

— Accredited 'A' Grade by NAAC —



**JAIPURIA INSTITUTE  
OF MANAGEMENT**

**EMPOWER • ENTHUSE • EXCEL**

INDRAPURAM, GHAZIABAD

— An Autonomous Institution —

KNOWLEDGE PARTNERS



**MBA**  
BROCHURE 2026-28

**CREATING  
RESPONSIBLE  
LEADERS**

— Accredited “A” Grade by NAAC —



**JAIPURIA INSTITUTE  
OF MANAGEMENT**

**EMPOWER • ENTHUSE • EXCEL**

INDIRAPURAM, GHAZIABAD

— An Autonomous Institution —

An  
**80**  
Years  
RICH LEGACY  
OF EDUCATION

## OUR VISION



To become a Fully Integrated, Socially Responsible, Contextually Relevant, and Value-Based Management Institute of National Reckoning by meeting the growing and emerging needs of industry and business through contemporary innovative Management Teaching, Training, Research and Consulting.

## OUR MISSION



We intend to provide and develop the capabilities of the young managers by raising their level of competence and intellect to face various challenges in the global environment. In pursuit of excellence, we provide training and development services, foster research and disseminate knowledge through publication of books, journals and magazines for the development of society at large.

## OUR OBJECTIVES

To develop managers, leaders & entrepreneurs with a vision and values.

To ensure relevance of curriculum for the industry.

To continuously upgrade and develop intellectual capital.

To coin interactive pedagogy.

To achieve excellence through teamwork.

To provide diversified corporate exposure in the form of corporate induction programmes, summer training, consultancy, innovative assignments, and live projects.

To groom students as value-based business leaders through a structured Executive Leadership Programme and modules on inter-personal skills and personality development.

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**JAIPURIA INSTITUTE OF MANAGEMENT**  
AN AUTONOMOUS INSTITUTE:  
BENEFITS TO YOU



**We are proud to share that Jaipuria Institute of Management, Indirapuram has been accorded the prestigious Autonomous Status by the University Grants Commission (UGC) and Dr. A.P.J. Abdul Kalam Technical University (AKTU), marking a significant milestone in our journey of academic excellence and innovation.**

This prestigious recognition marks a significant leap forward in our academic journey, empowering the institute to deliver a more dynamic, responsive, and globally aligned educational experience. This milestone is not just an institutional achievement—it is a gateway for you, our students, to access greater opportunities, cutting-edge learning, and enhanced career pathways.

#### **What Does Autonomous Status Mean for You?**

As a student, this transition brings several key benefits:

##### **Curriculum Innovation**

- The institute now has the freedom to revise and upgrade the curriculum regularly, ensuring alignment with the latest industry trends and global standards.
- Expect more skill-based modules, interdisciplinary learning, and experiential projects.

##### **Career Readiness**

- Autonomy enables us to collaborate more freely with industry leaders, introduce customized training programs, and expand placement opportunities.
- You'll benefit from value-added certifications, live case studies, and global exposure initiatives.

##### **Examinations & Evaluation**

- Conduct its own examinations, design question papers, and evaluate answer sheets independently.
- Timely results, greater transparency, and a more student-focused academic calendar.
- Internal assessments and flexible evaluation methods will better reflect your learning and performance.

##### **Degree & Recognition**

- Your degree will continue to be awarded by AKTU, but with the added distinction of being from an autonomous institution, enhancing its credibility and professional value.

# AI ENABLED MANAGEMENT INSTITUTE

## CREATING RESPONSIBLE LEADERS WITH TECHNOLOGY & INNOVATION

- **Start your journey with AI-Enabled Admission Process**  
Smart admission chatbot, seamless application, predictive analytics for better decisions.
- **Personalized Learning with AI Tools**  
Adaptive learning, AI dashboards, and tailored academic recommendations.
- **AI-Enabled Psychometric Analysis**  
Skill-gap mapping, career-fit analysis, and personality insights for growth.
- **Integration of AI in Course Curriculum**  
AI-driven modules across Finance, HR, Marketing, Business Analytics.
- **Predictive Career Guidance**  
AI algorithms suggest career paths, industries, and roles based on student profile and performance.
- **AI-Powered Teaching Assistants**  
Virtual mentors and chatbots to support faculty and students 24x7.
- **Industry-Ready with AI Skills**  
Hands-on projects, certifications, and workshops with AI applications in business.





SCAN TO EXPLORE



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OF MANAGEMENT**

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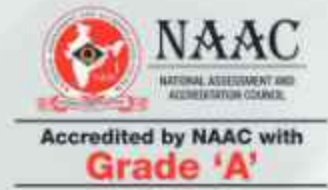
INDIRAPURAM, GHAZIABAD

— An Autonomous Institution —

# AWARDS & RECOGNITION

## 2025-26





# ABOUT THE INSTITUTE

Jaipuria Institute of Management was set up by Seth Anandram Jaipuria Education Society in 2001. It has a sprawling campus spread over 5 acres campus in Indrapuram, Ghaziabad, a posh area on NH-24 within NCR. During this short span of 25 years, under the able guidance of the Late Dr. Rajaram Jaipuria and Shri Shishir Jaipuria JIM has been acclaimed as a leading business school in Northern India. Jaipuria Institute of Management, Ghaziabad, was established after fulfilling all norms regarding academic, financial and social aspects set by concerned statutory bodies.

The Institute started a full-time 2 years Master's Degree Program in Business Administration (MBA) in the year 2001, MBA (Business Analytics) Program in the year 2020, and MBA in BFSI in the year 2022. All these programs are duly approved by AICTE, and affiliated to Dr. APJ Abdul Kalam Technical University, Lucknow (UP). Moreover, Seth Anandram Jaipuria Trust and Seth Anandram Jaipuria Education Society manage

various reputed schools and colleges in the country. Jaipuria Institute of Management, Indrapuram, Ghaziabad, aims to provide quality management education to transform individuals into business leaders, skilled managers, and entrepreneurs. Jaipuria Institute of Management intends to provide and develop the capabilities of the young managers by raising their level of competence and intellect to face various challenges in the global environment. In pursuit of excellence, the institute provides training and development services, fosters research and disseminates knowledge through publication of books, journals and magazines for the development of society at large. The institute has become among the pioneer institutes in the area of Business Analytics & BFSI. Jaipuria Institute of Management has established itself as a leading management institute in Northern India.



# THE JAIPURIA GROUP

80<sup>+</sup>

YEARS OF  
LEGACY

15,000<sup>+</sup>

ALUMNI

800<sup>+</sup>

EDUCATORS

20,000<sup>+</sup>

STUDENTS

## MANAGEMENT INSTITUTIONS

Jaipuria Institute of Management, Indirapuram	2001
Jaipuria School of Business, Indirapuram	2008

## TEACHERS TRAINING ACADEMY

Saamarthya Teachers Training Academy of Research	2020
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## LITTLE ONE THE JAIPURIA PRE-SCHOOL

LITTLE ONE - The Jaipuria Preschool, Kakadeo	2015
LITTLE ONE - The Jaipuria Preschool, Ghaziabad	2018
LITTLE ONE - The Jaipuria Preschool, Jajmau	2019
LITTLE ONE - The Jaipuria Preschool, Swaroop Nagar	2021
LITTLE ONE - The Jaipuria Preschool, Rajajipuram	2023
Upcoming	
LITTLE ONE - The Jaipuria Preschool, Kidwai Nagar, Kanpur	2025
LITTLE ONE - The Jaipuria Preschool, Gomti Nagar, Lucknow	2025

## SETH ANANDRAM JAIPURIA SCHOOLS

Seth Anandram Jaipuria School Kanpur	1974	Seth Anandram Jaipuria School, Gauriganj, Amethi	2022
Seth Anandram Jaipuria School Ghaziabad	2004	Seth Anandram Jaipuria School, Sidhauri	2023
Seth Anandram Jaipuria School, Unnao	2016	Seth Anandram Jaipuria School, Ved Campus, Barabanki	2023
Seth Anandram Jaipuria School, Lucknow	2016	Seth Anandram Jaipuria School, Deoria	2024
Seth Anandram Jaipuria School, Alambagh Campus, Lucknow	2017	Seth Anandram Jaipuria School, Sadhu Campus, Barabanki	2024
Seth Anandram Jaipuria School, Sitarganj	2019	Seth Anandram Jaipuria School, Barra, Kanpur	2024
Seth Anandram Jaipuria School, Varanasi	2019	Seth Anandram Jaipuria School, New Jajmau, Kanpur	2024
Seth Anandram Jaipuria School Satna	2020	Seth Anandram Jaipuria School, G.N.I.T.M. Campus, Barabanki	2024
Seth Anandram Jaipuria School Dibiyapur	2020	Seth Anandram Jaipuria School, Majnai, Ayodhya	2024
Seth Anandram Jaipuria School, Nanpara	2021	Seth Anandram Jaipuria School, Kushinagar	2025
Seth Anandram Jaipuria School, Greater Noida (West)	2022	Seth Anandram Jaipuria School, Saharanpur	2025

## UPCOMING SCHOOLS

Seth Anandram Jaipuria School, Siddarthnagar	2025	Seth Anandram Jaipuria School, Nigoha, Lucknow	2026
Seth Anandram Jaipuria School, Gorakhpur	2025	Seth Anandram Jaipuria School, Raebareli Road, Lucknow	2026
Seth Anandram Jaipuria School, Jhansi	2025	Seth Anandram Jaipuria School, Gomti Nagar	2026
Seth Anandram Jaipuria School, Highway City, Kanpur	2025	Seth Anandram Jaipuria School, Kalyanpur, Kanpur	2026
Seth Anandram Jaipuria School, Ramnagar	2025	Seth Anandram Jaipuria School, Mallawan (Hardoi)	2026
Seth Anandram Jaipuria School, Jaunpur	2026	Seth Anandram Jaipuria School, Agra	2026
Seth Anandram Jaipuria School, Sitapur Road, Lucknow	2026	Seth Anandram Jaipuria School, Raibareli City	2026
Seth Anandram Jaipuria School, Kidwai Nagar	2026	Seth Anandram Jaipuria School, Gangaganj, Lucknow	2026

## ASSOCIATE COMPANIES

Ginni Filaments Ltd., Noida, U.P.
Ginni Filaments Ltd., Panoli, Gujrat
Ginni Filaments Ltd., Haridwar

## CORPORATE SOCIAL RESPONSIBILITY

Seth Anandram Jaipuria Eye Hospital, Nawalgarh (Rajasthan)
Seth Anandram Jaipuria Smriti Bhawan, Vrindavan
Seth Anandram Jaipuria Smriti Bhawan, Ramghat, Haridwar
Matushree Jaidevi Anandram Jaipuria Smriti Bhawan, Chitrakoot
Ram Darshan Mandir - Chitrakoot (M.P)



