents.
- 11 LRC follows open access book system. Books should be handed over to the LRC staff on duty or placed on the reading table. Books should not be shelved by the readers. It must be remembered that a book misplaced is a book lost.
- 12 LRC users must assure, before leaving the Issue Counter as to whether the books are in a complete and sound condition or not, otherwise he/she will be held responsible for any damage if the book is found damaged in any manner.
- 13 Users/students leaving the LRC should permit the LRC staff to examine their personal belongings, to prevent slippage of LRC material, even by default.
- 14 Users/students of the LRC should not deface, mark, cut pages mutilate or damage the reading materials in any way. Users doing so are liable to be fined heavily, apart from being asked to pay the cost of the damage document. In case a user repeats the offence a second time, his/her LRC Membership is liable to be impounded and the Membership Card will be terminated with immediate effect.
- 15 While leaving the LRC, user should ensure that they carry only those books that are duly issued on their names, otherwise disciplinary action will be taken against them.
- 16 Any user/student found stealing a book, tearing off leaves of a book or damaging or mutilating a book, shall be liable to pay cost of the document(s) (books, journals/magazines, news-papers, etc.) and a fine of Rs.500/- in addition. In this regard, the Discipline Committee will be requested to take appropriate action against the defaulting user/student.
- 17 All LRC members are expected to read the notice board for library timings and other latest updates about the LRC.
- 18 The LRC rules and regulations shall be modified from time to time and shall be binding on all concerned.
- 19 Students are issued course books from Book Bank for each trimester. They must return earlier trimester book bank books before requesting for new trimester books from this section.



## Computer Centre Rules

- 1 Students should make an entry in the lab register every time while coming and going out of the lab.
- 2 No food or drinks allowed in the computer lab at any time.
- 3 Shouting, loudly talking, use of Cell phone or listening music is strictly prohibited in the Computer Centre.
- 4 Students are not permitted to install, modify or delete any software on lab computers.
- 5 Scheduled classes in the labs have priority over all other uses.
- 6 User data files should be saved on your network drive (H: drive) each user is provided 1 GB space on the H: drive.
- 7 All new users are provided with new individual User-id & Email-id
- 8 The computer lab is not responsible for problems caused by computer viruses, improper use of the equipment, or loss of data due to equipment malfunctions or any other reason.
- 9 Equipment in the computer labs may not be removed, modified, relocated, or disassembled without permission of the lab coordinator.
- 10 The computer lab resources are prohibited from usage for any illegal or disruptive purposes.
- 11 Reproduction of any copyrighted material (e.g., Software, music, video, books, photographs, etc.) is prohibited.
- 12 Displaying of offensive graphic images by way of Internet Explorer or other software is not permitted. Chatting, playing games is not allowed.
- 13 Be respectful of other lab users, lab equipment and area at all time in the computer labs.
- 14 Problems with computer lab equipment and software problem should be reported to the lab personnel immediately.
- 15 Print outs are possible from the computer lab on payment :
  - For Colour Printouts: Charges are Rs 6/- per page.
  - For Laser Printer : Charges are Rs 2.50/ per page
- 16 Users are expected to keep the computer lab neat and tidy and if need, should clean up the area around the computer they used before they leave.
- 17 To protect your security Shut Down the computer before leaving the computer lab
- 18 Any physical damage to the system or any lab property will lead to the punishment in the form of cash payment
- 19 Students who do not follow the above rules will be suspended from the lab for 7 days.

## Hostel Rules

The Institute has hostel facilities. There are separate hostels for boys and girls. Girl's hostel is within the premises of the campus and boy's hostel is approximately 2.8 kms from the campus but is well connected through local transport. The following Hostel rules will be binding on the hostel residents from the date and time of allotments of the hostel accommodation.


The Hostel rules have been framed to minimize inconvenience to the hostler and maintain law and order in the hostel as well as the neighborhood. Violation of any rule will render the student liable to be punished/ Expelled from the hostel / institute.



