



DYNAMIC  
DECISIVE  
KNOWLEDGEABLE  
IMPACTFUL  
EMPATHETIC  
GLOBAL-MINDED  
PREPARED  
COLLABORATIVE  
RESILIENT

# BE UNLIMITED

ADMISSION GUIDE 2023-25



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ONE OPPORTUNITY  
INFINITE POSSIBILITIES  
**WHAT ALL  
WILL YOU BE?**

**UNLIMITED**

# THE FIRST STEP DECIDES YOUR FUTURE BE WISE NOW

The Jaipuria community fostered me to find and do things I enjoyed and led me to take the best direction based on what I liked. It has left a huge impact in my life! I am currently working my dream job and am forever grateful for Jaipuria to help get me to this point today.

## MY TAKEAWAYS

- Self-belief • Knowledge & Skills
- Adaptability • Confidence

**Hemant**  
Head of Ticketing  
Live Entertainment  
**Bookmyshow**

NIRF<sup>#</sup>  
Ranked

AACSB  
Member

AIU<sup>\*</sup>  
Recognised

AICTE<sup>^</sup>  
Graded Autonomy

## WELCOME TO THE BE SCHOOL

NBA<sup>\*</sup>  
Accredited

NAAC<sup>##</sup>  
Accredited

150+  
Faculty\*\*

375+  
Recruiters\*\*

13000+  
Alumni\*\*

4  
Campuses



## START YOUR TRANSFORMATIONAL JOURNEY



The BE school is your platform to explore your talent, immerse yourself in all the opportunities, prepare for challenges that lie ahead and build your best version.

Your peers come from 22+ states with dreams just like yours. And our faculty of experts are ready with an industry-tailored program to shape your future, here.

Give yourself two years of an extraordinary experience that will set the stage for you.

**You have the power to  
choose your path.  
And change your destiny.**

**BEGIN NOW.**

**SHARAD JAIPURIA**

Chairman



### **DR. KAVITA PATHAK**

Director, Jaipuria Lucknow

The Jaipuria legacy has evolved continuously with the changing world. We believe that change is a great opportunity and learnability ensures leadership at all levels. I look forward to the next batch of dynamic and determined individuals into the Jaipuria fold, who will get to assimilate knowledge, an innovative mindset, and new skills for a continuously changing world.



### **DR. SUBHAJYOTI RAY**

Director, Jaipuria Noida

Jaipuria's curriculum offers learners an unparalleled advantage. While we pride on our research-led and industry -designed curriculum, we are proud of our expert faculty that brings academic excellence with business leadership to the classroom. As you joins the legacy, I am confident that you will take away a rare combination of service-mindedness, cutting-edge knowledge and business agility for the new world.



### **DR. PRABHAT PANKAJ**

Director, Jaipuria Jaipur

Jaipuria thrives on innovation and new learning as a culture. You will find innovative ecosystem that nurtures an entrepreneurial mindset with cross-functional expertise for risk taking in unforeseen and challenging environment. I welcome you to build your future with a community of go-getters and achievers at Jaipuria.



### **DR. DEEPANKAR CHAKRABARTI**

Director, Jaipuria Indore

Jaipuria is synonymous with growth and transformation. With our rigorous curriculum, deep industry mentoring and new age courses, learners evolve into path-breakers and changemakers early on. I am confident that you will feel at home in this dynamic culture, learn new skills for the future and chart your growth from here.

# ABOUT THE GROUP

One of the most respected and dedicated business groups of the country, the house of Jaipuria has acquired a place and stature of its own in the industrial arena. Ever since its inception in 1945, it has become a benchmark for latest innovations in technology and efficient management, along with its philanthropic activities.



4 Campuses	50+ Schools	18000+ Alumni	2200+ Educators	35000+ Students
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DENIM 26 Million Meter/Annum  
WOVEN GREIGE 12 Million Meter/Annum  
COTTON YARN 14500 Metric Tonnes/Annum

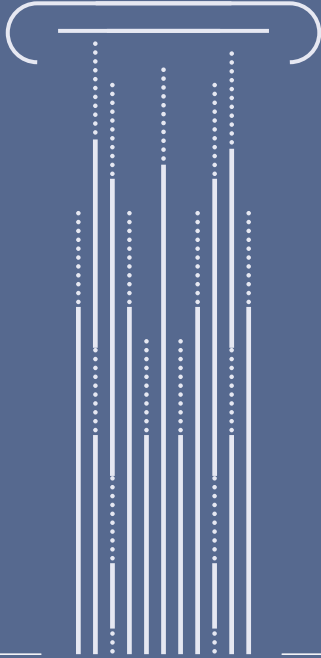


A HYDRO  
POWER COMPANY  
2 Hydropower Plants  
5 MWs Production



AN EDUTECH COMPANY OFFERING  
ONLINE COURSES  
60+ courses  
1 Lac users





## BOARD OF GOVERNORS

### CHAIRMAN

#### **SHARAD JAIPURIA**

Chairman & Managing Director  
Ginni International Ltd.  
Ginni Global Ltd.  
Past President - PHDCCI

### VICE CHAIRMAN

#### **SHREEVATS JAIPURIA**

Executive Director  
Ginni International Ltd. | Ginni Global Ltd.  
Chairman, Education Committee, PHDCCI

## MEMBERS

### ANURAG DALMIA

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

### ASHUTOSH GARG

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

### KAMAL GUPTA

Corporate Consultant  
Former Technical Director, **ICAI**

### MAHESH GUPTA

Chairman  
**KENT RO Systems**

### RAVI JHUNJHUNWALA

Chairman  
**LNJ Bhilwara Group**

### RAJAN SAXENA

Former Vice Chancellor  
**NMIMS University**

### SALIL BHANDARI

Corporate Consultant  
**BGJCA Associates LLP.**

### SUDHIR JALAN

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

### YOGI SRIRAM

Group Advisor to  
MD & CEO,  
Group HR,  
**Larsen & Toubro Ltd.**

Nominated AICTE  
Representative

### KAVITA PATHAK

Director  
**Jaipuria Institute of  
Management, Lucknow**

### SUBHAJYOTI RAY

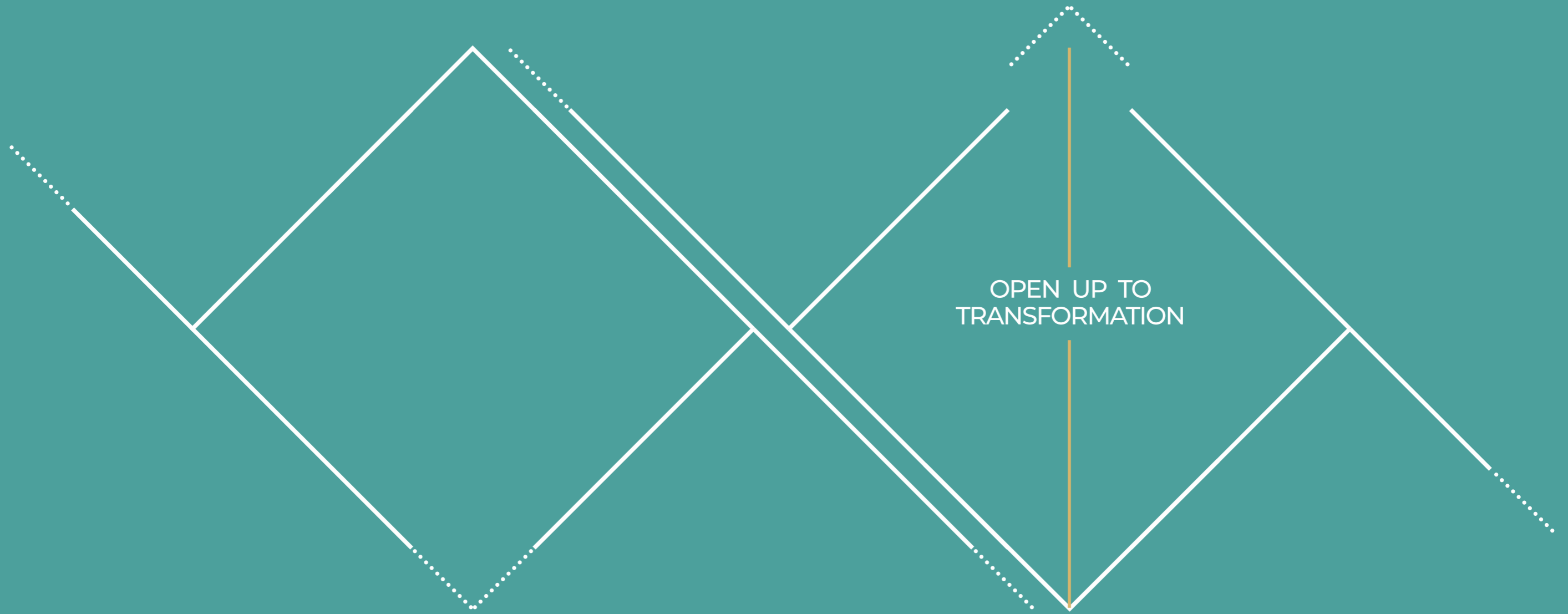
Director  
**Jaipuria Institute of  
Management, Noida**