**CAREER READY**  
WHERE PREPARATION  
MEETS OPPORTUNITY

## DISTINGUISHED GOVERNING BOARD

**Shri Shishir Jaipuria**

Chairman  
Jaipuria Group of  
Educational Institutions

**Sunil Goyal**

Dy. Chief Executive Officer,  
Sopra Steria India

**Vijay Chaudhary**

Chief Executive Officer  
VEGA

**Suresh Singhvi**

Director,  
Ginni Filaments Ltd

**Rupa Manjari Ghosh**

(Ex-Vice Chancellor)  
Shiv Nadar University

**Vinod Malhotra**

Advisor, Jaipuria Group of  
Educational Institution

## ACADEMIC ADVISORY COUNCIL

**Prof. Ajay Pandit**

Former Dean & Professor  
Faculty of Management Studies,  
I P University, New Delhi

**Prof. Arunaditya Sahay**

Senior Professor,  
Fore School of Management  
New Delhi

**Prof. Neera Verma**

Professor  
Gurugram University  
Gurugram

**Prof. Virendra Pathak**

Professor  
IET, Lucknow

**Prof. Bindu Gupta**

Professor  
IMT, Ghaziabad

**Dr. Chandan Sharma**

Professor  
Indian Institute of  
Management  
Lucknow

**Prof. Jamal A Farooque**

Professor  
Aligarh Muslim University

**Prof. Ramesh Anbanandam**

Professor  
Indian Institute of Technology  
Roorkee

**Mr. Vinod Malhotra**

Advisor  
Jaipuria Education Society

**Prof. Poonam Kumar**

Area Chair Marketing  
IIM Sambalpur

**Mr. Rohan Sudan**

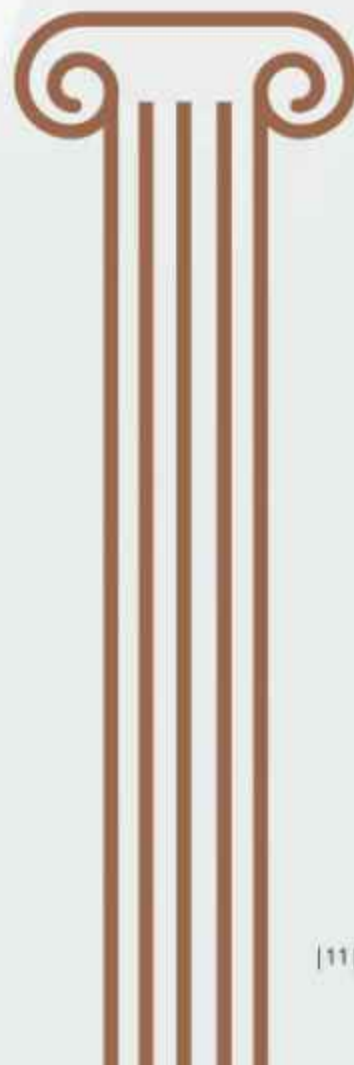
India Campus Head,  
Sr Group Manager-HR-WNS

**Ms. Reetu Garg**

Country Manager HR  
Tuple Technologies

**Ms. Shruti Nair**

Human Resource  
Business Partner, IQVIA



# CHAIRMAN'S MESSAGE

Jaipuria Institute of Management has been at the forefront of management education for almost a decade. Over the years our students have served the industry in various capacity and made the institute proud. We have been focusing on holistic education and in our endeavour to excel, we have introduced additional focus on communication and personality development, which will go a long way to prepare our students for the industry.

It has been our endeavour to emphasize the importance of ethics and value education and to achieve this goal, we have tried to integrate values and ethics with various subjects and make it a way of life. I would like to thank the industry for accepting our students.

Our MBA program is committed to excellence. It is a passion shared equally by the institute's faculty, students, corporate sponsors and alumni who help us in nurturing future leaders who shape the fortune of the industry in the new millennium.

I extend my best wishes to you and look forward to welcome you to join Jaipuria Institute of Management and contribute to our journey towards exploring new frontiers in business management.

Best of luck..

**Shishir Jaipuria**  
Chairman  
Seth Anandram Jaipuria  
Education Society

“

We also have been focusing on holistic education and in our endeavour to excel we are successfully inculcating future skills among our students.

”



## DIRECTOR'S MESSAGE

Management education is undergoing a colossal restructuring to meet fast changing requirements of business and industry. Business has become global and digital. At Jaipuria Institute of Management (JIM) we strive to develop budding managers academically as well as strategically to meet the challenges of fast changing business environment. Our most learned and dedicated faculty at JIM makes continuous efforts to groom the students to inculcate endurance, perseverance, right attitude and skill set required by corporate sector today. We at JIM are dedicated towards imbibing an ethical culture along with business traits among the students. Our curriculum along with that of Value Added Courses has been meticulously designed to cater the needs of the industry.

Apart from regular academics, it includes personality development programmes, communication enrichment courses, technical skill development program, industry interactions and more.

Jaipuria Institute of Management opens up doors to diverse career opportunities by making participants acquire knowledge, skills and confidence to launch a professional career.

Join us and start the journey...

**Prof. (Dr.) Daviender Narang**  
Director  
Jaipuria Institute of Management

“

We are not just aiding the students in procuring a job but we are also making them learn about how to sustain and progress in the job and that is real employability.

”



# DISTINGUISHED ALUMNI



**Atul Saxena**  
2002-2004  
Co Founder,  
Maven Works/ WOL  
Global Solutions



**Gaurav Rastogi**  
2003-2005  
Vice President  
Axis Bank Ltd



**Anugrah Agrawal**  
2002-2004  
Vice President  
Indiamart Intarmesh Limited



**Rakesh Kumar Singh**  
2002-2004  
AVP  
TradeIndia.com



**Ankit Vaish**  
2005-2007  
Regional Manager  
Zee Group



**Shweta Reddy**  
2009-2011  
Manager-HR  
TCS



**Shweta Singh**  
2003-2005  
Regional Sales Manager  
Axis Bank Ltd.



**Abhishek Sharma**  
2007-2009  
Manager -KAM and  
Acquisition  
Times of India



**Ruchi Jaitly**  
2003-2005  
Business Partner  
Contract Log.  
DB Schenker, UAE



**Tulika Sinha**  
2003-2005  
Talent Acquisition Partner  
IBM



**Preeti Das**  
2003-2005  
Senior Talent Advisor  
CISCO



**Hem Singh**  
2006- 2008  
Manager Technology  
Sapient



**Alok Kumar Singh**  
2004-2006  
Regional Head  
Yes Securities



**Bodhisatta Roy**  
2004-2006  
General Manager  
Cargo Marketing  
International Pvt Ltd



**Kamlesh Mishra**  
2001-2003  
ACM- Maharashtra, Goa  
Reliance Retail / Philips



**Mradul Maheshwari**  
2004-2006  
Director- BD  
Delhivery Limited



**Nishu Prasad**  
2004-2006  
Manager - HRBP  
ITC Infotech



**Piyush Mishra**  
2001-2003  
Group Head HR  
ACME Generics



**Brijesh Kumar Singh**  
2006-2008  
DGM  
National High  
Speed Rail  
Corporation Ltd



**Sanchit Kumar**  
2002-2004  
Branch Manager  
HUB International  
Canada



**Amit Gangal**  
2004-2006  
Senior Manager  
Del Monte Foods Pvt Ltd



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- ✓ Global certifications from industry experts
- ✓ AI, Analytics, Leadership, Finance & more
- ✓ Learn anytime, anywhere

**Empowering Career Growth.  
Enabling Future Skills.**

Introducing  
**EMERGING BANKER PROGRAM**  
 Be career ready

You are one step closer to achieving your dream banking job.



On successful completion of the course you will join us as Execution Trainee and upon confirmation on E2 Grade

## Program Journey

### Key Points and USP

- Joint certification Program in collaboration with Tier 2+ college
- HDFC product specific learning journey in 3<sup>rd</sup> Semester for MBA, Tier 2+ colleges – RM role
- 2 months Internship at PAN Bank Branches in 3rd Semester under mentorship of RM – Role Shadowing
- Targeted Group – Batch passing out in FY'25

1

2

3

4

### Learning Journey

- 3rd Semester Classroom Learning journey as per Bank requirements
- Products Cross Selling

### Internship at the Branch

- Complete 2 months of Branch Internship under nominated RM
- Shadow RM for day-to-day tasks
- Learning Journey to be tracked on Zing HR
- Get stipend during internship
- Joint Certification on successful completion on Internship

### Hiring at the Bank

- AMCAT
- BM Feedback
- Regional level hiring drive (online) / On Campus interviews by regional business team

### Join the Bank

- Based on prior campus approval taken for early joiners who have their 3<sup>rd</sup> semester marksheet

## Career Opportunities - Growth



# MBA JOURNEY OF A JIM STUDENT

## PRE-ENGAGEMENT ACTIVITIES

Book Review  
Activity

Online Startup Idea  
Competition

Power of  
LinkedIn

Learning from  
Influencers

Tools for Digital  
Intervention

SWOT Personal  
Growth Plan

The Power of  
Listening

All-Star Talent  
Show

## ORIENTATION PROGRAM

Management  
Games, Zumba

Aerobics, Sports  
Activities

Industry & Alumni  
Interaction

Cybersecurity  
Workshop

IPR & NISP  
Workshop

Digital Marketing &  
E-Commerce

Startup & Innovation  
Panel Discussion

Poster Presentation  
& Debate

MBTI Assessment,  
Financial Literacy

# EMPLOYABILITY ENHANCEMENT PROGRAM (EEP)

## Key Highlights :

- ✓ Master Your Self-Introduction
- ✓ Ace Personal Interviews
- ✓ Polish Your Communication
- ✓ Sharpen Group Discussion Skills
- ✓ Resume & Corporate Etiquette Training
- ✓ Presentation & Public Speaking Mastery
- ✓ Critical & Quick Thinking Exercises
- ✓ Industry-Relevant Exposure
- ✓ Personal Branding & Self-Awareness
- ✓ Entrepreneurial & Creative Skills

## Semester I - Foundation Building

- ✓ Google Classroom/LMS, Case Studies
- ✓ MOOC Certifications, Mini Project-1
- ✓ Workshops & Guest Sessions
- ✓ Mentor-Mentee Program, Life Skills Training-1
- ✓ Employability Enhancement Program Module-1
- ✓ Individual Development Program Phase-1
- ✓ Student Digital Transformation Module-1
- ✓ Assessments: CA, Class Tests, Projects, Presentations, Quizzes, Assignments

## Semester III - Career Acceleration

- ✓ SIP Presentation
- ✓ EEP Module-3
- ✓ IDP Phase-3
- ✓ Cocubes
- ✓ Aptitude Training, GD, Mock Interviews
- ✓ Domain & Company-wise JD Sessions
- ✓ Student Digital Transformation-3
- ✓ Placement Process - JDs Sharing, Training, Selection, Undertaking & Rules
- ✓ Assessments: CA, Internal, Projects, Presentations, Quizzes, Assignments

## Semester II - Professional Readiness

- ✓ EEP Module-2, IDP Phase-2, Cocubes
- ✓ Aptitude Training, GD, Resume Workshop, Mock Interviews
- ✓ Alumni Interaction for SIP
- ✓ SIP Process - Registration, PIR, Interim Reports, Industry Feedback, PPO
- ✓ Mini Project-2
- ✓ Assessments: CA, Class Tests, Projects, Presentations, Quizzes, Assignments

## Semester IV - Corporate Launch

- ✓ Research Project Report
- ✓ Placement Preparation
- ✓ Mock Interviews, GD, PI
- ✓ Student Digital Transformation-4  
Final Selection & Corporate Onboarding
- ✓ Assessments: CA, Internal, Projects, Presentations, Quizzes, Assignments

## Final Milestone

- ✓ Industry Readiness & Career Success

# TAKE A LIVING BY WHAT WE GET BUT, MBA LIVE BY WHAT WE GIVE

Dr. Rajaram Jaipuria

(Dual Specialization)

Seats : 240

**Specialisations :**

- Marketing
- Human Resource
- Finance
- International Business
- Operations
- Information Technology

MBA is a full-time two-year program approved by AICTE, Ministry of HRD, and Government of INDIA, duly affiliated to Dr. A.P.J. Abdul Kalam Technical University (AKTU), Lucknow, Uttar Pradesh. Our program focuses on providing young thinking minds the power to develop their skills, shape their thoughts, and become an expert to make Managerial decisions.