1. Hostel shall be managed by a Hostel Affairs Committee which will include the Faculty coordinators, Wardens and the administration officials. The committee is as follows:

Faculty Incharge	Contact No.
Chairperson: Prof. Nidhi Singh	9911491613
<b>Members:</b>	
Prof. MS Kumar	9818356256
Prof. Moid U Ahmad	9717720779
Prof. Richa Misra	9868357892
Dr V K Tomar	9953656427
Mr. Kuber Nath – Boys' Hostel	9871918810
Ms. Rajkumari – Girls' Hostel	8745931002

2. The hostel seat is made available, double/triple occupancy basis, on priority to outstation students on first come first serve basis, subject to availability. NCR based applicants may also be considered for the hostel, subject to the vacancy.
3. The Women Hostel has a few rooms with AC. These are allotted to interested students on written request and 'Required' payment of the AC hostel fee, on a first come first serve basis.
4. Institute reserves the rights to refuse accommodation without assigning any reason or on the basis of one's past record.
5. Allocation of rooms and room partners is done on a basis as informed and ONLY a f t e r deposit of the hostel fee. This is to be accepted by all the students and no interchange shall be permitted. Any self-arrangement of changing rooms without the permission of authorities shall be treated as offence and dealt accordingly.
6. Nonpayment of mess charges on time (not more than three days after the due date as notified time to time) will debar a student from continuing in the hostel, s/he may or may not be permitted to continue even after the settlement of dues.
7. Each student shall be responsible for upkeep and security of furniture/ fixtures of the room.
8. S/he shall handover the room with its fittings and fixtures at the time of vacation of t h e room. S/he is liable to be charged for damages caused by him/her to the Hostel Property.
9. Rooms has been freshly painted and all residents shall ensure that room will be returned in same condition, in case of writing/drawing/stickers pasting on the wall/defacing in any kind on the wall, both residents shall be held responsible and will pay equal amount of expense to repair that. No parties/birthday celebration is allowed in the room or verandah without approval of warden.
10. Possession or Consumption of cigarettes, liquor, drugs and intoxicants in any form in the hostel is strictly prohibited. Violation of these rules will render the student liable to be expelled from the hostel. S/he may even be rusticated from the institute.
11. Man-handling is a crime and liable to face SWDC in such a case. Possession or use of fire arms, khukhri, knife- having blade length in excess of six inches, explosives of any description, such as items (acid, poison etc.) which can cause severe hurt to a person etc. is unlawful and prohibited. Violation of this rule will render the student liable to be expelled from the hostel. S/he may even be rusticated from the institute.
12. Maintaining contacts with criminals, unlawful organizations are strictly prohibited. Students indulging in such acts will be severely dealt with including expulsion from the hostel/institute.

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13. Students are not expected to leave the hostel for a night without written permission of the hostel warden. Leave applications must be approved by the warden and when exceeding 7 (seven) days must be got approved by the Director on recommendation of Program Director. Also no leave would be granted without a written request from the parent/guardian. Any leave sanctioned without a written request from the parent/guardian must be countersigned by the parent/guardian and submitted to the office (warden) on his/her return from leave of absence. Such leaves will be counted as per the Academic leave rules only. Please use the night out pass/leave form for such purpose in advance (available with respective warden)
  14. Although the visitors are allowed to the hostel, yet they are not allowed to stay overnight in the hostel without the specific written permission of the Faculty in charge/CAO.
  15. Visitors to the Girls hostel shall remain limited to her parents and local guardian whose names have been given by the parents at the time of admission.
  16. No male visitors including the father/brother etc are allowed inside the room of the girls hostel. Similarly, no female visitors including the mother/sister etc are allowed inside the room of boys hostel.
  17. Male student from the institute are not allowed to visit the Girls hostel any time. Similarly, female students are not allowed to visit the boys hostel any time.
  18. A Complaint/Feedback register shall be maintained in each hostel and the Hostel Mess. The warden shall examine the register weekly, take remedial/corrective actions and bring the problems to the notice of the CAO who in turn if required shall discuss the issue in the Hostel Committee.
  19. All residents of the hostel are requested to show their ID at the time of entry in the hostel.
  20. Any student, who fails in any subject in a trimester, will be liable to be expelled from the hostel and shall vacate the hostel within specified time.
  21. Hostel is allotted for the academic year (as notified in academic calendar or through subsequent notice by the Programme Office) and the payment is charged on annual basis for the academic year.
  22. Hostel Residents are required to vacate the Hostel Room along with their belongings within 3 days of the closure of the Academic year.
  23. All request of Hostel seat for second year students must be received in writing along with Hostel fee by 15th March of every year. Previous year defaulters may not be allowed to stay in the hostel in second year.
  24. Every Hosteller is required to attend college regularly on time without any fail. No Hosteller will stay back in Hostel during class hours, unless specifically permitted by any member of the Hostel Committee/prescribed by Doctor, also should ensure that lunch and snacks will not be available in boys hostel. GenSet shall not be operating during normal class hours i.e. except for Sunday.  
  