### PRABHAT PANKAJ

Director  
**Jaipuria Institute of  
Management, Jaipur**

### DEEPANKAR CHAKRABARTI

Director  
**Jaipuria Institute of  
Management, Indore**



OPEN UP TO  
TRANSFORMATION

# WHERE YOU ARE

01



DREAMS  
TALENT  
PASSION  
CURIOSITY

## YOUR BE SCHOOL

02

4 CAMPUSES  
LUCKNOW | NOIDA  
JAIPUR | INDORE

**27** Years of Learning Culture

## YOUR COMMUNITY

03



  
PEERS FROM  
100+ CITIES

  
150+  
FACULTY

  
13000+  
ALUMNI

04






## YOUR PLATFORM

Student clubs  
Competitions  
Conferences  
Life after 6  
Guest speakers  
CSR activities  
Entrepreneurial lab  
Alumni chapter

## YOUR HOME

05



-  Happy hostel
-  Safe campus
-  Happening café
-  Lifelong friends
-  Homely food

06

## YOUR CURRICULUM

Core courses  
Choice of  
100+ electives  
New age  
courses



07

## YOUR LEARNING



Case based learning



Research led knowledge



Tech-enabled delivery



Rigorous industry training

## YOUR POSSIBILITIES

08

- ▶ Access to 375+ recruiters
- ▶ Connect with industry leaders
- ▶ Alumni mentoring
- ▶ Leadership opportunity
- ▶ Multi campus opportunity
- ▶ Placement support
- ▶ Career of the future



09

## YOU EVOLVE



Skills for industry

Individual development plan and Mentoring



Personality development

## YOU BECOME

10

- Thinker
- Innovator
- Adaptable
- Global minded
- Learner
- Leader
- Empathetic
- Action-oriented

# WHERE WILL YOU BE

YOU = MORE  
CAREER READY  
LIFE READY

Mukti  
Alumna 2018-20  
Placed with **HDFC AMC**



WHO SAYS YOU HAVE  
TO BE SOMETHING?  
**YOU CAN BE  
EVERYTHING YOU WANT.**



The Jaipurian culture challenges you to think critically, learn continuously and lead with responsibility.

I discovered my vision and the course helped me to sharpen my leadership skills.

I am now proud to be leading a team in my organization.

**My key takeaways** - Curiosity, confidence and communication skills.

**Kush**

Alumnus 2010-12  
AVP, **Barclays**

## BE MORE THAN YOUR ASPIRATION

To be a Jaipurian is to explore, learn and grow more. Take every opportunity to discover all that you can be - from a dreamer to a doer, thinker, innovator, creator, leader - the list is endless, just like your unique potential.



### YOUR JOURNEY OF BECOMING A JAIPURIAN

#### #1 THINK

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

#### #2 LEARN

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

#### #3 IMBIBE

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

#### #4 INNOVATE

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

#### #5 CHOOSE

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

#### #6 LEAD

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

# ONE JAIPURIA GIVES YOU 4X OPPORTUNITIES AND 1 TRANSFORMATIVE EXPERIENCE

One of the perks of being a student here is the 4 campus integration. It simply enhanced my cross cultural study experience. The highlights of my learning was the student and faculty exchange across campuses. It further broadened my career opportunities through centralised placement process.

**My Key Takeaways** - Take every opportunity to maximise your growth.

**Hardik**  
PGDM 2020-22  
Placed with  
**Whirlpool**



## WHY ONE JAIPURIA

Learning Experience Placements  
Curriculum Faculty Admissions



EXPERIENCE  
INTER CAMPUS  
STUDENT  
EXCHANGE



LEARN FROM  
150+ EXPERT  
FACULTY POOL



CONNECT  
WITH 2000+ PEERS  
FROM 22 STATES

# JAIPURIA LUCKNOW



**78<sup>th</sup>** Amongst all Management Institutes in India (**NIRF, 2022**), Ministry of Education, Govt. of India

**NAAC**  
Accredited Institute

Graded  
autonomy by  
**AICTE**

**NBA**  
Accredited  
PGDM Programmes

**AIU** Recognised  
PGDM as equivalent  
to MBA



## DO YOU KNOW?

Jaipuria Lucknow is the mentor institute for other institutions for NAAC accreditation process.

## COURSES OFFERED

Post Graduate  
Diploma in  
Management  
(PGDM)

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

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

Fellow Programme in Management (FPM)





Management Simulation Workshop



Management Fest - Ojas



Interview for Summer Internship



Jaipuria's PGDM is not only limited to class room learning. The multifaceted events and extra curricular activities in campus helped us to prepare for any challenges and roles.

**Aditya**  
PGDM 2020-22  
Placed with **AMUL**



Talaash 2022

# JAIPURIA NOIDA



**51<sup>st</sup>** Amongst all Management  
Institutes in India (**NIRF, 2022**),  
Ministry of Education, Govt. of India

**NAAC**  
Accredited Institute

Graded  
autonomy by  
**AICTE**

**NBA**  
Accredited  
PGDM Programmes

**AIU** Recognised  
PGDM as equivalent  
to MBA

**AACSB** Business  
Education  
Alliance  
Member

## DO YOU KNOW?

Ministry of Education's Innovation Cell has awarded 4 Star rating for Promoting Innovation & Start-up to Jaipuria Noida campus.

## COURSES OFFERED

Post Graduate  
Diploma in  
Management  
(PGDM)

Post Graduate Diploma  
in Management -  
Marketing  
(PGDM-M)

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

Fellow Programme in Management (FPM) | Online PGDM (2 Years)



Jaipuria Noida Alumni Meet



Fresher's Party



Leadership Meet



Industry Mentors Meet



Coffee with Alumni (An Alumni Interaction Series)



This Post Graduate programme has surpassed all of my expectations. The entire programme is very well-designed and adds tremendous value to my long-term career aspirations.

**Pankaj**  
PGDM 2020-22  
Placed with **PhonePe**

# JAIPURIA JAIPUR



**81<sup>st</sup>** Amongst all Management Institutes in India  
(NIRF, 2022), Ministry of Education, Govt. of India

Graded  
autonomy by  
**AICTE**

**AIU<sup>^</sup>** Recognised  
PGDM as equivalent  
to MBA

**NBA<sup>^</sup>**  
Accredited  
PGDM Programme



## DO YOU KNOW?

Jaipuria Jaipur is recipient of National Unicorn of Happiness Award by AICTE

## COURSES OFFERED

Post Graduate Diploma  
in Management  
(PGDM)

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

Fellow Programme  
in Management  
(FPM)



Glimpses from Abhyudaya - Annual Fest



Nukkad Natak Performance



Leadership Lab



The whole learning process at Jaipuria is dynamic and unique. Learning and fun goes here hand in hand. The class room lecture, life after 6 and the wish programme made my journey awesome.

**Astha**  
PGDM 2020-22  
Placed with **TATA Capital**



Fresher's Day Celebration



# JAIPURIA INDORE



Rank Band

**102-125<sup>th</sup>** Amongst all Management Institutes in India  
(NIRF, 2022), Ministry of Education, Govt. of India

**AICTE**  
Approved  
PGDM  
Programme

**AIU** Recognised  
PGDM as equivalent  
to MBA

**NBA**  
Accredited  
PGDM Programme

**AACSB** Business  
Education  
Alliance  
Member

## DO YOU KNOW?

Under 'Jai-Care' Initiative, Jaipuria Indore has multiple tie-ups with NGOs to nurture students as responsible citizens.

## COURSES OFFERED

Post Graduate Diploma  
in Management (PGDM)

Fellow Programme  
in Management (FPM)

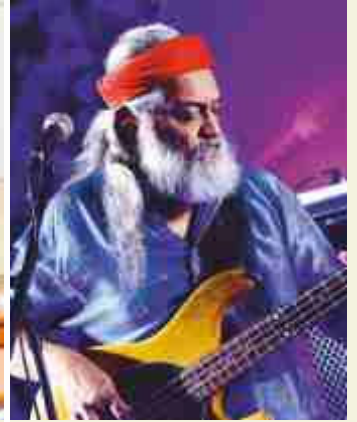


Amazing campus. Each day has been momentous. Hostel life, peer learning, mentors' group, club activities, motivation from faculty, and the diverse culture are the best part at Indore campus.

**Bosco**  
PGDM 2020-22  
Placed with **ANZ Bank**



Project Presentation



Jai Utsav - Annual Fest



Indoor sports facility at campus



Carba Night



Model United Nation

# WHEN IT COMES TO FUN AND LEARNING MORE IS LESS, AT JAIPURIA



As Jaipurians, we enjoy a very vibrant and enriching student life. Hostel life has been most memorable. The small-knit community has allowed me to participate, be seen, and succeed in whatever I put my mind to.

**My Key Takeaways** - Turn every opportunity in your favour.

**Priyanshi**  
PGDM 2020-22  
Placed with **Deloitte**





SEPARATE HOSTEL FOR MEN & WOMEN

STATE OF THE ART FACILITY EQUIPPED WITH WI-FI ACCESS TO AID LEARNING & SHARING



INDOOR SPORTS FACILITIES

LIBRARY

GYMNASIUM



# DECIDE YOUR PROGRAMME

## PGDM

Post Graduate Diploma in Management is the key to career in business management. Well established and perfected over time, Jaipuria's PGDM is an integrated programme designed in the context of the ever evolving business world. Its industry-centric curriculum packed with live projects, and case studies, give you an edge with the flexibility of choosing specialisations in any of the functional area of management viz; Business Analytics, Finance, HR, Marketing and Operations Management.

Offered at Jaipuria Lucknow, Noida, Jaipur & Indore

### PGDM (FINANCIAL SERVICES)

The PGDM (Financial Services) programme equips you to succeed in the growing banking, insurance and investment sectors. It equips you with technical and conceptual advances in finance & financial planning.