Our MBA curriculum is spread over four semesters to incorporate the fundamental concept in the initial phase, followed by the application of the same. During the first two Semesters, our experienced faculty teaches the subjects that are common to all the students. In the second year, the students are offered electives in the domain areas of Marketing/HR/ Finance / IT/ IB/ Operations on credit-based choices.

## WHY MBA?

- Experiential Learning Teaching Pedagogy based on IIMs Case Bank
- Best Placements Best ROI (Rs. 22 Lakhs highest Package) in TOP NOTCH Companies by 160+ Recruiters
- Extensive Industry Student Interaction with CEO's and CFO's
- Scholarship to Meritorious Students
- Professional Communication Proficiency Lab for enhancement of communication skills
- Industry certification
- Be a part of a Network of 15000+ALUMNI across the nation and the globe
- Get a DEGREE from State Government University Dr. A.P.J. Abdul Kalam Technical University, Lucknow, UP & approved by AICTE, New Delhi.
- Ranked among Top B-Schools of Excellence by reputed Ranking Institutions like CSR, Business World, The Week, etc.



## SKILLS IMPARTED

### Marketing

- Market Research
- Marketing Strategy
- Digital Marketing
- Sales and Distribution
- Consumer Behavior Analysis

### Human Resources (HR)

- Talent Management
- Training and Development
- Performance Management
- Organizational Behavior
- HR Policies and Compliance

### Finance

- Financial Analysis
- Investment Management
- Corporate Finance
- Financial Markets
- International Finance

### Information Technology (IT)

- IT Strategy
- Data Analysis
- IT Security
- Project Management
- Emerging Technologies

### International Business (IB)

- Global Market Analysis
- Cross-Cultural Management
- International Finance and Risk Management
- Global Supply Chain Management
- Global Strategy

### Operations

- Supply Chain Management
- Quality Control
- Operations Strategy
- Project Management
- Process Improvement

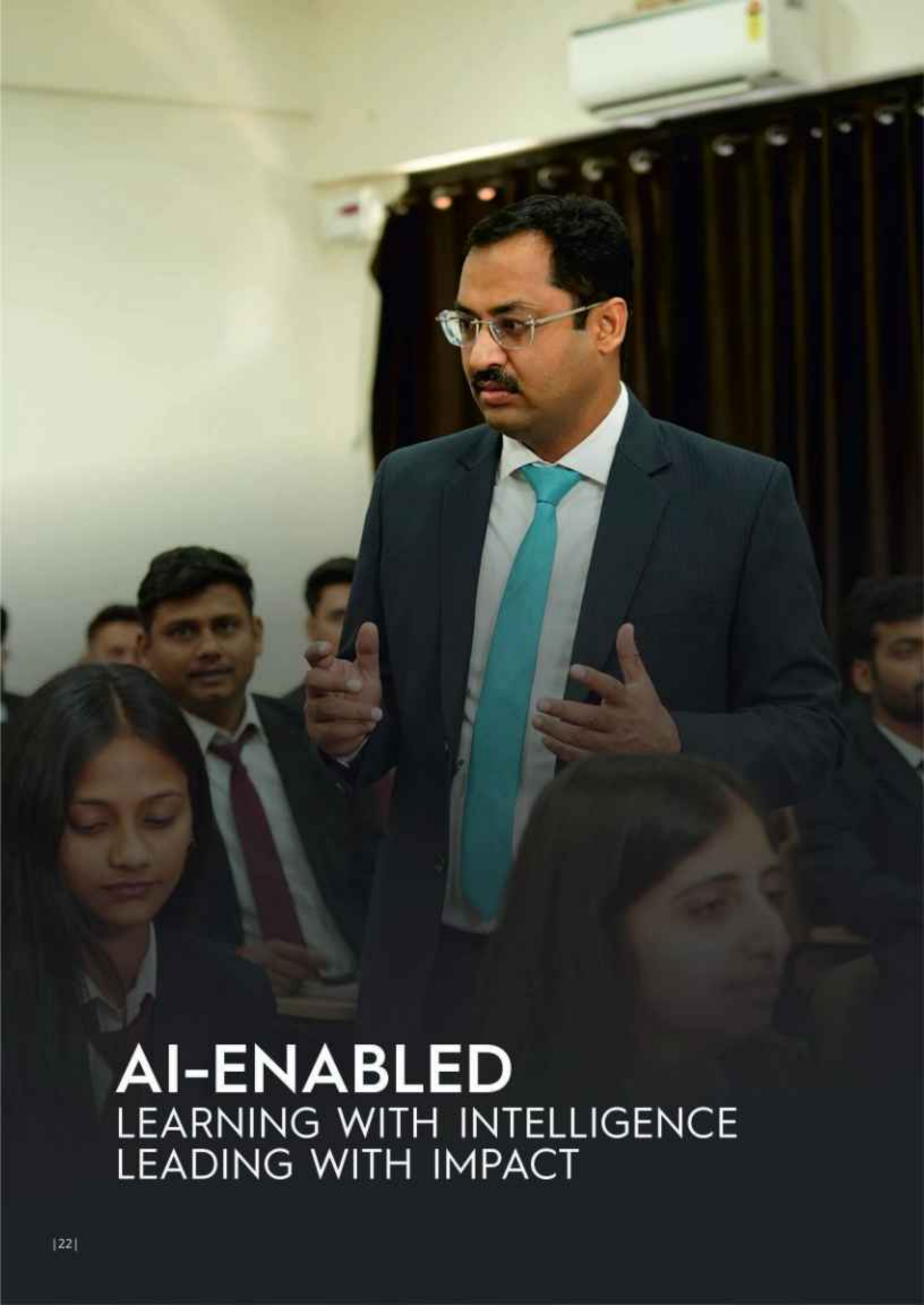
## CERTIFICATIONS OPPORTUNITIES

- Advertising & Promotions Management
- AI In Human Resource Management
- AI In Marketing
- AI In Product Management
- Artificial Intelligence (AI) for Investments
- Business Fundamentals for Entrepreneurs
- Business Law for Managers
- Enhancing Soft Skills and Personality
- Financial Derivatives & Risk Management
- Financial Institutions and Markets
- Financial Statement Analysis and Reporting
- Innovation in Marketing and Marketing of Innovation
- IP Management & Technology Transfer
- Leadership and Team Effectiveness
- Management of Field Sales
- Management of New Products and Services
- Mergers, Acquisitions and Corporate Restructuring
- Organizational Design Change and Transformation
- Supply Chain Digitization

## CAREER PROSPECTS

An MBA with dual specializations offers a diverse array of career opportunities across multiple sectors. Here are some career prospects aligned with each specialization.

- Sales
- Operations
- Analysts
- Accounts Management
- Digital Marketing Manager
- Business Development
- Financial Advisor
- HR Executive



**AI-ENABLED**  
LEARNING WITH INTELLIGENCE  
LEADING WITH IMPACT

# COURSE CURRICULUM MBA - DUAL SPECIALIZATION

Knowledge  
Partner



## SEMESTER-1

BMB 101	Management Concepts & Organisational Behaviour
BMB 102	Managerial Economics
BMB 103	Financial Accounting & Analysis
BMB 104	Business Statistics & Analytics
BMB 105	Marketing Management
BMB 106	Creativity, Innovation And Entrepreneurship
BMB 107	Business Communication
BMB 151	IT Skills-1
BMB 152	Mini Project -1
BVC 151	Sports & Yoga

## SEMESTER-2

BMB 201	Business Environment & Legal Aspect of Business
BMB 202	Human Resource Management
BMB 203	Business Research Methods
BMB 204	Financial Management & Corporate Finance
BMB 205	Operations Management
BMB 206	Quantitative Techniques for Managers
BMB 207	Cost & Management Accounting
BMB 208	Management Information Systems
BMB 251	IT Skills-2
BMB 252	Mini Project -2

## SEMESTER-3

BMB 301	Strategic Management
BMB 308	Summer Training Project Report And Viva Voce

## SEMESTER-4

BMB 401	Universal Human Values and Professional Ethics
BMB 406	Research Project Report & Viva Voce

**CREATING  
RESPONSIBLE  
LEADERS**

## SEMESTER III (SPECIALIZATION GROUP)

### MARKETING (MK)

BMB MK 01	Consumer Behaviour And Neuromarketing
BMB MK 02	Marketing & Web Analytics
BMB MK 03	Sales And Distribution Management

### HUMAN RESOURCE MANAGEMENT (HR)

BMB HR 01	Talent Acquisition Management
BMB HR 02	Employee Relations And Labour Laws
BMB HR 03	Performance and Reward Management

### FINANCE (FM)

BMB FM 01	Investment Management and Portfolio Management
BMB FM 02	Financial Planning and Tax Management
BMB FM 03	Financial and Credit Risk Analysis

### OPERATION MANAGEMENT (OM)

BMB OM 01	Supply Chain And Logistics Management
BMB OM 02	Business Process Reengineering
BMB OM 03	Quality Management

### INTERNATIONAL BUSINESS (IB)

BMB IB 01	International Business Management
BMB IB 02	Export Import Documentation
BMB IB 03	Trade and Geo-politics

### INFORMATION TECHNOLOGY (IT)

BMB IT 01	Software Engineering and Management
BMB IT 02	Emerging Technologies For Business
BMB IT 03	Database Management System

### COOPERATIVE MANAGEMENT (CM)

BMB CM 01	Principles and Practices of Co-operation
BMB CM 02	Co-Operative Legislation
BMB CM 03	Credit Co-Operatives

## SEMESTER IV (SPECIALIZATION GROUP)

### HUMAN RESOURCE

KMBN HR03	HR Analytics
KMBN HR04	Performance and Reward Management
KMBN HR05	International HRM

### MARKETING

KMBN MK03	B2B and Services Marketing
KMBN MK04	Sales and Retail Management
KMBN MK05	Social Media and Web Analytics

### FINANCE

KMBN FM03	Financial Derivatives
KMBN FM04	Foreign Exchange and Risk Management
KMBN FM05	Financial and Credit Risk Analytics

### INTERNATIONAL BUSINESS

KMBN IB03	International Logistics
KMBN IB04	Cross Cultural Management
KMBN IB05	International Trade Laws

### INFORMATION TECHNOLOGY

KMBN IT03	Data Base Management System
KMBN IT04	Cloud Computing For Business
KMBN IT05	Business Data Warehousing & Data Mining

### OPERATIONS

KMBN OM03	Quality Management
KMBN OM04	Project & Sourcing Management
KMBN OM 05	Management of Manufacturing System



# MBA

## Business Analytics

Seats : 60

Embark on a transformative educational journey with our MBA (Business Analytics) program - a rigorous two-year, full-time course recognized and approved by AICTE, the Ministry of HRD, and the Government of India. Affiliated with Dr. A.P.J. Abdul Kalam Technical University (AKTU), Lucknow, UP.