Students found in hostel without any approval will be subjected to face the Student Welfare Discipline Committee
  25. All students (both boys and girls) are expected to return to their respective Hostels by 9 P.M. and also to make the entry in register held for this purpose with the security guard/ hostel staff. Security Guard will check and record the name of absentees after last entry timings. He will submit the names of the defaulters to the Warden for further action. Hostlers are advised to be cooperative and courteous with the security guards. Disciplinary action can also be taken against frequent defaulters. The last entry time in Hostel is 9:00 pm and no student is allowed after 9 pm. If any students remain absent, suitable punitive action can be taken against the respective student and may be asked to leave hostel immediately.  
  
Late entry till 9.30 pm is only permitted on prior written approval from the authority and in any case it cannot exceed more beyond 11 PM which shall be permitted only in cases of an emergency.  
  
No student is permitted to be late (i.e. after 9 PM and before 9.30 PM more than 4 times in her/his academic session on one year.)

26. The area near the girls Hostel will be the 'No Parking' zone. Only dropping of female hostellers is allowed.
27. Use or Possession of electric heaters or other electric appliances including iron in the hostel rooms is not permitted. A fine of Rs. 1000 shall be levied, the appliance will be confiscated and disciplinary action will be taken for violation of this rule, including cancellation of hostel allotment.
28. Student shall endeavor to reduce electricity bill to the barest minimum. They shall switch off the lights when leaving the room. Occupants are liable to be fined Rs. 100/- or more when found defaulting on this account.
29. Students will be responsible for the safety of their valuable asset, involved in theft case will be expelled from hostel immediately.
30. Spots of throwing liquids and tobacco/gutka spits if found on any gallery walls/corners near to particular room will be subject to fine to the students staying in those rooms.
31. Food will be served as per the timing for mess. Students are expected to give their suggestions/observation/feedback regarding quality of food, desire of change/suggestion for improvement in mess services in the Feedback register kept in the mess. No wastage is accepted.
32. All residents will mark his/her attendance for the day in register kept for this purpose. Onus /responsibility of giving attendance at night will always be that of resident.
33. Modesty and Decency in wearing of cloths/uniform is expected from all residents.

## Hostel Refund Policy

1. In cases where any student, who has been admitted to the hostel, withdraws his/her admission from the institute and has stayed for more than one day in the hostel, he/she is liable to pay the mess and hostel fee for the remaining days of the month.
2. For students who continue with their admission and choose to stay in the hostel, there would be a 'Cooling Period' of one trimester. If any student chooses to withdraw from hostel anytime during the FIRST trimester, he/she is liable to pay the mess and hostel fees for the FIRST trimester only.
3. If any student chooses to withdraw from hostel anytime during the second or third trimester, he/she is liable to pay the hostel fees for the remaining academic year and the mess charges ONLY till the end of respective trimester.
4. Exceptional cases for refund may be considered separately by the hostel committee on case to case basis.
5. These rules are applicable to girls' and boys' hostel, both.
6. No refund is allowed in cases of expulsion from the hostel.