Offered at Jaipuria Lucknow

### PGDM (MARKETING)

PGDM (Marketing) equips you with marketing management skills and in-depth knowledge of new marketing functions. A large part of the learning is based on being at the market place and interacting with customers, working on live projects and internships.

It prepares you as a wholistic marketing professional.

Offered at Jaipuria Noida

### PGDM (SERVICE MANAGEMENT)

PGDM (Service Management) prepares you with theories and practices of various functional areas of service management. It enables you to take any role in consulting, analytics and other service domains.

Offered at Jaipuria Noida & Jaipur

### PGDM (RETAIL MANAGEMENT)

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

Offered at Jaipuria Lucknow

## COURSE STRUCTURE

21 CORE COURSES

15 ELECTIVES

5 WORKSHOP MODE COURSES

SUMMER INTERNSHIP PROGRAMME (8-12 WEEKS)

# GAIN EXPERTISE WITH SPECIALISATIONS

## PGDM SPECIALISATIONS THAT ARE FLEXIBLE TO MATCH YOUR CAREER ASPIRATIONS

<b>DUAL SPECIALISATION</b>	6 courses from Specialisation-I	6 courses from Specialisation-II	2 courses from Liberal Arts	One elective which can be chosen from any domain except Liberal Arts
<b>SINGLE SPECIALISATION</b>	Minimum 9 courses from any specialisation	2 courses from Liberal Arts	4 courses from any domain except Liberal Arts	



PGDM (Marketing) | PGDM (Service Management)  
 PGDM (Financial Services) | PGDM (Retail Management)

<b>DUAL SPECIALISATION</b>	7 courses from Sectoral Specialisation Area	6 courses from other Domain	2 courses from Liberal Arts
<b>SINGLE SPECIALISATION</b>	Minimum 9 courses from Sectoral Specialisation	2 courses from Liberal Arts	4 courses from any domain except Liberal Arts

**Specialisation offered;** Marketing, Finance, HR, Operations Management, and Business Analytics.  
**Sector Specialisation offered;** Marketing, Service Management, Financial Services, and Retail Management.

Note: The specialisation and course structure may change as per industry requirement and AICTE guidelines.

# WHY FOLLOW OTHERS WHEN YOU CAN CHOOSE YOUR OWN PATH



1100 hours of  
classroom training



200 hours of  
industry exposure



180 hours of industry  
readiness training



100 hours of IDP & Mentoring  
(Individual Development Program)



60-90 days of  
summer internship

## WHAT WILL TWO YEAR JOURNEY LOOK LIKE ?

### YEAR ONE OF SETTING YOUR FOUNDATION

Year one is an opportunity to gain knowledge and build skills. It starts with an orientation, which is followed by an Individual Development Plan that helps you to design your journey ahead. You find like-minded peers and an extraordinary faculty team to support you. You can collaborate and learn from each other. Classroom learning, live projects and internships enriches your learning experience.

PROGRAMME  
STRUCTURE

YEAR  
ONE

ORIENTATION

CORE COURSES

MENTORSHIP

ONLINE MODULES

BASIC MANAGEMENT COURSES

INDIVIDUAL DEVELOPMENT PLAN (IDP)

WORKSHOP MODE INNOVATIVE COURSES

SUMMER INTERNSHIP

## SUMMER INTERNSHIP - A PREP FOR THE REAL WORLD

Jaipuria gets you on the ground and running, right in the first year. Summer internships help you test and apply your knowledge. They also give you the first real, insider's view into the industry. This 60-90 days internship is a critical component, as it prepares you for the journey ahead.

## YEAR TWO OF GROWTH AND GLOBAL OPPORTUNITIES

The second year is a preparation for future challenges. You get to choose 15 electives from a bouquet of courses and specialize in respective domains. The unique initiative-uncampus offers you an opportunity to study at another campus for a trimester. Thereby you can enhance your learning as you collaborate and learn from peers as well as from faculty. Jaipuria literally gives you wings to fly with its global exchange programmes that helps you acquire global exposure & become ready for the global stage.



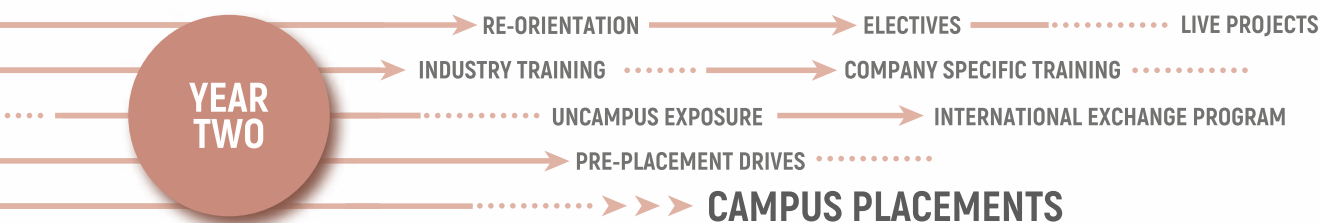
My two years at Jaipuria has been extremely enriching and complimentary. As I am passionate about numbers, the management foundation we learnt in the first year provided me with the necessary background. On the other hand the 2nd year gave me the indepth knowledge about finance.

**My Key Takeaways** - Live projects, internship and enriched learning.

**Kritika**  
PGDM 2020-22  
Placed with **IDFC First Bank**

## PLACEMENT SUPPORT TO HELP YOU FIND YOUR WINGS

Jaipuria's curriculum is immersive and well integrated with industry requirements. Along with placement assistance you will also be trained and groomed for the corporate world, before you step into it.



# PICK NEW COURSES TO LEAD A COMPLEX WORLD

## CORE COURSES

 General Management

 Service Management

 Marketing Management

 Operations Management

 Strategy

 Retail Management

 Finance

 Economics & International Business

 Business Communication

 Human Resource Management

## INNOVATIVE WORKSHOP COURSES

 Design Thinking

 Business Simulations

 Business Environmental and Social Sustainability

 Entrepreneurship

 Professional Ethics

# WHAT MANAGERS NEED TODAY

Cross-cultural understanding  
Interdisciplinary knowledge  
Critical thinking  
Intuition with analysis  
Creativity  
Holistic problem solving  
Social responsibility  
Global awareness  
Future ready mindset

BE READY WITH THESE SKILLS

## LIBERAL ARTS ELECTIVES

A Life of Happiness & Fulfillment  
Classical Sociological Theory  
Culture, Creativity and Market  
Foundations of Positive Psychology  
French Language  
German Language  
Indian Philosophy

Introduction to Philosophy  
Modern History of India  
Social Norms and Social Change  
Society and Culture  
Spanish Language  
The Science of Well-being

**iJaipuria**

## SUPPLEMENT YOUR LEARNING AT YOUR OWN PACE

Enhance your knowledge & skills from the bouquet of online courses offered along with the regular curriculum

Achieve Your Goals  
Building High Performance Teams  
Change Management for Organisations  
Crack Every Interview  
Delegation and Empowerment  
Design Thinking for Innovation  
Developing Entrepreneurship Qualities  
Enhance Your Emotional Intelligence  
Fundamentals of Business Analytics  
Google Ads Master Class 2022  
How to be a Master Communicator  
Journey towards Gender Equality

MS Excel for Data Science & Machine Learning  
Negotiate to Win  
Planning and Decision Making  
Prevention of Sexual Harassment (POSH)  
Sales Mastery  
Solving Complex Problems  
Statistics for Data Science & Machine Learning  
Strategic Management for Professionals  
Understanding Corporate Social Responsibility  
Unleash Your Potential  
Unlock Creativity  
Women: A Key Differentiator

# MAKE AN IMPACT IN **MARKETING**





## LEADING ALUMNI FROM SALES & MARKETING DOMAIN



**Mohit Agrawal**  
Sales Director-South Asia  
Warwick Fabrics (Australia)  
Batch 1995-97



**Nitin Kurup**  
Senior Product Head  
ICICI Bank  
Batch 1998-00



**Himanshu Trivedi**  
Head TASC  
Paytm Payments  
Batch 2000-02



**Parul Chhabra**  
Vice President -  
Branding and Communication  
House of Diagnostics  
Batch 2002-04



**Surabhi Singh**  
Director Monetisation  
Zepto  
Batch 2002-04



**Nripendra Datta**  
Zonal Head  
Maruti Suzuki  
Batch 2004-06



**Kunal Chadha**  
Senior Product Manager,  
Tata Digital  
Batch 2006-08



**Sarthak Jeswani**  
Business Development  
Manager  
Thomas Cook India  
Batch 2013-15



**Vivek Mishra**  
AVP  
HSBC  
Batch 2013-15



**POOL OF TALENTS  
SALES &  
MARKETING  
GRADUATION STREAM**



JAIPURIA  
CHANGEMAKERS  
SPEAK 2.0



Be dynamic, explore different fields and keep searching for that one mission that you can fall in love with.