In an era where CEOs foresee unprecedented industry transformations our MBA (Business Analytics) program is strategically positioned to catalyze this shift. Our forward-thinking curriculum empowers students to harness a unique skill set, integrating statistics, machine learning, data visualization and predictive modelling. The program explores advanced concepts such as artificial intelligence, deep learning, and neural networks. With a focus on predictive analytics, our students gain the expertise to forecast future events related to consumer behavior and market trends. Join us on this transformative journey, where the fusion of business acumen and advanced analytics propels you toward leadership and innovation in the dynamic world of business analytics.

## WHY MBA? BUSINESS ANALYTICS

The MBA in business analytics course comprises business basics with a focus on analytics. That is how you can expect to learn about business from a data-driven point of view. As a student of the MBA in business analytics, you would be familiar with diverse concepts, including finance, management, economics, leadership, operations management, and marketing.

Moreover, different data-oriented topics are also there in this course, such as social media analytics, database management, marketing analytics, regression analysis, data science in markets, and so on.

Whether you enrol in a full-time or part-time course, you would be able to be introduced to real-world business-related problems. Thus, you would gain the much-needed experience to hone your skills and take your career to the next level. MBA in business analytics enables students to go through various stages, such as company visits, internships, and business simulators. All these aspects would shape your expertise and gear you up to start your career in your first job.

Powered By



## SKILLS IMPARTED

- **Data Analysis**  
Proficiency in analyzing large datasets using statistical methods and tools like R, Python, or SQL.
- **Data Visualization**  
Ability to create meaningful visual representations of data using tools like Tableau, Power BI, or Matplotlib.
- **Predictive Modeling**  
Building and validating predictive models using techniques like regression analysis, machine learning algorithms, and time series analysis.
- **Quantitative Analysis**  
Strong foundation in mathematical and statistical concepts to interpret data accurately.
- **Database Management**  
Understanding of database systems and data warehousing concepts for efficient data storage and retrieval.

## CERTIFICATIONS OPPORTUNITIES

- Introduction to Big Data Analytics
- Applied Statistics & Analytics using excel
- Business Intelligence using Power BI
- Exploratory Analytics in Python
- Predicting Modelling in Python
- SQL
- Financial Analytics
- Marketing Analytics
- Artificial Intelligence & Machine Learning using Python
- HR Analytics
- Supply Chain Analytics

## CAREER PROSPECTS

- Business Intelligence (BI) Analyst / Manager
- Data Scientist
- Consultant / Freelance
- Data Analytics Consultant
- Project Manager

## WHAT DO YOU GET IN MBA (BUSINESS ANALYTICS)

Solve real business problems using No-Code tools and AI - without needing a technical or coding background

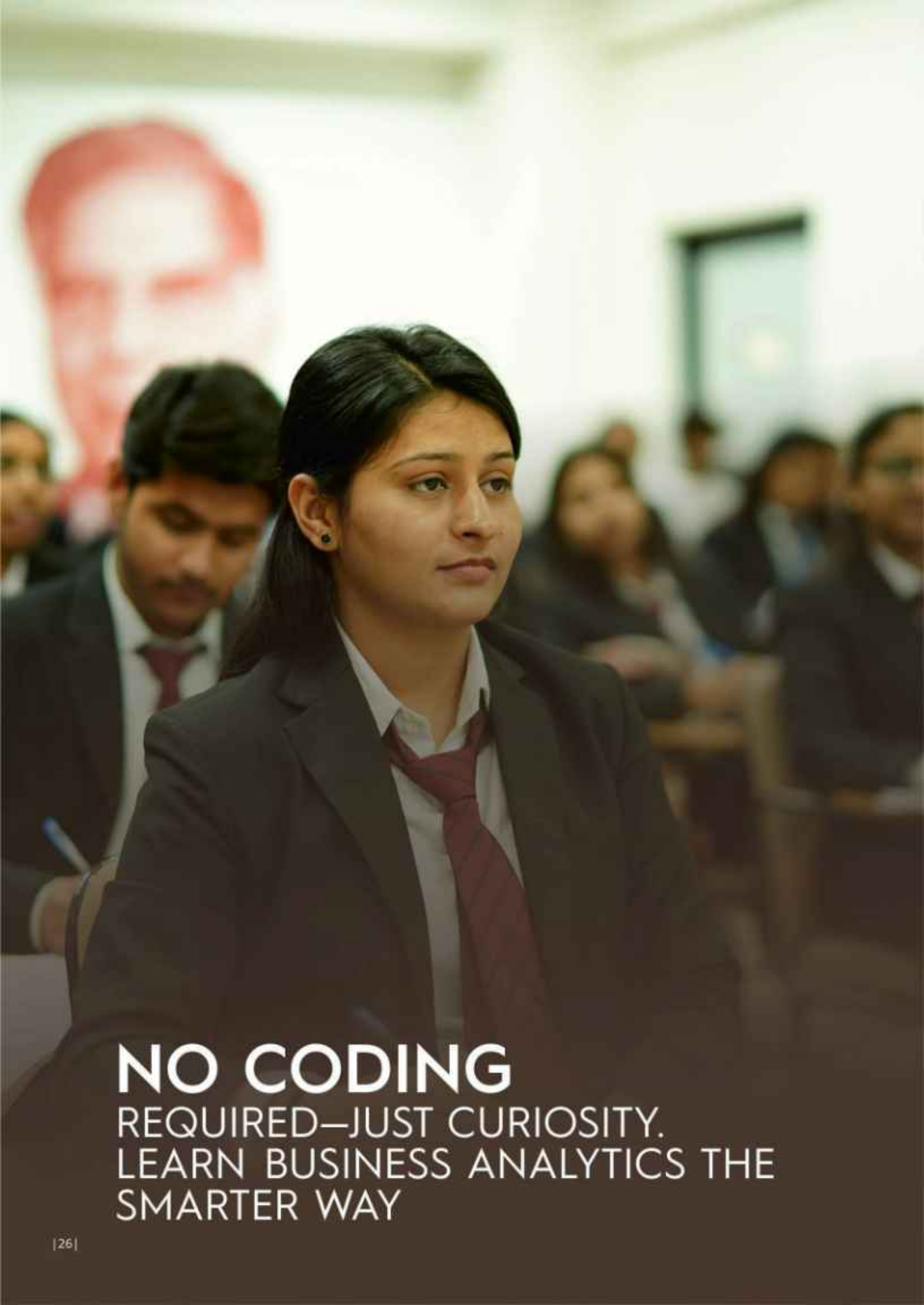
4 Unique Certifications on Big Data, PowerBI, Tableau, AI and Machine Learning

Job Assistance with Top Firms like EY

14 Programming Tools including R and Python

ONE-ON-ONE INDUSTRY MENTORS

20+ INDUSTRY PROJECT / JOB ASSISTANCE WITH TOP FIRMS LIKE EY

A young woman with dark hair, wearing a dark grey business suit, white shirt, and maroon tie, is seated in a classroom. She has a thoughtful expression, looking slightly to her right. In the background, other students in business attire are blurred, and a large red graphic of a person's head is visible on the wall.

**NO CODING**  
REQUIRED—JUST CURIOSITY.  
LEARN BUSINESS ANALYTICS THE  
SMARTER WAY

# COURSE CURRICULUM MBA - (BUSINESS ANALYTICS)

Knowledge  
Partner



## SEMESTER-1

BMBA101	Management Concepts & Organizational Behaviour
BMBA102	Managerial Economics
BMBA103	Financial Accounting and Analysis
BMBA104	Business Statistics and Analytics
BMBA105	Marketing Management
BMBA106	Introduction to Business Analytics & Data Science
BMBA151	IT Skills-1
BMBA152	Basics of Data Management With "R"
BMBA153	Business Intelligence Using Power BI
BVA 151	Sports & Yoga

## SEMESTER-2

BMBA201	Exploratory and Predictive Analytics Using Python
BMBA202	Data Mining Techniques - Predictive Modeling & Pattern Discovery- Using R
BMBA203	Business Research Methods
BMBA204	Financial Management & Corporate Finance
BMBA205	Database Management System and SQL
BMBA206	Quantitative Techniques for Managers
BMBA251	Data Visualization Using Tableau
BMBA252	Analytics Project using R / Python
BMBA253	IT Skills-2
BMBA254	Mini Project

## SEMESTER-3

BMBA301	Strategic Management
BMBA308	Summer Training Project Report & Viva Voce
BMBA351	Artificial Intelligence & Machine Learning Using Python

## SEMESTER-4

BMBA401	Universal Human Values and Professional Ethics
BMBA406	Research Project Report & Viva Voce

## SPECIALIZATION

### MARKETING (MK)

BMBA MK 01	Consumer Behaviour and Neuromarketing
BMBA MK 02	Marketing Analytics
BMBA MK 03	Artificial Intelligence For Marketing

### FINANCE (FM)

BMBA FM01	Investment and Portfolio Management
BMBA FM02	Financial Analytics Using Power BI
BMBA FM03	Financial and Credit Risk Analytics

### HUMAN RESOURCE MANAGEMENT (HR)

BMBA HR01	Talent Acquisition Management
BMBA HR02	Employee Relations and Labour Laws
BMBA HR03	Performance and Reward Management

### OPERATIONS (OM)

BMBA OM01	Supply Chain Analytics
BMBA OM02	Operation Management For Business Analytics
BMBA OM03	Quality Management

## SEMESTER IV (SPECIALIZATION GROUP)

### MARKETING (MK)

BMBMK 04	Digital Marketing and E-commerce Analytics
BMBMK 05	Customer Relationship Management Analytics

### FINANCE (FM)

BMBA FM04	Behavioural Finance
BMBA FM05	Artificial Intelligence in Finance

### HUMAN RESOURCE MANAGEMENT (HR)

BMBA HR04	HR Analytics using power BI
BMBA HR05	Artificial Intelligence in Human Resource Management

### OPERATIONS (OM)

BMBA OM04	AI in Supply Chain Management
BMBA OM05	Project & Sourcing Management

**CREATING  
RESPONSIBLE  
LEADERS**





# MBA

## Banking and Financial Service

Seats : 60

Welcome to our MBA in Banking and Finance - a dynamic program designed for aspiring finance professionals. This two-year, full-time course provides a comprehensive understanding of the intricate world of banking and finance. Approved by AICTE and affiliated with Dr. A.P.J. Abdul Kalam Technical University (AKTU), Lucknow, UP. Our program equips students with essential skills in financial analysis, risk management, and strategic decision-making. Led by experienced faculty and industry experts, the curriculum combines theoretical knowledge with practical applications, preparing students for roles in banking, investment, and financial management. The programme will familiarize you with topics like financial management, corporate finance and aspects of international finance.