## Social Media Etiquette

Online habits are changing rapidly from a closed, private behavior towards an open and sharing culture. While this may bring about positive results in you as a student, it is important that you also follow basic social networking etiquettes. Please note that within the Institute, you will be treated as an adult and due freedom would be provided to you to pursue various academic and social activities. It is important to remember that increased responsibility and higher levels of accountability accompany this freedom. Please make sure you observe basic social courtesies when you are posting to a discussion forum or different social networking sites.

The given below guidelines apply to using Twitter, Facebook, Google+ or other social media:

- Do not invade in other people's privacy or pass personal comments about people
- Do not post pictures of other people without seeking permission
- Avoid tagging without prior approval from the concerned person
- Avoid discriminatory, defamatory or derogatory remarks
- Respect others' points of view and be polite
- Be sensitive to cultural difference
- Do not 'flame' other students, faculty or staff (flaming is attacking another or being harsh or hostile)
- Do not post without confirming the authenticity of any information regarding your peers, faculty members or institute
- Many good companies have started scanning through social profiles of potential recruits. Keep that in mind while being active on social networking platforms
- Create your LinkedIn profile and start connecting with your faculty members, peers, alumni and others. This network will help you in future
- A small unintentional post on social networks can create big viral effects. It is advisable to use social networking sites responsibly and ethically

# Placement Policy and Rules

## Objective

The Placement Policy of Jaipuria Institute of Management seeks to provide a fair and reasonable opportunity to all its students to be suitably placed according to their Aptitude, Scores, and Caliber & Competence.

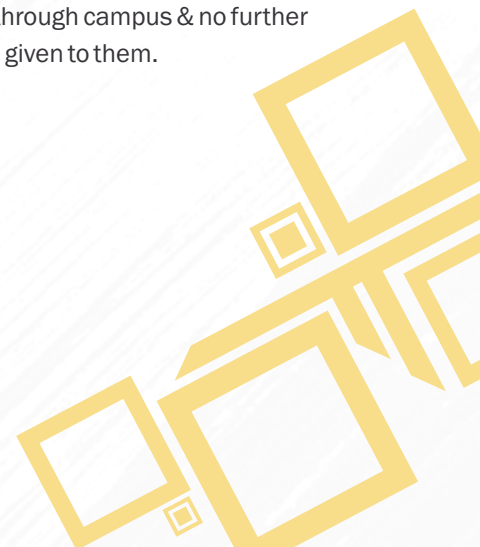
## Rationale & Coverage

1. The Placement Process at Jaipuria is based on the principles of Equity, Fair play, Transparency & Objectivity.
2. It would involve both on- Campus as well as off- Campus routes.
3. This Policy would cover all students of PGDM (All Courses)
4. Placements would be a student driven exercise. The role and responsibility of the Placement cell is to facilitate the process of placement.
5. While every endeavor will be made by the institute to check & confirm antecedents of the company etc., the students are also expected to exercise their judgment and conduct due diligence before participating in the placement process of a company.

## Ground Rules

To avail Campus Placement services / facilitation for placement, students would have to first register themselves with the Placement Cell and accept the terms of Placement policy.

1. Jaipuria follows the one-student: one-job policy.
2. The Placement Process would commence from 1st October.
3. At any point (after completion of 10 company processes in which student was eligible), student should have appeared in at least 20% of processes, irrespective of specialisation.
4. Only those registered students would be considered who fulfill all the requirements of the Company/Placement cell/Academic Score etc.
5. Normally, students are short listed for placement on the basis of guidelines, cutoffs, etc. provided by the recruiter. However, in cases where recruiters requests Jaipuria to shortlist students for them, Jaipuria would shortlist students on the basis of merit i.e. on the basis of CGPA scores & other attributes important for the job profile as per inputs given by Head of the campus Placement & Training department.
6. The students applying in any companies processes are required to adhere to deadlines set as per the mail sent & their application would not be considered after the deadline.
7. Those students who are eligible & do not appear for any campus process by 15th February 2017 would be assumed to be not interested in the placement process through campus & no further assistance would be given to them.