**Varun Khaitan**  
Co-Founder, Urban Company

**PLACEMENT HIGHLIGHTS (Batch 2020-22)**



**Mrinmoy Lahkar**  
Placed with  
Reliance BP Mobility Ltd.



**Prateek Kumar Rai**  
Placed with  
TVS Motor Company



**Aman Tripathi**  
Placed with  
Schneider Electric



**Niharika Srivastava**  
Placed with  
Dabur



**Shubhra Goyal**  
Placed with  
AKZO Nobel



## MENTORED BY KNOWLEDGE MAKERS



**Anubhav Mishra**  
Associate Professor  
Ph.D. (IIM-L)

**Research Area:** Marketing

**Teaching Area:** Consumer Behavior, Digital Marketing, Marketing Management, Integrated Marketing Communication, Marketing Research



**Deepak Halan**  
Associate Professor  
Ph.D.  
PGDM (IFIM), B.Tech (NIT)

**Research Area:** Online Retail and Green Marketing

**Teaching Area:** Market Strategy & Research



**Rekha Attri**  
Associate Professor  
Ph.D. (UPES), PGDM

**Research Area:** Services Marketing, Brand Management, Consumer Behaviour

**Teaching Area:** Brand Management & Marketing



**Santosh Sood**  
Adjunct Professor  
PGDM (IIM-A)  
B.E.(Mechanical);

**Research Area:** Brand Positioning and Communication

**Teaching Area:** Brand Communication and Marketing

## STUDENT SPEAK



What brings me excitement about Jaipuria is the knowledge and experience that I have gained and will continue to gain. The grueling curriculum combined with Jaipuria's extra curricular and club activities have helped me strengthen and create new skills that I can utilize in my future career.

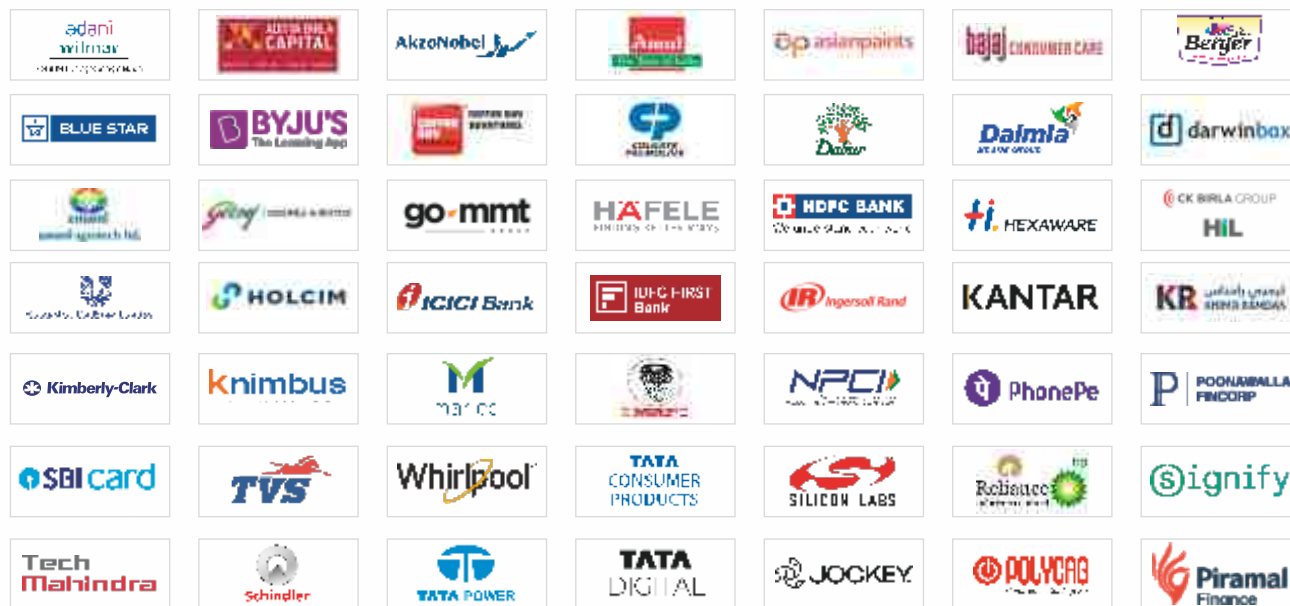
**Mohit**  
PGDM 2022-24

## OUR ELECTIVES IN SALES & MARKETING

Advanced Research Techniques in Marketing  
 Advertising and Sales Promotion  
 Brand Management  
 Business to Business Marketing  
 Consumer Behaviour  
 Customer Relationship Management  
 Data Mining for Consumer Insights  
 Demand Forecasting  
 Digital Marketing  
 Distribution & Channel Management  
 E-Marketing  
 Innovations in Rural Markets  
 Integrated Marketing Communication  
 ITES in Rural Markets  
 Luxury Marketing  
 Managing Online Retail  
 Marketing Analytics  
 Marketing for Internet, New Media & Mobile  
 Marketing Innovation for Social Change  
 Marketing Innovation Management

Marketing of Financial Services  
 Marketing on Internet  
 Marketing Planning and Control  
 Marketing Research  
 Marketing Strategies  
 New Media and Mobile  
 Online Branding & Reputation Management  
 Product and Category Management  
 Rural Consumer Behavior  
 Rural Ecosystem  
 Rural Healthcare  
 Rural Marketing  
 Rural Research  
 Rural Selling and Distribution  
 Sales Management and Business Development  
 Sales Techniques & Documentation  
 Services Marketing  
 Shopper Behaviour  
 Strategic Marketing

## CHOSEN BY TOP RECRUITERS



Note: The pool of electives is indicative and may change as per academic and industry requirement. The offering of electives differ from campus to campus and programme to programme.



LEAD THE  
FUTURE IN  
**FINANCE**

## LEADING ALUMNI FROM FINANCE DOMAIN



**Ashoka Joshi**  
Vice President  
Axis Bank  
Batch 1998-00



**Nishant Mohnot**  
Director, Client Capabilities  
McKinsey & Company  
Batch 2002-04



**Somit Chitrey**  
Global Head Fraud Risk  
Standard Chartered Bank  
Batch 2002-04



**Ayush Nigam**  
VP & Regional Investment Head  
Citibank India  
Batch 2002-04



**Himanshu Bhardwaj**  
National Credit Manager  
IIFL Home Loans  
Batch 2003-05



**Ashafaque Ahamed**  
Vice President  
IndusInd Bank  
Batch 2005-07



**Rashmi Prasad**  
Tax Manager  
PwC  
Batch 2008-10



**Sajal Chaturvedi**  
Master Credit Specialist  
American Express  
Batch 2012-14



**Himanshu Sharma**  
Credit Head  
HDFC  
Batch 2015-17

Commerce  
62%

Management  
26%

Engineering  
04%

Science  
03%

Arts  
03%

Computer  
Science  
01%

Others  
01%

52%  
Male

GENDER  
RATIO

48%  
Female

## POOL OF TALENTS FINANCE GRADUATION STREAM

JAIPURIA  
CHANGEMAKERS  
SPEAK 3.0



Stand up at times of crisis. Take a step back , look at your failures in the eye and get ready to move forward

**Indra Nooyi**

Former Chairperson and CEO,  
Pepsico

### PLACEMENT HIGHLIGHTS (Batch 2020-22)



**Aniket Kumar**  
Placed with  
ANZ Bank



**Dishu Upreti**  
Placed with  
KPMG



**Aayush Manral**  
Placed with  
Wipro Ltd. (Blackstone)



**Arjun Singh**  
Placed with  
PwC



**Shaleen Tripathi**  
Placed with  
Phonepe



## MENTORED BY KNOWLEDGE MAKERS



### Sandeep Varshneya

Associate Professor  
Ph.D. (NUS)  
PGDBM (XLRI)

**Research Area:** Corporate Finance, Political Economy, Banking, Entrepreneurship

**Teaching Area:** Corporate Finance, Corporate Valuation, Investment Management, Banking



### Amit Shrivastava

Professor  
Ph.D., PGDFM  
M.Com.

**Research Area:** Managerial Accounting & Venture Capital

**Teaching Area:** Financial Reporting & Analysis, Management Control Systems, Working Capital Management, Entrepreneurial Finance



### Rashmi Chaudhary

Associate Professor  
Ph.D., CA (ICAI), M.B.A (Finance)

**Research Area:** Asset Pricing, Financial Markets and Corporate Finance.

**Teaching Area:** Investment Management, Equity Research, Financial Accounting



### Nupur Gupta

Associate Professor  
Ph.D. (BIT), M.B.A (ICFAI), CFA

**Research Area:** Financial Markets & Economy, Asset Pricing

**Teaching Area:** Corporate Finance, Investment Management

## STUDENT SPEAK



The programme is known for its academic rigour. But the small class sizes created an outstanding learning environment. After internship and live projects, I realized that much of what I was learning in class is directly applicable to real-life situations.

### Kshitij

PGDM 2022-24



## OUR ELECTIVES IN FINANCE

Actuarial Sciences	Fixed Income Securities
Advanced Corporate Finance	Insurance Accounting
Advanced Financial Statement Analysis and Valuation	Investment Banking
Applied Econometrics	Investment Management
Banking Operations	Management of Banking & Financial Services
Banking Systems	Market Micro structure
Block chain & Machine Learning	Micro Finance
Business Valuation	Principle of Life Insurance
Corporate Banking	Principles of General Insurance
Corporate Restructuring	Private Equity & Venture Capital
Corporate Tax Planning	Product and Service Costing
Corporate Valuation	Project Finance
Credit Analysis	Retail Banking
CRM in Banking and Financial Services	Risk Management in Commercial Banks
Equity Portfolio Management	Rural Banking
Equity Research	Treasury Management
Financial Derivatives & Risk Management	Underwriting & Claim Management
Financial Management	Wealth Planning
Financial Markets & Institutions	Working Capital
Financial Markets & Services	International Finance
Financial Modeling & Analysis	Behavioral Finance
Financial Planning	Finance Econometrics using R
Financial Statement Analysis	

## CHOSEN BY TOP RECRUITERS



Note: The pool of electives is indicative and may change as per academic and industry requirement. The offering of electives differ from campus to campus and programme to programme.