Explore cutting-edge financial tools and gain hands-on experience through internships and industry projects. Join us to enhance your expertise, build a robust network, and embark on a rewarding career in the dynamic and ever-evolving field of banking and finance.

### WHY MBA? BANKING AND FINANCIAL SERVICES

Any organization's core function is banking and finance; private and public sectors constantly need this service. Hence, MBA programs in banking and finance are highly valued worldwide. You can start an exciting career in the BFSI industry by earning MBA in Banking, Financial Service & Insurance (BFSI). Depending on the skills and excellence of fresh MBA graduates, this industry offers a variety of job opportunities.

There is a growing trend for MBA in Banking and Finance in top business schools. Professionals with knowledge in banking, finance, and insurance management are in high demand year after year. India's banking, Finance, and Insurance sector is multiplying. It is poised to realize its full potential as one of the world's fastest and most significant economies. Thus, banking and finance managers with expertise in the BFSI industry are increasingly in demand to function in this challenging environment.



Knowledge  
Partner

HDFC BANK

EMERGING  
BANKER  
PROGRAM  
Be career ready

## SKILLS IMPARTED

- Financial Statement Analysis
- Financial Modeling
- Capital Budgeting
- Financial Analysis and Reporting
- Equity Analysis
- Risk Management

## CERTIFICATIONS OPPORTUNITIES

- Corporate Banking
- Advanced Financial Analytics
- Business Fundamentals for Entrepreneurs
- Financial Derivatives & Risk Management
- Financial Institutions and Markets
- Financial Management For Managers
- Financial Statement Analysis and Reporting
- Management of Commercial Banking
- Management of Field Sales
- Services Marketing: A Practical Approach
- Client Segmentation
- Understanding Trade Finance
- CRM
- International Business
- Effective Behavioural aspects for Success

swayam

NPTEL

## CAREER PROSPECTS

Investment Banking

Investment Banker

Corporate Finance  
Analyst

Commercial  
Banking

Credit  
Analyst



**BUILD A HIGH-EARNING  
CAREER WITH INDUSTRY-READY  
BANKING AND FINANCIAL SKILLS**

# COURSE CURRICULUM

## MBA-(BANKING AND FINANCIAL SERVICES)

### SEMESTER-1

BMBF 101	Management Concepts & Organisational Behaviour
BMBF 102	Managerial Economics
BMBF 103	Financial Accounting & Analysis
BMBF 104	Business Statistics & Analytics
BMBF 105	Marketing
BMBF 106	Banking And Micro Finance
BMBF 107	Business Communication
BMBF 151	IT Skills Lab -I
BMBF 152	Mini Project on BFSI
BVC 151	Sports & Yoga

### SEMESTER-2

BMBF 201	Banking Laws And Practices
BMBF 202	Human Resource Management
BMBF 203	Corporate & Retail Banking Products
BMBF 204	Financial Management & Corporate Finance
BMBF 205	Bank Credit Management
BMBF 206	Quantitative Techniques For Managers
BMBF 207	Digital Marketing & E-commerce
BMBF 208	Mutual Fund Operations
BMBF 251	IT Skills Lab-2
BMBF 252	Fintech for Business

### SEMESTER-3

KMBF301	Strategic Management
KMBF302	Financial Credit Risk Analytics
KMBF303	Tax Management
KMBF304	Security Analysis and Portfolio Management
KMBF305	Depository Operations
KMBF306	Emerging Technologies in Banking and FINTECH
KVE301	Human Values And Professional Ethics
KMBF307	Summer Training Project Report & Viva Voce

### SEMESTER-4

KMBF401	Innovation & Entrepreneurship
KMBF402	Financial Markets and Services
KMBF403	Insurance and risk Management
KMBF404	Foreign Exchange and Risk Management
KMBF405	Customer Relationship Management in BFSI
KMBF406	Monetary and Fiscal Policy
KMBF407	Treasury Management in Banking
KMBF408	Research Project Report & Viva Voce





### Live Projects

At Jaipuria, students are exposed to various situational and functional live projects from the corporate world providing them valuable opportunity.

### Hands on Experience on Decision Support Systems

It provides hands on experience on quantitative techniques used in managerial decision-making process. Students learn from the structured educational experience developed by the faculty. It is intended for students who want to use information technology or operations management as a decision making tool.

### Speaker Series

Leading experts from industry, practitioners and researchers from varied fields are the knowledge partners of Jaipuria Institute of Management. They share information on current issues, best practices, challenges & opportunities of the business world on regular basis.

### Summer Internship Projects (SIP)

During SIP, students are encouraged to take up time bound, multi-disciplinary and goal oriented projects. Corporate partners stimulate professional skills in the students through the implementation of "real-world" tasks and exercises under guidance of corporate mentors and institute's faculty.

### Industrial Visits

At JIM the students are provided industrial exposure through regular industrial visits. These visits are organized regularly with the association of our industry patrons from different areas whereby students are able to understand the functioning and processes in a more coherent manner in real world scenario.

### MOOCS / Swayam / NPTEL

It is the largest portal for online certification of all the specializations. Jaipuria Institute of Management is the local chapter for NPTEL. All the students undergo the certification program for skill enhancement.

### Online Teaching

Amid the pandemic, the institute has taken steps for digital transformation of students as well as faculty. This will serve the faculty as well as students in the times to come.

### One on One Mapping

- Mentor Mentee Sessions
- Personality Test & Gap Analysis
- SWOT analysis & Areas for Development
- Career Prospects

### Methods

- Videos / Presentations
- Role Plays / Group Exercises
- Communication classes - Extempore, Speeches, Debates, Story Telling
- Personal grooming classes

### Coverage

- Workshops on career growth
- Involvement of Industry Experts in Curriculum Delivery
- Interactive Platform with Global and Indian Visionaries
- Leadership Series
- Academic Fests
- Life Skills Education
- Panel Discussions and Debates
- Aptitude Training
- Group Discussion and Interview skills
- Functional English Course
- Guest Lecture
- Industry Specific Courses



**CREATING  
RESPONSIBLE  
LEADERS**

# SKILL DEVELOPMENT CENTER

Jaipuria Skill Development Center is a dedicated hub focused on enhancing and honing various skills essential for personal and professional growth. Our center is committed to fostering a learning environment that empowers individuals with the tools needed to thrive in today's dynamic landscape. Through targeted training programs, workshops, and hands-on experiences, we aim to equip participants with a diverse set of skills catering to the demands of the modern world.



## Activities for Skill Development

- Enrichment of Body and Soul
- Club Events
- Student Grooming Activities
- Mentor Mentee Program
- Entrepreneurial Development
- Domain-specific i.e. Finance, Marketing, HR Curriculum enrichment sessions by inviting external experts
- IIMs/ICFAI Case study in Every subject
- Industry based assignments in every subject during the semester.
- Ted Talk in every semester
- News analysis - Weekly Activity
- Problem Solving and Ideation Workshop
- Workshop on "Entrepreneurship and Innovation"
- Workshop on Design Thinking, Critical thinking & Innovation Design
- Workshop on Business Model Canvas
- Workshop on Intellectual Property Rights (IPRs)
- Group Discussions - Regular sessions in Time table
- Value Addition Courses on Data Analytics, HR Analytics, Supply Chain Management, E-Commerce & Digital Marketing, Financial Derivatives & Risk Analysis, Import & Export
- Online Self Learning Courses like NPTEL, MOOCs
- One session on Ethics in every subject
- Summer Internship Project
- Research Project Report
- Workshop on Human Values and Professional Ethics
- Total Certifications in the year 2024-25 - 236
- Total No of Students Completed Multiple Certificates - 986



## INTERNATIONAL CONNECT

The Jaipuria Institute of Management Ghaziabad has cultivated a truly international connection, inviting esteemed faculty from across the globe. These global educators visit the campus, enriching the academic experience by sharing their diverse knowledge and expertise with both faculty and students.



# SELECTED STARTUPS OF STUDENTS



## • Heritage

This Startup is This fusion confectionery venture introduces a unique culinary innovation that blends traditional Indian dessert flavors with modern confections such as chocolates and artisanal cookies. Operating on a home-kitchen-based, made-to-order model, it ensures freshness, authenticity, and customization in every product. The offerings combine the rich taste profiles of Indian sweets with contemporary formats, appealing to diverse palates and cultural preferences. Currently at Technology Readiness Level (TRL) 3, the concept has been validated through initial experimentation and recipe development.

## • Empower Logistics

Empower Logistics introduces a transformative initiative that tackles the persistent logistics challenges faced by Micro, Small, and Medium Enterprises (MSMEs), offering efficient, scalable, and cost-effective solutions tailored to their needs. Beyond logistics optimization, the platform champions gender inclusion by actively promoting the participation of women across operational and leadership roles within the supply chain sector.

## • Betabrainz

An AI-based learning system that aims to make learning easier and more personalized for students of varying regions and backgrounds. The concept is based on the creation of subject-specific AI models that are trained only with official course books to provide concentrated, syllabus-focused learning without any distractions. The main functionalities are AI videos, audiobooks, smart test makers, and interactive AI teachers who can speak in students' native languages. These technologies are particularly valuable for students in Tier 2 and Tier 3 cities. Future iterations involve the use of AI robots in school libraries to provide hands-on, interactive support. With more than 150 million K-12 students in India and increasing digital adoption in education, market feasibility is high.

## MAJOR ACHIEVEMENTS 2024-25

★★★★ RATING

20 Patents

110 ideas submitted on YUKTI Portal

74 activities held 2024-25

30 Faculty Trained under Innovation ambassador training program

## PATENT & INNOVATIONS

- 📌 In-House Terrace Farming
- 📌 Guardian Angel
- 📌 Miss Taxi
- 📌 Empower Logistics
- 📌 Heritage Foods
- 📌 Migracare Solutions
- 📌 Sofar Skilled Labour
- 📌 Sarique
- 📌 Creative Handwriting Enhancing App
- 📌 Laser mapped and Augmented Real Estate
- 📌 Lancehub-Where Talent Meets Opportunity
- 📌 Healthcare and Biomedical Services
- 📌 Betabrainz
- 📌 ADO (Where Brand Connects)
- 📌 Healthcare and Biomedical Devices
- 📌 Bamboo Vibes – Good Vibes, Green Style
- 📌 Hindipath
- 📌 Kaaryapath
- 📌 CNeG
- 📌 Carepal

# INSTITUTE PARTNERSHIP AND MoUs

**EY :** Knowledge Partner for MBA (Business Analytics) Program to enhance Analytical Skills of the students.

**HDFC:** Customized training on the BFSI sector to prepare students for SIP and Final Placements. Industry-focused modules, real banking case studies, and expert-led sessions ensure students are job-ready for leading financial institutions.