## Placement Rules (rules for Placement Processes)

1. Students are not authorized to communicate with the companies on an individual level. Any deviation would result in disciplinary action against the particular student(s) involved in such activity, which may include permanent debarment from placement process. Any corporate interaction by any student must be carried out in consultation with the Corporate Relations Team.
2. All students who appear for placement process are required to be formally dressed (For girls either Institute's uniform or Black trouser/skirt with white shirt along with blue scarf for Boys either Institute uniform or Black corporate suit, white shirt with institute's tie).
3. The job postings along with the eligibility criteria will be displayed on the college display board and also sent to student's group id. Students are required to check their emails regularly for information and details regarding placement drives.
4. Students who are eligible for any placement drive will have to give his/her consent before attending the same to the concerned coordinator before the deadline.
5. Student who fails to attend the placement drive, whether on or off campus subsequent to his/her consent for attending the same will be considered as misconduct resulting in disciplinary action including permanent debarment.
6. Students whose attendance is less than 80% in training & development sessions & are absent from IDP will not be considered & shall be debarred for final placement through campus.
7. Placement cell will make all arrangements for recruiters to be invited and included in the placement process. All students are required to do their homework seriously before facing interview and select only those companies which meet their preferred profile. Students should be clear and fully prepared for the selection process viz Aptitude Test, Case Study, GD & PI etc as per selection process of a specific company coming for recruitment & must prepare themselves thoroughly. The responsibility to get selected/get offer of employment lies squarely on individual students.
8. Every student has the option of arranging his/her own Placement i.e., opting out of the Placement support of the Institute. All such request must be submitted in writing to the T & P department before the commencement of the Placement Process.

### Eligibility

All graduating students who have registered with the placement cell shall be eligible to receive placement assistance unless otherwise debarred from receiving such assistance on account of:

1. Secured less than the minimum pass marks in their programme.
2. Students whose attendance is less than 80 % in any of the training & development Sessions like: PDC, placement focused sessions, industry official guest lectures, sessions on Aptitude tests, mock GD, PI etc will not be considered / debarred for final placement through campus. Training session's details would be at the notice board/mail sent to student group & 80% attendance is mandatory.
3. Non completion of Summer Training/other academic requirements.
4. Breach of discipline and general misconduct.
5. If a student has any back paper at the time of commencement of the 5th Trimester, he/she will be debarred from the placement process and will not be allowed to sit in the ongoing selection process in the campus till the time he/she clears his/her back papers. However depending on the genuineness of the individual case the Appellate authority would take the decision.
6. If a student is caught using unfair means during any exam / test would also be debarred from the Placement Process.

## Debarment Policy

The following events/actions would be deemed to be acts of misconduct and would attract commensurate penal action/permanent debarment:

- a. A student does not have minimum 80% of attendance in training sessions.
- b. The student withdraws from 3 placement processes after registering himself / herself for a company / shortlisting by a recruiter on the basis of CV, GD, PI, written test etc., without being eliminated. However if a company, after the PPT asks "not interested" students to leave the process, and if any student does so, then his / her action would not attract the penalty of debarment.
- c. Tells the company that he/she does not want to join the company.
- d. Speaks negatively about the company or Jaipuria Institute of Management.
- e. Is found doctoring his/her resume submitted at Placement Cell.
- f. Talks directly to the company representative / executive at any time other than pre-placement talk.
- g. Asks any irrelevant question or behaves in an unacceptable way during the pre-placement talk/GD/PI.
- h. Misbehaves with the placement team & corporate officials conducting campus recruitment process.
- i. Deliberately jeopardizes any other student's chances of getting selected by his act of misconduct.
- j. Indulges in any behaviour which is socially unacceptable and or brings disrepute to Jaipuria.