UNCOVER YOUR  
TALENT IN  
**HUMAN  
RESOURCE**



## LEADING ALUMNI FROM HUMAN RESOURCE DOMAIN



**Shalini Naagar**  
Director HR  
Baxter International Inc  
Batch 1997-99



**Vivek Pandey**  
Associate Vice President HR  
HCL Technologies  
Batch 1997-99



**Priyam Mitra**  
Vice President  
Human Resources  
Alepo Technologies  
Batch 2001-03



**Joshita Tandon**  
AVP and Head  
CHR and People Analytics  
SRF Limited  
Batch 2003-05



**Vishal Mittal**  
Director Human  
Resources  
Vancouver Aquarium  
Batch 2003-05



**Moonmoon Ghosh**  
Scrum Master  
TA Informatics  
Philips  
Batch 2006-08



**Sanchayika  
Choudhary Joshi**  
Senior Consultant-  
International HR  
IRIS Software  
Batch 2012-14



**Richa Pandey**  
Recruiting Associate  
Accenture  
Batch 2013-15

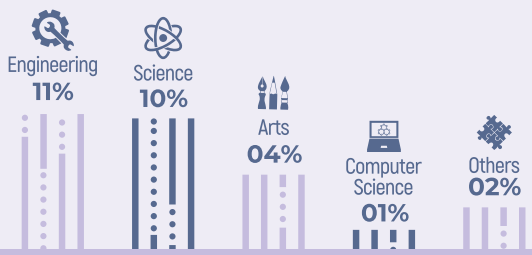
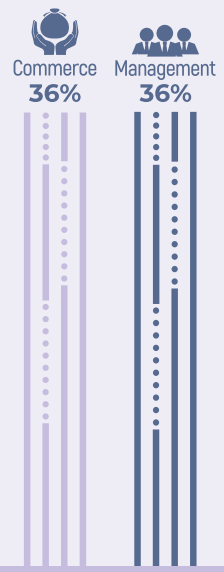


**Shubhi Tripathi**  
Human Resources Manager  
Zomato  
Batch 2013-15



**POOL OF TALENTS  
HUMAN  
RESOURCES**

**GRADUATION STREAM**



JAIPURIA  
CHANGEMAKERS  
SPEAK 3.0



Be the best allrounder you can be, finish the course with more than who you are today.

**Shiv Shivakumar**  
Group Executive President-  
Corporate Strategy, Aditya Birla Group

**PLACEMENT HIGHLIGHTS (Batch 2020-22)**



**Kamakshi Khanna**  
Placed with  
ION group



**Ashita Bhandari**  
Placed with  
TVS Motor Company



**Tanisha Chaubey**  
Placed with  
Novo Nordisk



**Ronak Malhotra**  
Placed with  
Blue Star Ltd



**Kankana Borkakati**  
Placed with  
Deloitte



## MENTORED BY KNOWLEDGE MAKERS



### V P Singh

Distinguished Professor  
Ph.D., Fellow Program in  
Management (University  
of Leeds)

**Research Area:** Employee Engagement, Coaching & Mentoring, Competency Mapping

**Teaching Area:** Leadership, HR, Organizational Development



### Shalini Srivastava

Professor  
Ph.D. (University of Lucknow), MA

**Research Area:** Managerial Effectiveness, Student Engagement, Employee Engagement

**Teaching Area:** Organisational Behaviour & Human Resource



### Pallavi Srivastava

Associate Professor  
Fellow (MDI), PGDM

**Research Area:** HR-IT Interface, Employer Branding, Travel Psychology, Sustainable HRM

**Teaching Area:** Organizational Behaviour, Human Resource Management, Talent Acquisition, Learning & Development and HR Analytics



### Pragya Gupta

Associate Professor  
Ph.D. (IP University), MBA

**Research Area:** Employee Engagement, Performance Management, Compensation Management, Strategic Thinking

**Teaching Area:** Human Resource-Organization Behaviour

## STUDENT SPEAK



I'm impressed by the learning environment and quality of education here at Jaipuria. The institute has truly been a launch pad and has enabled me to thrive. I've formed meaningful connections with colleagues and the faculty make me feel at home with their patience and kindness.

### Harshita

PGDM 2022-24

## OUR ELECTIVES IN HUMAN RESOURCE MANAGEMENT

Advanced HRM

Compensation Management

Competency Mapping & Assessment

Cross Cultural Sensitivity

Employee Relation and Labour Law

Human Resource Information System

Industrial Relations & Labour Laws

Interpersonal Skills & Team Management

Leadership and Change Management

Learning & Development

Organisation Change & Development

Performance Management System

Talent Acquisition

Panchtantra and Management

Management Wisdom as in Indian Scripture

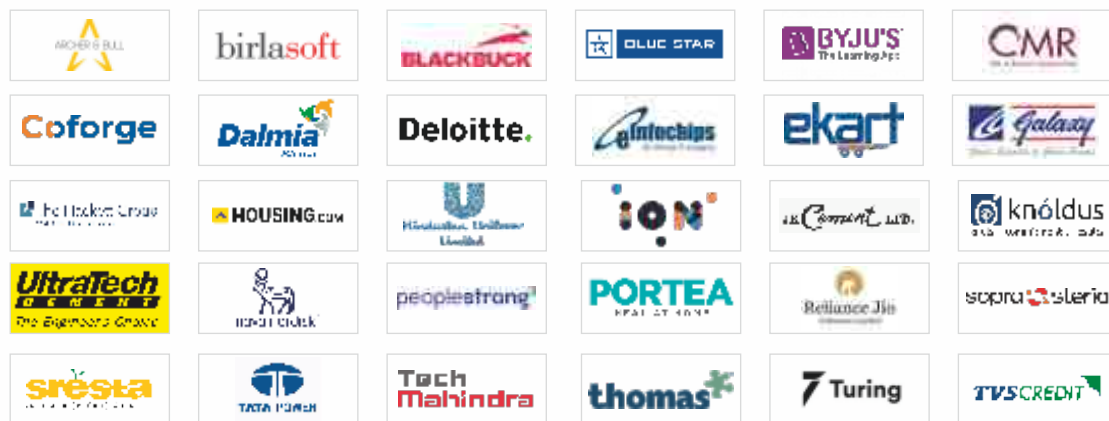
Developing Resilience Skills

Life Skills for Career Success

Psychological Communications

International Human Resource Management

## CHOSEN BY TOP RECRUITERS



Note: The pool of electives is indicative and may change as per academic and industry requirement. The offering of electives differ from campus to campus and programme to programme.



SET THE  
TRENDS IN  
**RETAIL**

## LEADING ALUMNI FROM RETAIL DOMAIN



**Sanchit Lakhtakia**  
Senior Business Manager  
Lifestyle International  
Batch 2007-09



**Samarth Kapoor**  
Manager Marketing  
Dr. Lal PathLabs  
Batch 2008-10



**Neeraj Singh**  
Branch Manager  
Whirlpool  
Batch 2008-10



**Anurag Khare**  
Category Lead  
Udaan.com  
Batch 2009-11



**Shivam Srivastava**  
Lead Operations Support  
Flipkart  
Batch 2009-11



**Ankit Bhatt**  
Branch Manager  
TTK Prestige  
Batch 2010-12



**Apoorva Awasthi**  
Human Resources Head - North  
Shoppers Stop  
Batch 2011-13

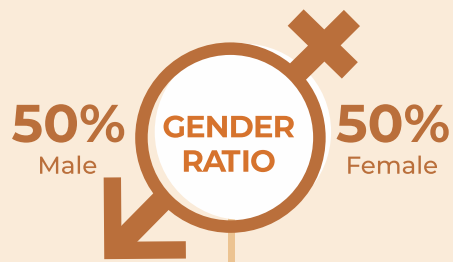


**Swati Pandey**  
Merchandiser  
Lowe's Companies, Inc.  
Batch 2011-13

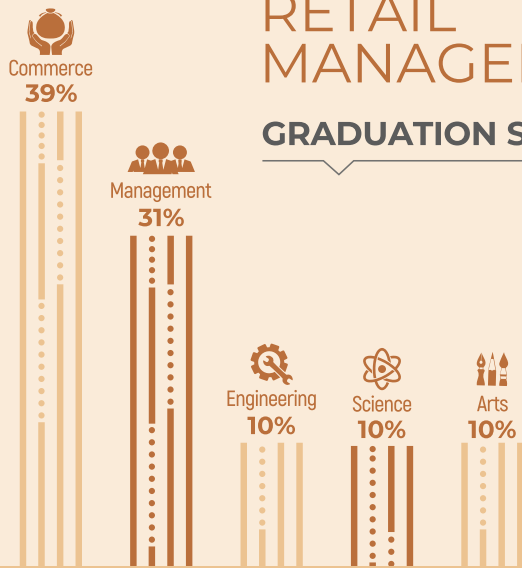


**Tulika Chopra**  
HR Business Partner  
Meesho  
Batch 2013-15





**POOL OF TALENTS**  
**RETAIL MANAGEMENT**  
**GRADUATION STREAM**



JAIPURIA  
 CHANGEMAKERS  
 SPEAK 1.0



There are no bounds in seeking knowledge; only ego comes in the way!