**BRENTA :** Knowledge Partner for MBA (Banking and Financial Services) Program to provide industry specific knowledge to inculcate Banking and Financial Skills among the students.

**Skyline University College, UAE :** For Academic Transfer, Student and Faculty Exchange Program, Research Collaboration, Joint conferences and publication, and Training Programs.

**Atal Incubation Center, BIMTECH :** To collaborate to train of students in the field of innovation and entrepreneurship, helping students to prepare business.

**University of Denver :** To explore academic collaboration that will be of value to students and faculty at both institutions for Student Exchange, Faculty Exchange, Research Partnerships, Joint Programs, Centers of Excellence

**Rubicon Skill Development Pvt. Ltd.:** To train MBA students under Rubicon's Connect with Work Program.

**Skill Academy by Testbook :** To prepare the students for Job & Internship. Live bootcamp from Top Industry Experts. Free access to all the content under Testbook Pass.

**Eduverse :** To get support in building its virtual campus and Edverse will become Institute Official Partner in the field of an education Metaverse.

**Microsoft :** Knowledge Partner for MBA (Business Analytics) Program to enhance IT Skills of the students especially on Microsoft Technology.

**YBI Foundation :** Industrial and Virtual Training, Guest Lectures, and Placements of trained students.

**Shakti-The Empathy Project :** 8-10 sessions will be organized in one academic year on Women Social Entrepreneurs.

**Innovate Intellects LLP, Ghaziabad :** To support in patent filing & patent analytical services and organize 3-4 learning sessions for the MBA students.

**PINKISHE Foundation :** PINKISHE is collaborating with JIM as an NGO in the Institute for Life, where students are recruited as interns to support the projects of PINKISHE.

**Sri Sathya Sai Seva Organizations :** The Shri Sathya Sai Seva Organisations, founded by spiritual leader Sathya Sai Baba, is a global network dedicated to selfless service and education. It operates through three interconnected wings: spiritual, educational, and service, fostering personal transformation and societal betterment.

**Brahma Kumaris :** The Brahma Kumaris, a women-led spiritual movement, empowers individuals through Rajyoga meditation, aiming for inner peace and stress management.

**AON :** AON is dedicated to influencing positive decisions that enhance the well-being of individuals globally. The organization empowers both businesses and individuals to make improved choices, offering valuable guidance and bolstering the confidence of students to safeguard and advance their career trajectories.

**WORDS WORTH:** Wordsworth is an organization dedicated to providing effective English language teaching resources and solutions that help learners around the world enhance students language skills and proficiency.

**MCX :** To introduce certificate courses in the Commodity Market and to provide students with industry-relevant knowledge and skills for careers in commodity trading and analysis.

**Technology Business Incubator(TBI)-KIET Ghaziabad :** Jaipuria Institute of Management has signed an MoU with TBI-KIET Ghaziabad to strengthen the Institution's Innovation Council (IIC). This partnership will foster entrepreneurship and innovation through collaborative initiatives and resource sharing.



# CENTRE OF EXCELLENCE FOR UNIVERSAL HUMAN VALUES & PROFESSIONAL ETHICS

The Centre of Excellence for Universal Human Values & Professional Ethics was started at Jaipuria Institute of Management (JIM), Indrapuram, Ghaziabad with a mission to impart knowledge about professional ethics, universal human values and principles in a modern idiom to the youth by employing a scientific and rational approach. It helps the youth to unfold their hidden potentialities and achieve excellence in every field of life.

The centre organizes effective human resource development programs which can lead to total human fulfillment. Human excellence is indeed the right prescription for the Indian youth today who wish to succeed in a modern, competitive and global environment without losing inner calm and the intrinsic joy of life. The centre offers number of programs on the following values to MBA Students during the two years of study at JIM:

- Personal Values
- Family Values
- Professional Values
- Social Values
- Global Values



# RESEARCH & DEVELOPMENT CENTRE

## Dr. RAJARAM JAIPURIA SKILL DEVELOPMENT CENTRE

Conferred as the Research Development Centre under the aegis of Dr. A.P.J Abdul Kalam Technical University, Lucknow. The Research Center is the only approved centre in Uttar Pradesh which provides Ph.D programme in the area of Management.



## Features of Research Development Centre

- Ph.D. Program in different domains of Management.
- Faculty Development Programme.
- Skill Development Workshops.
- Certification in Research Aptitude and Analytical Technique programme.
- Publications of Books and Journal.
- National /International Conference.
- Case study Development.
- Live Projects.
- Online research database like PROQUEST and JGATE.
- Engagement with Business communities at the local, regional, national and global levels.
- Research Projects.
- Summer Training Projects.

## Research progress in last 4 years

• Paper Published in Journal (Scopus & ABDC Indexed)	77
• Paper Published in refereed/UGC listed Journal	09
• Paper Presented in National and International Conference	56
• Case Study Published	08
• Book Chapters Published	21
• Books Published	04



# INTELLECTUAL CAPITAL

## **Dr. Daviender Narang**

Director,  
Jaipuria Institute of Management

A thorough management professional, Prof. (Dr) Daviender Narang, is working as a Professor & Director. He has a rich experience of 26 years in the field of academics and management, especially in the best business and management Institutes of India and abroad. He has experience in establishing and successfully managing a new business school. He has worked on a World Bank-supported project on capacity building in Ethiopia for two years. He holds two postgraduate degrees in Business Economics and Finance & Control. He has a Ph.D. in Economics and his contribution to research focuses on banking efficiency in India. His areas of expertise are security analysis, corporate finance, banking, research methodology and mutual funds. He is also associated with business firms as a corporate trainer on various financial modules.



**Dr. Ruby Bhatia**  
Dean (Academics) and Professor

Dr. Ruby Bhatia is an accomplished professional with over 23 years of diverse experience spanning the banking, retail, insurance, and education sectors. She has held leadership positions in reputed organizations and various academic institutions, where she played a pivotal role in strategy formulation, sales management, distribution growth and operational excellence. She has successfully driven market expansion through strategic collaborations, innovative solutions and effective team management.

A Ph.D. in Business Administration from AIMA-Aligarh Muslim University, Dr. Bhatia has further strengthened her expertise through executive programs in Leadership and Business Analytics from IIM Indore and IIM Lucknow. Passionate about mentoring and academic excellence, she is deeply committed to student development, faculty engagement, innovative curriculum development and institutional growth initiatives.



**Dr. Ajay Tripathi**  
Professor

He is an MCA, M Phil (CS) and Ph. D. He has 21 years of teaching experience in emerging technologies such as AI and Metaverse. He has written several research papers in National and International reputed Journals. He has conducted various workshops and training programs for students and working professionals. He is a member of IACS IT, Singapore and CSTA, USA. He has co-edited 5 books, published 15 research papers in various National / International Journals and Magazines. He has attended 12 seminars and conferences.



**Dr. Ashwani Varshney**  
Dean (Students' Welfare) & Professor

He is an MBA, M.Com., UGC NET Qualified and Ph.D. in the area of Accounting and Finance. He has 18 years of rich experience in the field of management education and industry.

A good number of his research papers have been published in National and International Journals. He has co-authored/co-edited 4 books in the area of accounting and finance. He is associated with business firms as a corporate trainer on financial modeling and corporate restructuring. Dr Varshney is also the Innovation ambassador in the IIC under the Ministry of Innovation and a member of the CII startup club under the aegis of CII. He has vast experience in mentoring and public speaking at different forums.



**Dr. Anubha**  
Professor

She is a teacher and researcher in the field of Marketing & Operations. She is a Ph.D, MPhil., MSc and MBA. Dr. Anubha has more than 25 years of teaching and research experience. Her research interests include social media marketing, Islamic marketing, and electronic word of mouth, advertising, and consumer behaviour.

Her strengths include data analysis & interpretation. She is an expert in questionnaire designing, model development, and EFA, CFA, and SEM, including moderated mediation. She has published many scholarly articles, "ABS 3 level", "ABDC", "SCI", "SCIE", "Scopus" and "Web of Science" index research papers in various journals of Wiley, Emerald, Taylor & Francis, and Sage, including Psychology and Marketing, Journal of Islamic Marketing, Journal of Internet Commerce, and Global Knowledge, Memory & Communication, Vision and FIIB Business Review.



**Dr. Namita Nigam**  
Associate Professor

Dr. Namita Nigam holds an MBA with a specialization in Finance, an M.Sc. in Applied Mathematics, and is a Certified Cost and Management Accountant. She earned her Ph.D. from Lucknow University. She is the author of a book on Financial Services and has authored numerous research papers that have been published in reputable journals such as UGC-CARE, Scopus, and peer-reviewed publications. Additionally, Dr. Nigam has contributed six chapters to edited books. With nearly two decades of experience, Dr. Nigam has excelled in teaching, research, and academic administration. Her expertise spans various areas, including Accounting, Financial Management, and the Capital Market.



**Dr. Anil Kumar Gupta**  
Professor

A highly dynamic & effervescent professional with 29 years of rich & productive experience in corporate and academics. He is an M.Com from Himachal Pradesh University, an MBA from Sikkim Manipal University and a Ph.D from Jiwaji University, Gwalior. He has attended and organised various workshops and conferences.



**Dr. Devi Archana Mohanty**  
Associate Professor

She is a seasoned professional with rich, in-depth experience of over 15 years in teaching and research in the field of English for Communication, Business Communication, and ELT. Formerly associated as an Institute Research Scholar and Teaching Assistant in the Department of Humanities and Social Sciences at the Indian Institute of Technology, Kharagpur, she has published and presented several research papers in Scopus-indexed, peer-reviewed journals, symposia, seminars (National, International).



**Dr. Divya Pant**  
Assistant Professor

Dr. Divya is a vibrant faculty member with a BMS, MBA, and MA in Psychology. She has a Ph.D. and worked closely with IIM Udaipur on their project based on bench employees. Her expertise lies in the area of Organizational Behaviour, Human Resource Management, Big Data Analytics, Industrial and Organizational Psychology, and Research Statistics. She has published 5 research papers and 2 book chapters and has a keen interest in Industry Dynamics, Competency Mapping, Employee Engagement, Organizational Learning, Network Analysis and Economic Sociology. She is a resource person for many workshops on Research Methodology and has been an ICSSR fellow in Management.



**Dr. Smita Agarwal**  
Associate Professor

Dr. Smita Agarwal, Associate Professor with a PhD in Computer Science and Applications, holds a Master's in Information Technology and a Bachelor's in Electronics from the University of Delhi. With over 23 years of postgraduate teaching, research, and corporate engagement, she specializes in Business Analytics, IT, and Machine Learning. Dr. Agarwal has published extensively in reputed conferences and journals. She has a UGC-NTA NET qualification, an Elite Gold Certification in Python from IIT Chennai, and has developed applications across the Banking, B2B, Travel, Telecom, and Insurance sectors, excelling in team management and client interactions.