The institute reserves the right to change/modify any or all of above stated Placement rules and procedures whenever found necessary. All changes/modification will be communicated to the students.

## Important Telephone Numbers

DESIGNATION	EXTN. NO.	EMAIL ID
Director	343 /344	director.noida@jaipuria.ac.in
Chief Admin Officer	302	vinod.kumar@jaipuria.ac.in
Accounts Section	303 / 304	account.noida@jaipuria.ac.in
Examination Cell	305 /306	exam.noida@jaipuria.ac.in
Admission Cell	311 / 312 / 359 / 376	admission.noida@jaipuria.ac.in
Placement Cell	315 /316/ 360	placements.noida@jaipuria.ac.in
IT Department	320 /321	itdepart.noida@jaipuria.ac.in
Library	322 /324	jitender.sharma@jaipuria.ac.in.
Programme Office	358 /364	programmeoffice.noida@jaipuria.ac.in
Hostel Warden	327	warden.noida@jaipuria.ac.in



## IMPORTANT TELEPHONE NUMBERS

### HOSPITALS:

Fortis Hospital: 0120-2400444  
Kailash Hospital: 0120-2445566  
Shanti Gopal Hospital: 0120-4777000

### NEAREST POLICE STATION:

Sector-58: 8826697037  
PCR-44: 8800199944  
PCR-45: 8800199945

### CAB SERVICE:

General Taxi Stand: 0120-2401854  
WTI Booking: 011-44330000

### FIRE STATION:

Phone No : 101; 0120-4356491

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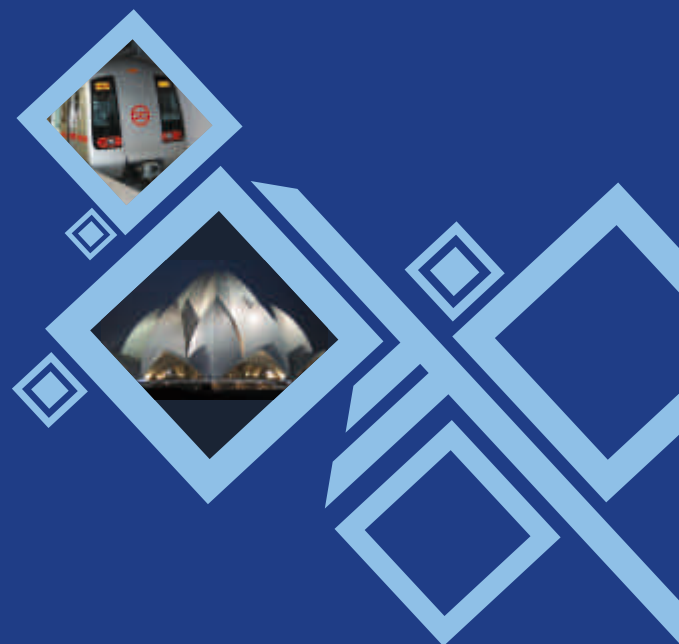
## ABOUT THE CITY

Noida (New Okhla Industrial Development Authority) has emerged as a major hub of IT Services & BPO, automobile ancillaries, consumer durables, entertainment, electronics, premier engineering and medical & health care institutions. Noida came into administrative existence on 17 April 1976 and celebrates 17 April as "Noida Day". Noida was renamed to Gautam Buddha Nagar in 1997.

It is also the location of the Noida Film City, established by Sandeep Marwah, is a hub for major news channels and studios. News channels such as

Zee News, NDTV, TV Today, group, CNN-IBN, CNBC, NEWSX, INDIA TV are situated here. Noida is a major hub for multinational firms outsourcing IT services e.g. IBM, Miracle, DELL, Accenture, Samsung JK Tech, Metlife etc. Noida stands at 17th place when it comes to cleanliness of a city in India.

**Nearby Places to Visit:** Akshardham Temple, ISKCON Temple, DLF Mall of India, Worlds of Wonder, The Great India Place, Garden Galleria.





## Jaipuria Institute of Management, Noida

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