**Suresh Narayanan**  
 CMD,  
 Nestle India

**PLACEMENT HIGHLIGHTS (Batch 2020-22)**



**Manan Chadha**  
 Placed with  
 Bluestone



**Ritika Sharma**  
 Placed with  
 Reliance Retail



**Harsha Sharma**  
 Placed with  
 Max Fashion



**Dharmendra Panthi**  
 Placed with  
 Pantaloons



**Riddhi Gupta**  
 Placed with  
 Aditya Birla Fashion



## MENTORED BY KNOWLEDGE MAKERS



**Reeti Agarwal**

Associate Professor  
Ph.D., PGDM

**Research Area:** Customer Relationship Management, Customer Satisfaction, Loyalty and Repurchase Behaviour

**Teaching Area:** Marketing Management and Customer Relationship Management (CRM)



**Himanshu Misra**

Associate Professor  
Ph.D., M.I.B.A

**Research Area:** Technology and its applications in Marketing, Consumer Decision Making, Brand and Market Behavior, Rural Markets

**Teaching Area:** Marketing



**Shubhendra Parihar**

Associate Professor  
Ph.D., MBA

**Research Area:** Pharmaceutical Marketing, Business & Technology, Developmental Economics

**Teaching Area:** Marketing and General Management



**Shalini Nath Tripathi**

Associate Professor  
Ph.D., MBA

**Research Area:** Services Marketing, Marketing Strategy

**Teaching Area:** Marketing Management, Sales Management & Services Marketing

## STUDENT SPEAK



With focused courses that have a practical application behind every theoretical approach, I've been able to put everything that I've learned in class into practice. At Jaipuria, you will not only get closer to your goals, but will grow as a person through the meaningful relationships you will form here.

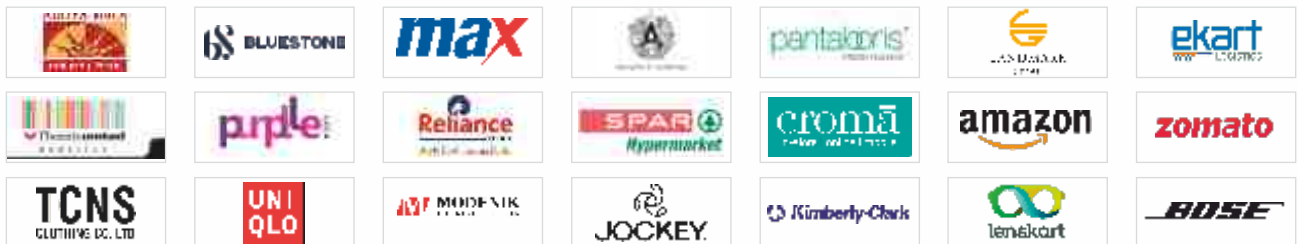
**Yuvraj**

PGDM 2022-24

## OUR ELECTIVES IN RETAIL MANAGEMENT

Consumer Behaviour	Product and Category Management
Customer Relations Management	Retail Buying
Demand Forecasting	Retail Marketing
Distribution & Channel Management	Retail Store Management
Excellence in Retailing	Rural Retailing
Franchising and Global Retailing	Store Designing and Visual Merchandising
Luxury Marketing	Store Operation
Mall Management and Event Management	Warehousing Design Management
Merchandise and Category Management for Retailers	Merchandise Buying
Merchandising	Retail Analytics
New Store Planning	Managing Private Labels

## CHOSEN BY TOP RECRUITERS



Note: The pool of electives is indicative and may change as per academic and industry requirement. The offering of electives differ from campus to campus and programme to programme.

A photograph of a business meeting in a modern office. Three men in suits are engaged in conversation. One man is standing and talking to two others who are seated on a wooden bench. The background features large windows with a view of greenery and a potted plant. The image has a light blue tint.

ACCELERATE  
YOUR GROWTH IN  
**OPERATIONS  
MANAGEMENT**

## LEADING ALUMNI FROM OPERATIONS DOMAIN



**Abhishek Gupta**  
Vice President  
Cloud Operations  
American Express  
Batch 1997-99



**Gyanesh Kumar**  
Vice President  
Partnership Distribution  
Tata AIA Life Insurance  
Batch 2000-02



**Saibal Paul**  
Associate Vice President  
Account Management  
Evalueserve  
Batch 2001-03



**Divya Mehra**  
SVP & Head -  
Business Operations  
Motilal Oswal Financial Services  
Batch 2003-05



**Anant Chaturvedi**  
Retail Operations Manager  
Jockey International  
Batch 2010-12



**Himanshu Agarwal**  
Team Lead Operations  
Flipkart  
Batch 2011-13



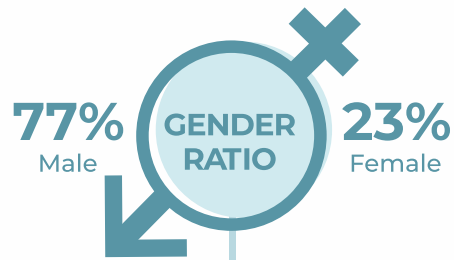
**Indraneel Naskar**  
Senior Operations Manager  
Swiggy  
Batch 2012-14



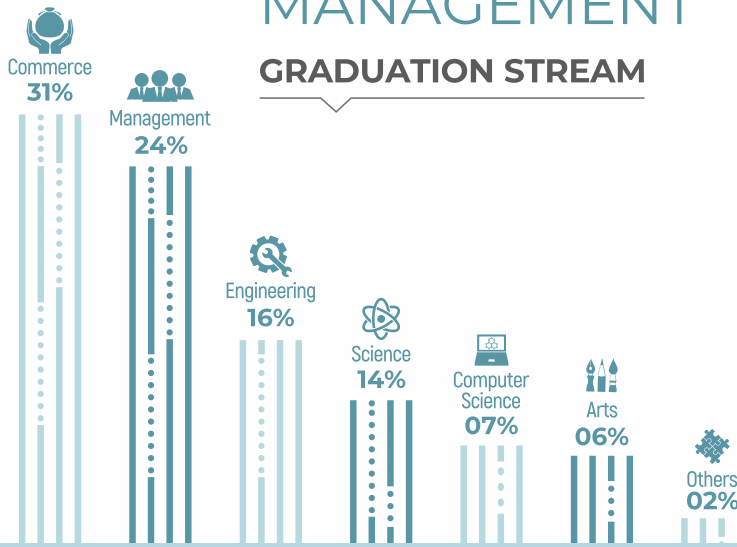
**Shivani Agarwal**  
Senior Business  
Process Associate  
Tata Consultancy Services  
Batch 2012-14



**Banmeet Kaur**  
Business Operations Manager  
Amazon  
Batch 2016-18



**POOL OF TALENTS**  
**OPERATIONS MANAGEMENT**  
**GRADUATION STREAM**



JAIPURIA  
CHANGEMAKERS  
SPEAK 1.0



When you fail, go back and find out what you could do better; then do it better.

**Aditya Ghosh**  
Co-Founder, Akasa Air,  
Former President, IndiGo

**PLACEMENT HIGHLIGHTS** (Batch 2020-22)



**Mahavirsing purohit**  
Placed with  
Aron Global



**Sebya Yadav**  
Placed with  
BlueStone



**Saloni Jain**  
Placed with  
Xiaomi



**Vaishali Kiran**  
Placed with  
GEP Worldwide



**Sourabh Choudhary**  
Placed with  
Aditya Birla Fashion & Retail



## MENTORED BY KNOWLEDGE MAKERS



### Prashant Gupta

Professor  
Ph.D. (MDS), M.B.A (F.M.S.)

**Research Area:** Supply Chain Management, Quality Management, Business Strategy

**Teaching Area:** Operations Management



### Yogesh Agarwal

Distinguished Professor  
Ph.D. (Case Western Reserve University, Cleveland, USA),  
Post-Graduate Diploma in Industrial Engineering (NITIE)

**Research Area:** Combinatorial Optimisation, Integer Programming, Telecommunications Network

**Teaching Area:** Operations Research, Game Theory, Computer Simulation, & Network Modeling



### Richa Srivastava

Assistant Professor  
Ph.D. (BHU), NET, M.Sc.

**Research Area:** Bayesian Statistics, Regression Analysis, Data Analysis, Biostatistics

**Teaching Area:** Quantitative Analysis, Operations Research, Research Methodology, Econometrics, Statistical Inference, R Software



### Saumyanjan Sahoo

Assistant Professor  
Ph.D., MBA

**Research Area:** Production Planning & Scheduling, Industry 4.0, Internet of Things, and Manufacturing Sustainability

**Teaching Area:** TQM, Operations Management, Technology & Innovation Management.

## STUDENT SPEAK



Here I got the opportunity to learn from real world examples and problems rather than made up scenarios in class. I found the faculty to be particularly engaging and welcoming in exchange of ideas and thoughts.

### Hansa

PGDM 2022-24

## OUR ELECTIVES IN OPERATIONS MANAGEMENT

Business Forecasting  
 Cloud Computing for Business Management  
 Cloud computing for Retail  
 Dashboard Reporting Using Advanced Excel  
 Data Analytics Using Advanced Excel  
 Data Visualization  
 Database Management System  
 E-Commerce  
 Enterprise Resource Planning  
 Intelligent Interface for Managerial Decisions  
 IT Tools for Finance  
 Knowledge Management  
 Retail Analytics using Advanced Excel  
 Web Analytics and Social Media  
 Advance Operations Management  
 Advance Quantitative Techniques

Business Forecasting  
 Logistics Management  
 Managing Service Operations  
 Materials and Inventory Management  
 Operations Management  
 Operations Research  
 Operations Strategy  
 Optimization Techniques in Business Operations  
 Optimization Techniques in Retail Operations  
 Project Management  
 Service Operations Management  
 Supply Chain Management  
 Total Quality Management  
 Machine Learning

## CHOSEN BY TOP RECRUITERS



Note: The pool of electives is indicative and may change as per academic and industry requirement. The offering of electives differ from campus to campus and programme to programme.