**Ms. Sanandi Sachdeva**  
Assistant Professor

She is BA (English Hons.), MA (English Literature) from Panjab University and MBA from Amity University. She is pursuing a Ph.D. from AKTU Lucknow, and has got point one certificate in English. She has attended various workshops on the development of communication skills, taken part in various training programs. She has presented papers on employability at international conferences. She is also a certified trainer for conducting Wordworth sessions. She has conducted various MDPs on enhancing personal effectiveness using Psychometric Techniques. Her areas of interest are Business Communication and Soft Skill Development, including public speaking skills. She is also a certified trainer for human values and professional ethics from Dr. APJ Abdul Kalam Technical University, Lucknow.



**Ms. Sarika Malhotra**  
Assistant Professor

Ms. Sarika Malhotra is a highly regarded expert in the field of Human Resource Management (HRM), renowned for her significant contributions to the study and practice of people management in contemporary organizations. With decades of experience in HR leadership roles, research, and academia, She brings a wealth of practical insights and academic rigor to her work. Mrs. Sarika Malhotra holds a Master's degree in Psychology and Human Resource Management from a prestigious university, where she specializes in HRM practices and employee motivation. She is pursuing her Ph.D from Dr. APJ Abdul Kalam Technical University, Lucknow on "Transformational Leadership & Innovative Work Behaviour. As a faculty member at a prominent business school, she dedicated herself to shaping the minds of aspiring HR professionals through her engaging teaching methods and innovative curriculum development. Ms. Sarika Malhotra's research contributions have been published in academic journals and industry publications. Her research papers often explore topics like Leadership, the role of technology in HRM, crisis management and Disruptive Innovation. She has presented her findings at international conferences, earning recognition from her peers and industry experts.



**Ms. Abhilasha S Upadhyaya**  
Assistant Professor

Ms. Upadhyaya has over 15 years of total experience, 04 years in corporate with VSNL Services Ltd., and 10 years in Academics. She is UGC-NET qualified and is pursuing her PhD from AMU, Aligarh. She is also a certified Master Trainer with RASCI- Retail Operations. Presently, she is pursuing a Post Graduate Diploma in Advanced Statistics from IGNOU. She has vast International exposure and has taught in the UK during her assignment with her previous employment. She had participated in many International and National Conferences and had authored many Research Papers for various Journals. She teaches Marketing and Operations.



**Prof. Ajay Chauhan**  
Assistant Professor

Dr. Ajay Kumar Chauhan is the founder of "Research Shiksha," which is a training and consulting firm. He has worked as Director FPM at UBS, Mumbai. He is the international consultant for quantitative methods.

He is a visiting faculty member with MDI, IMT, NMIMS, IIFT, NIT, etc. Earlier he was associated with IMT- Ghaziabad as a full-time faculty for eight years. He is an M.Sc. Mathematics, MBA Finance, UGC NET and has also done a PhD in Finance. He has published 25 international research papers (including ABDC A category and B category) and three books. He also taught in Bulgaria and did an advanced course in econometrics in Switzerland.



**Ms. Shilpa Wadhwa**  
Assistant Professor

She is a PGDIM in Operational Research from IGNOU and is currently pursuing an MBA (IGNOU) in the same specialization. She has done her BA Arts (English Honors) from Delhi University and is a Certified Wordsworth English Language Lab Trainer, Advanced Business Communications from British Council and AWARE (Microsoft Office Applications).



**Dr. Himanshu Sharma**  
Assistant Professor

Himanshu Sharma serves as an Assistant Professor in the Management Department at Jaipuria Institute of Management, Ghaziabad. His academic journey is distinguished by prior roles as an Assistant Professor at the University of Delhi and the IILM Institute for Higher Education. Notably, he has contributed to an ICSSR-funded research project. Dr. Sharma's scholarly credentials are profound, with a Ph.D., M.Phil and Master's in Operational Research. All from the University of Delhi, and a Bachelor's degree in Mathematics. His research portfolio is diverse, encompassing online marketing, multi-criteria decision-making, and path analysis modeling. His academic contributions are well-regarded, with publications in esteemed journals indexed in Scopus and ABDC, as well as chapters in edited volumes. Dr. Sharma has also shared his insights at international conferences and co-authored an edited book further cementing his reputation in the academic community, research publications in national and international conferences and journals to her credit.



**Dr. Kratika**  
Assistant Professor

A driven and highly motivated faculty with a B.A.(Hons), MA, MPhil and PhD in economics. She is a gold medalist in both MA and MPhil in economics. She has been a UGC-JRF scholar. Her expertise lies in microeconomics, macroeconomics and international economics. She has published 4 papers and presented 10 papers in both international and national conferences. She has organised and hosted two international conferences and has attended several seminars, workshops and webinars.



**Dr. Abhinav Sharma**  
Assistant Professor

Dr. Abhinav Sharma holds a PGDBA in Marketing and Finance from Jaipuria Institute of Management, Lucknow, and has over 14 years of managerial experience across various corporate settings and in diverse development and marketing roles. He is UGC-NET qualified in Management. His research centers on consumer behavior and sustainable marketing. His research papers have been published in ABDC and SCOPUS-indexed journals. Additionally, he serves as a reviewer for several publishing houses including Elsevier, Taylor & Francis and Wiley.



**Ms. Surbhi Kansal**  
Assistant Professor

Ms. Surbhi Kansal is a management faculty member in the Marketing and Consumer Behaviour domain. She is a BBA (CAM), MBA, B.Ed. and UGC NET qualified, she possesses two years of corporate experience and around six years of teaching. She has 8 research publications in national and international conferences and journals to her credit.



**Ms. Bishnupriya Rajoria**  
Assistant Professor

With 24 years of professional experience, Ms. Bishnupriya possesses extensive expertise in recruitment of academic and corporate profiles, including large-scale staffing for infrastructural support and internships. She has successfully managed the end-to-end employee lifecycle encompassing onboarding, appraisal management, retention, and separation, while also designing HR policies in alignment with accreditation boards, employment regulations, and labour laws. She actively promotes a positive and growth-oriented work culture built on agility, inclusiveness, flexibility, cohesiveness, and passion. Her in-depth knowledge spans labour statutory compliance, UGC, AICTE, CBSE directives, and the National Education Policy 2020. Additionally, she brings strong hands-on expertise in facilities management, vendor negotiations, asset management, and budget forecasting, with proven capabilities in cafeteria and concierge operations, security management, and ESG practices.



**Dr. Abhishek Kumar Srivastava**  
Assistant Professor

He holds a Ph.D. in Marketing from IIT Roorkee, an MBA in Marketing from Mahamaya Technical University, and a B.Com from Lucknow University. With 3 years of academic experience and 1 year of corporate exposure, his research interests focus on Customer Engagement, Marketer-Generated Content (MGC), and Sustainable Tourism. He has to his credit significant achievements, including qualifying UGC-JRF in Management, serving as an ICSSR Fellow at NIT Jaipur, completing the Faculty Development Programme (FDP) at MNNIT Allahabad, and chairing a technical session at an international conference organised by Christ University, Delhi-NCR. His teaching interests include Marketing Management, Services Marketing, and Consumer Behaviour.



**Dr. Kirti Khanna**  
Assistant Professor

Dr. Kirti Khanna is an Associate Professor with 12+ years of academic and research experience in Finance, Capital Markets, Sustainable Business, and Green Technology. She has authored more than 25 publications across Scopus, ABDC, and UGC Care journals and edited books with international publishers including Emerald and Springer. A recipient of multiple academic awards, she is also a resource expert for workshops on Econometrics, Research Methodology, and SPSS. Her teaching expertise lies in Accounting, Finance, and Taxation.



**Dr. Muskan Bhatnagar**  
Assistant Professor

Dr. Bhatnagar holds a Ph.D. in Commerce, along with a Master's and Bachelor's degree in Commerce. Her research interests span Marketing, E-Commerce, Business Law, and Cyber Security. She is professionally affiliated as a reviewer with reputed journals, including Electronic Commerce Research (Q1, Springer), Indo Asian Journal of Social Science and Management, Indo Asian Journal of Market Research, and Indo Asian Journal of Research Methodology.



**Dr. Abhishek Kumar**  
Assistant Professor

Dr. Abhishek Kumar holds a Ph.D. in Marketing, an M.Com in Marketing and Finance, and a B.Com (Honors). His research interests include consumer behavior, the adoption of new-age payment systems, sustainable production and consumption, renewable energy systems, and online fraud prevention. He has published extensively in top-tier journals such as Sustainable Development (Wiley), International Journal of Information Management Data Insights (Elsevier), Environment, Development and Sustainability (Springer), and Journal of Advances in Management Research (Emerald), along with a book chapter on Bitcoin's energy consumption in Springer Nature.



**Ms. Smriti Dixit**  
Assistant Professor

Ms. Smriti Dixit is an Assistant Professor specializing in Sustainable Finance, Circular Economy, and Indian Knowledge Systems. She has 4.5 years of academic and research experience and is a Gold Medalist with UGC-NET qualification. She has coordinated national-level NISM financial literacy programs and earned multiple awards including Best Research Paper (2024). Her teaching interests include Accounting & Finance, Strategic Management, and IKS.



Know Your  
Faculty



## INFRASTRUCTURE AND RESOURCES

### COMPUTER LABS

- Ultra modern computer labs with state of the art technologies
- 200 Advanced Computer Systems
- 300 Mbps Internet connectivity
- Windows 2019 server
- Smart Classroom
- License software like Statistical database software like SPSS, CMIE Prowess Corporate Database, MS Office etc.
- Dedicated Computer Lab has been set up for Business Analytics equipped with software like R, Python, Tableau etc.

### LANGUAGE LAB

- Ultra modern software based on CBT Methodology
- Online practice sessions on the software WordsWorth to increase the students' communication proficiency
- Student language & grammatical training using multiple software

### LIBRARY & JIM INFORMATION CENTRE

- Over 18,328 books, 100 National & 72 International Journals
- Seating capacity of over 120 students
- Peripheral Services of Re-prography, Bibliography Referencing, and Unlimited Internet Access
- Internet access to Web Portal
- e-resources/Database Subscription of Prowess IQ, J-Gate, ProQuest, NDLI, MyLoft and Delnet



#### **SPORTS FACILITY**

- Various sports facilities are provided to the students. Tournaments are conducted for games like football, cricket, table tennis, volley ball, basket ball and badminton.
- Students can also enjoy indoor games like pool, Carrom and Chess.

#### **CAFETERIA**

- Our cafeteria setting puts forth a new method of knowledge-sharing called the "Cafeteria Approach". It is an innovative and informal method of learning where one can debate, discuss and deliberate over a cup of coffee thereby actively nurturing one's interpersonal skills.

#### **GYM & FITNESS CENTRE**

- Multi-utility Gym and fitness centre
- Ultra modern equipments for healthy state of mind & body.
- Yoga, Meditation and Aerobics centre.

#### **CAMPUS**

- One of the Finest Management Education Infrastructures in Delhi-NCR
- Situated in the heart of Delhi-NCR, with good connectivity to all places of Delhi-NCR
- Ultra modern facilities in-house Hostel, Class rooms, Conference rooms and Syndicate rooms and Skill Development Centre
- Fully air conditioned auditorium with 400 seating capacity
- Wi-Fi Campus

#### **HOSTEL**

- Ultra modern in-house girls hostel with fully air conditioned and unlimited Internet access.
- Boys hostel is available out of campus equipped with all modern facilities including unlimited Internet access.