LEVERAGE THE  
NEW IN  
**BUSINESS  
ANALYTICS**

## LEADING ALUMNI FROM BUSINESS ANALYTICS DOMAIN



**Arpan Sanyal**  
Project Manager  
EY  
Batch 1997-99



**Akhil Gupta**  
Vice President  
Bank of Singapore  
Batch 1998-00



**Madhukar P**  
Senior Associate Director  
KPMG  
Batch 2001-03



**Richa Rai**  
People Insight &  
Analytics Partner  
Amazon  
Batch 2008-10



**Zaryab Ahmar**  
Associate Director  
S&P Dow Jones Indices  
Batch 2008-10



**Bhawani Shekhawat**  
Manager  
Genpact  
Batch 2009-11



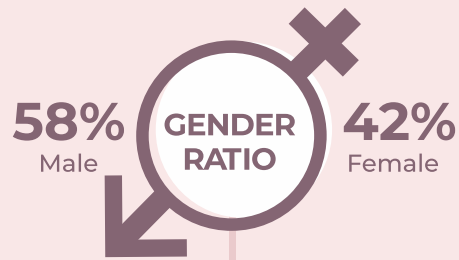
**Kush Kaushish**  
Assistant Vice President  
Barclays  
Batch 2010-12



**Divya Singh**  
Business Analysis Manager  
Cisco  
Batch 2010-12



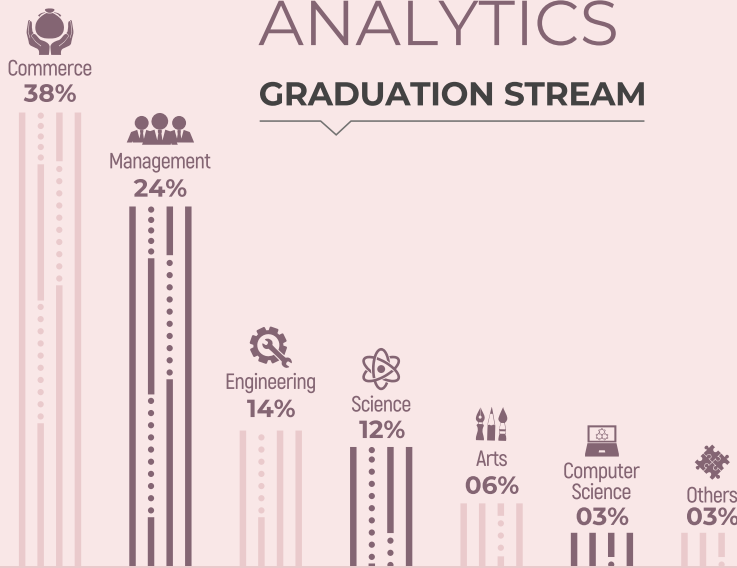
**Akanksha Gupta**  
Business Analyst  
Cognitio Analytics  
Batch 2014-16



**POOL OF TALENTS**

**BUSINESS ANALYTICS**

**GRADUATION STREAM**



JAIPURIA  
CHANGEMAKERS  
SPEAK 2.0



Opinions do not make you successful, Facts make you successful, Analyzing data makes you successful, Prioritizing things makes you successful.

**Apurva Purohit**

Former President,  
Jagran Prakashan Ltd

**PLACEMENT HIGHLIGHTS (Batch 2020-22)**



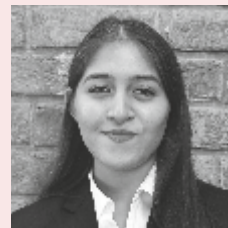
**Ansh Wason**  
Placed with  
Accenture



**Tulsi Ojha**  
Placed with  
Barclays



**Srijan Jha**  
Placed with  
FIS Global



**Mahak Mehta**  
Placed with  
Merkle Sokrati



**Ritu Manak**  
Placed with  
Deloitte



## MENTORED BY KNOWLEDGE MAKERS



### Deepak Singh

Adjunct Professor  
Ph.D. (IIT-K), M.Tech.

**Research Area:** Information Security, AI & Machine Learning, IoT, Big Data Analytics

**Teaching Area:** Management Information Systems, Business Analytics and Cloud Computing



### Gour C. Saha

Professor  
Ph.D. (AIT-Thailand), MBA

**Research Area:** Analytics, Supply Chain, Service Quality

**Teaching Area:** Statistics, Research Methodology, Analytics



### Shivani Bali

Professor  
Ph.D. (DU), M. Sc., MBA

**Research Area:** Analytical Skills, Data Analysis, Predictive Modelling

**Teaching Area:** Operations Management & Business Analytics



### P. Mary Jeyanthi

Associate Professor  
Ph.D. (VELS University), MCA,  
Certificate in Data Science (Harvard)

**Research Area:** Business Analytics, Business Intelligence, Big Data Analytics

**Teaching Area:** Business Analytics, Information Systems, Predictive Modelling, Block chain

## STUDENT SPEAK



Besides professional growth, Jaipuria Institute gives you the most exciting offerings for your personal growth. This is truly one of a kind experience that you have to witness to fully understand and appreciate.

### Mohammad

PGDM 2022-24

## OUR ELECTIVES IN BUSINESS ANALYTICS

Block Chain Analytics  
 Business Analytics for Managers  
 Data Mining  
 Data Visualization & Big Data  
 Financial Analytics  
 HR Analytics  
 Introduction to Business Analytics  
 Machine Learning & Artificial Intelligence  
 Optimisation Techniques for Business Analytics

Predictive Analytics  
 Spreadsheet Modelling  
 Supply Chain Analytics  
 Text Analytics  
 Applied Analytics Modelling  
 Programming for Business Analytics  
 Dashboard Reporting using Advance Excel  
 Operations Analytics  
 Big Data and NLP

## CHOSEN BY TOP RECRUITERS



Note: The pool of electives is indicative and may change as per academic and industry requirement. The offering of electives differ from campus to campus and programme to programme.

# GET INSPIRED



**Indra Nooyi**  
Former Chairperson  
and CEO, Pepsico



**Aditya Ghosh**  
Co-Founder,  
Akasa Air



**Rajeev Dubey**  
CEO,  
Mahindra & Mahindra Ltd.



**Shiv Shivakumar**  
Group Executive President,  
Corporate Strategy &  
Business Development,  
Aditya Birla Group



**Pushkaraj  
Shenai**  
CEO,  
Lakme Lever



**Pulkit Trivedi**  
Director,  
Google Pay



**Dr. Sanjeev  
Srivastava**  
Partner, Financial Services  
Consulting Leader,  
PwC Middle East



**Anuj Dua**  
Head Product Strategy,  
Royal Enfield



**Gaurav  
Agarwal**  
Co-Founder,  
TATA 1mg.com



**Suresh  
Narayanan**  
Chairman,  
Nestle India



**Madhav Sheth**  
President of International Business Group  
realme

Be inspired by the lives of great leaders & visionaries, through guest lectures and visits that are planned on campus round the year

AASHISH SHARMA  
VP & Head of Group Sales,  
Capgemini

A D BURMAN  
AVP-HR, Maruti Suzuki

AMIT MALIK  
CEO & MD,  
Aviva Life Insurance Company

AMIT KUMAR DAS  
Senior Director People  
& Organisation, Novo Nordisk India

ASHU SAWHNEY  
Vice President - HR, DCB Bank

ASHWINI KUMAR TEWARI  
Managing Director (IBT&S),  
State Bank of India

ANKUR KHARE  
Specialist - Training &  
Adoption COE, SAP

ASHISH BHALLA  
Associate Director - HR,  
HCL Technologies

BHAVYA MISRA  
Director & Head HR, Lenovo India

BRIJ NANDAN YADAVA  
Executive Director, DLF Limited

BRIJESH SINGH  
Sr. V.P., Marcom, YES BANK

CHANDRA BHATTACHARJEE  
CHRO, Grasim

DAMAYANTI BANDOPADHYAY  
Director,  
PwC Acceleration Centers

DEEPAK CHHABRA  
MD, Timex Group India Limited

DR. LAWRENCE FERNANDES  
Director Retail Learning,  
Retailers Association of India

DR. VINOD KUMAR MURTI  
Country Head,  
Institute of Analytics, London

KANWAL JEET JAWA  
Chairman & MD,  
Daikin Air-Conditioning India Pvt. Ltd

MAHESH KUMAR BHIMIREDDY  
Senior Tax Manager, Deloitte

MANOJ KOHLI  
Country Head, Soft Bank India

MANOJ PANDEY  
Senior Director, Data & Analytics  
Cisco

MANOJ TANEJA  
Head of Digital, Crocs India

NISHANTH APPAIAH MITTU  
Chief Marketing Officer, Sectona

PALLAVI TYAGI  
EVP & CHRO India, Capgemini

PANKAJ SINHA  
MD, The Coca-Cola Company

PRITIMAN SARKAR  
Sr. Vice President & Business Head,  
SBI Cards

PUNIT PURI  
EVP & Group CHRO,  
Tata Motors Finance

RAJ KAMAL GILRA  
Regional Sales Director,  
Tata Consumer Products

RASHESH SHAH  
CHAIRMAN & CEO, Edelweiss

RAVI HEMNANI  
Vice President HR & Head Learning,  
Nuvoco Vistas Corp.

ROHIT THOMAS KOSHY  
Director, EY

SANJIV MATHUR  
CEO Sub-Sahara Africa, IFFCO Group

SEEMA BANGIA  
Chief People Office, Mahindra Defence

SHACHINDRA NATH  
VC & MD, Ugro Capital

SHAKUN KHANNA  
Vice President & Head,  
SaaS Alliances & Channels, Oracle

SHANTAM SHARMAA  
Director HR, OPPO

SHENIL VARGHESE PUDUSSERY  
Head HR Commercial & Global  
Operations, Biocon Biologics

SUDHA MANOJ  
MD, Deloitte US India

SUNIL GOYAL  
Dy.Chief Executive Officer,  
Sopra Steria India

VARUN KHAITAN  
Co-Founder, Urban Company

VARUN SRIDHAR  
CEO, Paytm Money

VIMAL PANDEY  
CEO, VI John

VISHWANATH TIWARI  
Vice President, Exide



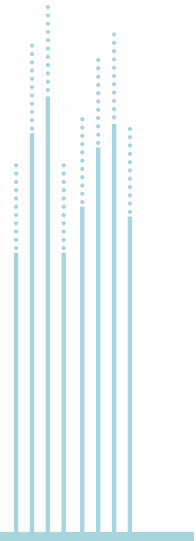
# THE WORLD IS WAITING FOR YOU



**Subrato**  
PGDM 2021-23  
Visited UAE on International Immersion Programme

It was a priceless experience. The immersion programme has impacted my life by widening my views not only by getting to know the global practices and culture at Dubai, but also by learning from other foreign students from across the globe.





## OUR INTERNATIONAL TIE-UPS

ARA Institute of Canterbury  
 College De Paris  
 European International College  
 Global Business Studies  
 Rennes School of Business  
 Regenesys Business School  
 Royal Institute of Management  
 Skyline University College  
 Sohar University  
 WelTech & Whitireia  
 Middlesex University

New Zealand  
 France  
 Abu Dhabi  
 Dubai  
 France  
 South Africa  
 Bhutan  
 UAE  
 Sultanate of Oman  
 New Zealand  
 Dubai

# ARE YOU READY TO BE **UNLIMITED** ?

**APPLY NOW**

Choose the right course you wish to study as well as your preferred campus

## Check the Eligibility Criteria

You must have a minimum of 3 year's Bachelor's Degree, with at least 50% marks or equivalent CGPA in any discipline from any University incorporated by an Act of the Central or State legislature in India or other educational institutions established by an Act of Parliament or declared to be deemed as a University under Section 3 of UGC Act, 1956, or possess an equivalent qualification recognized by the Ministry of HRD, Government of India.

If you are appearing for the final examination for the Bachelor's degree (or equivalent examination) and expected to complete all requirements for obtaining the Bachelor's degree by 30th June 2023, then you can also apply, subject to furnishing evidence to that effect latest by 1st October 2023; otherwise, you may be asked to withdraw from the programme.

## Understand the Selection Process

The selection to Post Graduate Diploma in Management programme is purely based on the cumulative performance in CAT\*/MAT/XAT/CMAT/ATMA score followed by case based group discussion and personal interview. We will assess your profile and suitability for the program through case based group discussion and personal interview.

The objective is to identify and assess your interpersonal skills in addition to the overall knowledge. Due weightage is given to past academic achievements and work experience respectively, as per the set parameters by AICTE.

## Selection Weightages

PARAMETER**	WEIGHTAGES
Score in CAT*/MAT/XAT/ATMA/ GMAT	45%
Case Based Group Discussion	15%
Personal Interview	20%
Academic Performance in X Std, XII std, Degree/ Post Graduate Degree	15%
Work Experience, Sports & Extra Curricular Activities	05%

## Apply Online

Applications for our postgraduate programmes are made directly on our website. You just need to visit and click apply now. The application process comprises of 3 steps;

### Step 1

Register with your credentials



### Step 2

Make a non refundable payment of INR 1000/- towards application fees through any of the online payment modes.



### Step 3

Fill the application form with your personal and academic details.

## Speak to our Counsellor

Once you submit the application, you may contact our admission counsellor to know about the selection process, date and venue and to seek further guidance about studying at Jaipuria.

## Selection and Enrolment

Selection will be based on your performance during the selection process. If shortlisted you will receive an admission decision/offer letter within two weeks, including decisions on any financial assistance/scholarship.

You have to submit required documents along with the first-trimester fee to confirm your admission.

## FEES<sup>#</sup>, SCHOLARSHIP & EDUCATION LOAN

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

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

The fee is payable in six installments across the period of the course.

Hostel fee is payable for the year along with the first installment and fourth installment of the programme fee. The selected candidate must pay their first installment of fee within stipulated time as mentioned in the admission offer letter.

For details of hostel fees visit:

<https://www.jaipuria.ac.in/admissions/>

CAMPUS	LUCKNOW			NOIDA	JAIPUR		INDORE
Particulars	PGDM	PGDM-FS	PGDM-RM	PGDM/SM/M	PGDM	PGDM-SM	PGDM
1st Year Fees	625000	575000	575000	675000	570000	500000	515000
2nd Year Fees	625000	575000	575000	675000	555000	500000	510000
<b>Total Fees</b>	<b>1250000</b>	<b>1150000</b>	<b>1150000</b>	<b>1350000</b>	<b>1125000</b>	<b>1000000</b>	<b>1025000</b>

# A refundable Security Deposit of Rs. 10,000 to be paid along with first Installment in addition to the fee above.

\*Jaipuria Institute uses CAT score for short-listing of candidates for Post-Graduate Diploma in Management/MBA programmes. IIMs have no rule either in the selection process or in the conduction of the programme. | \*\*The selection parameter is subjected to change as per AICTE Norms.

## Scholarships

In order to reward outstanding talent and to ensure that fears about finance do not constrain our prospective students from considering study at Jaipuria Institute of Management. We offer number of scholarships\*.

These scholarship will be awarded on first come first serve basis to a limited number of scholars, subject to submission of first installment of fees. The scholarship amount is equally divided in two

parts one for each academic year.

An awardee shall be eligible to receive the scholarship in the second year only if he/she maintains a requisite CGPA at the end of the first year. In addition, Jaipuria also offers a sibling scholarship of Rs 1 lac. spread across two years. Overall Jaipuria offers scholarship of more than 6 crores to deserving students based on different parameters.

## Alumni Membership

At Jaipuria you will get an opportunity to network with alumni across four campuses. Be a member of the Alumni Association and reap lifelong benefits from the largest alumni network spread across the globe. The registration fee for the lifetime membership is Rs. 2500/- plus applicable tax to be paid separately in favour of respective campus alumni associations.

## IDFC First Scholarship<sup>#</sup>

IDFC FIRST Bank MBA scholarship is a need-based scholarship where ₹2,00,000 is granted for two years of full-time MBA education to students that have secured admissions in B-schools on their own merit and have a family income of less than 6 lakhs per annum.

This scholarship aims to make post graduate education in Business studies accessible to those who are meritorious but are unable to afford it due to financial constraints.

## Refund Policy

The refund policy of the Institute in case of withdrawal/cancellation of admission in the MBA

## Education Loan

Arrangements are made with all major national, private banks, and NBFCs for education loans at lowest possible interest rate. Requisite documents should be provided by the selected students for assistance in obtaining the loan, Jaipuria has tied up with several banks nationally for facilitating educational loan to its students. Jaipuria is one of the approved institution for **SBI Scholar Loan**.

Visit: [www.jaipuria.ac.in/admission](http://www.jaipuria.ac.in/admission)

equivalent PGDM courses is as per the rules of AICTE vide its Public Notice Advt. No. AICTE/Legal/04(01)/2007

<sup>#</sup>This scholarship is awarded by an external agency and the institute has no influence in selection or award of scholarship For details visit: <https://www.idfcfirstbank.com/csr-activities/educational-initiatives/mba-scholarship>

\*The Institute reserves the right to amend the fees and scholarship without prior notice.



### **CORPORATE OFFICE**

Jaipuria Institute of Management  
1/3, WHS Timber Market, Kirti Nagar,  
Near Mayapuri Chowk, New Delhi - 110015  
M. +91 8800495724  
E. admissions@jaipuria.ac.in

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### **LUCKNOW**

Jaipuria Institute of Management  
Vineet Khand, Gomti Nagar,  
Lucknow 226 010  
M. +91 96514 94949  
E. lucknow@jaipuria.ac.in

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### **NOIDA**

Jaipuria Institute of Management  
A-32A, Sector 62, Noida 201 309  
M. +91 78276 07716  
E. noida@jaipuria.ac.in

### **JAIPUR**

Jaipuria Institute of Management  
1, Bambala Institutional Area,  
Pratap Nagar, Sanganer, Jaipur 302033  
M. +91 99825 33338  
E. jaipur@jaipuria.ac.in

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### **INDORE**

Jaipuria Institute of Management  
Dakachya, Indore, Dewas Highway,  
Near Shipra Naka, Indore 453771  
M. +91 97525 93334  
E. indore@jaipuria.ac.in