# MERCATO 2024







Life @  
Jaipuria



Panel Discussion on  
Innovation and Startup Ecosystem  
Regional, State, and National Fra.

AUGUST, 2025 | AUDITORIUM

# 10<sup>th</sup> CORPORATE SUMMIT





Scan Here to  
Know more about  
Corporate Summit



# WISDOM FROM BOARDROOM

Guest lectures at Jaipuria Institute of Management serve as a dynamic bridge between academic excellence and practical business wisdom. Seasoned leaders from diverse industries share firsthand experiences, strategic perspectives, and best practices, helping students to connect classroom theories with current market realities. These interactive sessions foster critical thinking, encourage professional networking, and expose students to emerging trends and leadership styles. By engaging with accomplished professionals, students gain inspiration, clarity on industry expectations, and the confidence to shape their own career pathways in an ever-evolving business landscape.



**Mr. Amit Pandey**  
CEO  
Orient Cables



**Mr. Sandeep Girotra**  
Executive Director &  
CHRO  
DCM Shriram Ltd.



**Mr. Biswajit Bhattacharya**  
Partner & Automotive  
Industry Leader  
IBM



**Prof Dr Maurits Ran**  
Chief Academic  
Officer  
Global University Systems



**Mr Ashish Chauhan**  
Managing  
Director, CEO  
NSE



**Prabhat Mani Pandey**  
Vice President- Corporate  
HR & IR  
Varun Beverages Ltd.



**Vishwanath Kumar Jha**  
State Head  
Patanjali  
Ayurved Ltd.



**Ishan Girdhar**  
AGM International  
Business VRB Consumer  
Products Pvt Ltd.  
Veeba



**Abhisek Sarangi**  
Head Group Talent  
Acquisition & Management  
Spark Minda



**Himanshu Jessie Wadia**  
Director- IT  
Innovation & Automation  
Amdocs



**Atul Govil**  
Chief Transformation Officer &  
Head (SAP & IT)- Corporate  
India Glycol



**Smiti Bhatt Deorah**  
Co-Founder &  
Chief Operating Officer  
Advantage Club.ai



**Pawan Pratap Singh**  
Head of Business Units  
Financial Planning and Analysis  
BT Group



**Smita Mathur**  
Founder and Executive  
Director, Head of  
Concept Research  
Media Tech and Info  
Solutions Concept  
Venture



**Amit Jain**  
Managing Partner  
ASK Asset &  
Wealth Management



**Satyarth Shukla**  
Vice president -Zonal Head  
(Government Relations )  
North India Protean  
eGov Technologies Ltd.



**Ankur Singla**  
Partner  
Ernst & Young (EY)



**Saurabh Pachuri**  
Regional Sales Manager  
SBI cards



**Abhishek Suri**  
Vice President  
Kotak Mahindra Bank



**Shiv Prakash Godara**  
Zonal Credit Manager B2B  
Axis Bank



**Deepika Mahajan**  
Co-Founder  
Due North Strategic Solutions.



**Mr. Dipan Sahu**  
Asst Innovation Director  
Ministry of Education  
Innovation Cell, AICTE



**Mr. Sameer Kohli**  
Director  
EMEA Cloud Platform Insight



**Mr. Mayank Tiwari**  
CEO and Founder  
Brandologies Pvt Ltd



**Mr. Vinay Thakur**  
Additional Director General  
BISAC-N. Ministry of Electronics



**Mr. Amar D Singh**  
Senior Vice President  
HDFC



**Mr. Anubhav Khanna**  
Executive, VP and Regional Head  
Retail Branch Banking  
HDFC





## SUMMER INTERNSHIP PROJECT (SIP)

### Process Followed During SIP :

#### Faculty Mentor Allotment-

- Every student is assigned an Internal SIP Supervisor by the Institute at the beginning of the SIP to provide the necessary academic guidance and to facilitate evaluation, with the help of company executives.

#### SIP Registration

- Students fill up the SIP Registration form provided by Internal SIP Supervisor before joining the SIP

#### Reports Collected During Internship

- Project Report (PIR)
- Interim Report-1
- Interim Report-2
- Draft Report
- Final Report

#### Evaluation

- Evaluation of SIP is completed in two phases- In the first phase, the internal faculty members take the Viva and Presentation of the students.
- Internals are awarded.
- In the second phase, the university-allocated faculty come to the institute as external faculty and, along with an internal faculty, take the Project Viva and Presentation and the final marks are awarded to the students

### SIP PLACEMENT SUMMARY 2024-26

Stream	Total Number of students	Students Placed	Percentage Achieved	Total Companies Visited
MBA General	181	181	100	60
MBA BA	61	61	100	25
MBA BFSI	58	58	100	23
MBA Total	300	300	100	108

# CORPORATE RESOURCE CENTRE



The institute has established a Corporate Resource Centre (CRC) to build long-term relationships with corporates. CRC creates a platform where industry and institute interface with each other through Orientation Programmes, Guest Lectures, Industrial Visits, Seminars, HR-Summits & Management Development Programmes.

CRC also nurtures the concept of entrepreneurship through its different programmes for students.

The CRC consists of professionals who have valuable experience in industry and academics. It arranges Summer Internships of 8 to 10 weeks and provides complete support to students for placement through specific training on soft skills; English enhancement programs, business/interview etiquette, and other personality development programs to hone their skills according to industry needs.

Additionally, the Employability Enhancement Program has had a significant impact on student readiness by bridging the gap between academic learning and corporate expectations. The program equips students with problem-solving abilities, critical thinking, digital competencies, and domain-specific certifications, ensuring they are not only placement-ready but also capable of long-term career growth. The measurable improvement in student confidence, communication, and adaptability has led to higher placement conversions and stronger corporate satisfaction.

The legacy of JIM attributes students' placements in reputed brands like **Amazon, Asian Paints, Axis Bank, Berger Paints, Yes Bank, British Paints, American Express, HDFC Bank, Ceasefire Industries, Interocean Shipping Company, Future Group, Infoedge India, Mancer Consulting, Evaluserve, Deloitte Consulting, Pinkerton, TCI, GATI, Indusind Bank, Safexpress, Café Coffee Day, Tommy Hilfiger, Asahi India Glass, Gold Plus Glass Industry, Mansukh Securities, Mahindra Finance, Tata Capital, Capital First, ICICI Securities, Nestle, Airtel, Spandana Spoorthy Financials, Indiabulls Home Loan, Cargill India Pvt Ltd, Federal Bank, Rajaria Ceramics, Bikanerwala Foods Pvt Ltd, DS Group, Reliance Jio, Hettich India Pvt Ltd, Everest Industries, S&P Capital IQ, Grail Research, WNS Global Services, Saint Gobain, Tech Mahindra, Decathlon, Ameriprise Financials, Blackrock Services, F1F9 India Pvt Ltd, Institute of Creative Excellence, Finedge Advisory, ITC Limited, Microtek International, MDRA, Onicra, Gemini Solutions Pvt Ltd, Team Computers Pvt Ltd, Y2 Retail Limited, Vishal Megamart, To the New Digital, Sahasra Electronics, DCM Shriram, Kent RO, Saint Gobain, Kurlon, Lenskart, Kotak Bank, Kotak Life, Nucleus, IDFC First Bank, Wipro** and many more.

The industry holds the intellectual wealth drawn from Jaipuria Institute of Management, Ghaziabad in high esteem, which makes our students a preferred choice of many corporates.



# OUR MAJOR RECRUITERS



## BFSI

- HDFC Bank
- ICICI Bank
- Axis Bank
- ICICI Pru Life
- BAJAJ Allianz
- TATA AIG
- Kotak Life
- PNB Housing Finance
- MAX Life
- HDFC Life
- AU Small Finance
- IDFC First Bank
- Ujjivan Small Finance Bank
- ESAF bank
- Equitas Bank
- Crisil Rating
- Indusland Bank
- Aviva Life Insurance
- Muthooth Fincorp
- Jio Insurance
- Reliance Insurance

## Fintech

- Paytm
- PhonePe
- Mswipe
- Zerodha

- PineLabs
- Bank IT
- CRED
- Indus Valley Partners
- Acuity Knowledge Partners
- Neo Infinity

## E-Commerce

- Flipkart
- Amazon
- Urban Company
- Paytm (ecommerce vertical)
- Moglix
- Naukri.com
- Tmg
- Big Basket

## Retail

- Reliance Retail
- TATA Croma
- Duty Free Retail
- Aditya Birla Retail
- Shoppers Stop
- Vishal Megamart
- Sargam Electronics
- Future Group
- V Mart
- LandMark Group

- VGL
- Himalaya Wellness
- Aditya Birla Jewels

## NBFC

- Muthoot Finance
- Godrej Housing
- BAJAJ Capital
- Shriram Transport Finance
- L&T Finance
- Bajaj Finserv
- Aditya Birla Finance
- Spandana Spoorthy
- Home First
- Aviva Life

## IT

- Wipro
- WNS
- Redington
- L&T
- Coforge (Formerly NIIT)
- VVDN
- To The New
- Sopra Steria
- Cyfuture
- NIIT

## Research and Consulting

- High Beam Global Research
- Protviti Research
- 6W Research
- Mindforce Research
- Techsci Research
- Value Research
- Unimarket Research
- Consulting
- Tecnova Consulting
- Cap IQ
- Indus Valley Partners
- Manpower Group (HR)
- Kelly Services (HR)
- Archer and Bull
- Ameriprise Financial (Finance)
- Euro Monitor
- Cvent
- Concept Venture
- Jasper Colin
- Internet research bureau
- Ken Research

# STAR PLACEMENTS



Mohd. Suhail Khan  
PROPERTYPISTOL



Vanshika Aggarwal  
wipro



Atharva Attri  
amazon



Aditya Kumar Singh  
Crisil



Gyan Gourav  
MRF



Priyanka Kumari  
Deloitte.



Farhan Khurshid  
ANZ



Agam Srivastava  
6W



Rhythm  
NEWGEN



Aman Kumar  
ICICI Lombard



Deepti Sachan  
SIFY FINANCE GROUP



Roshini Mehra  
TCS



Aparna Shankar  
YASA AIG



Subhanshi Garg  
WIPRO



Kartik Anand Jaiswal  
ICICI Lombard



Anubhav Aggarwal  
PEPSICO



Vaishali  
ATA



Piyush Tripathi  
KGS BANK



Santosh Kumar  
Indraprastha Group



Ashutosh Mishra  
indiamart



Rachit Mathur  
INDIAN FINANCE



Pallavi Lawaniya  
Pillar Valley Partners



Sushant Shekhar  
sopra steria



Divey Mehra  
Dabur



Pratyusha Kavtekar  
KR



Divyansh Bisht  
LAMBDA TEST



Simran Dadwal  
DEATHLION



Aditi Kumari  
protiviti



Himanshu Sharma  
PRISM JOHNSON LIMITED



Anushka Srivastava  
WIPRO



Vyshakh S  
Ameriprise Financial



Anshika Jain  
ACUITY



Vartika Rastogi  
bigbasket



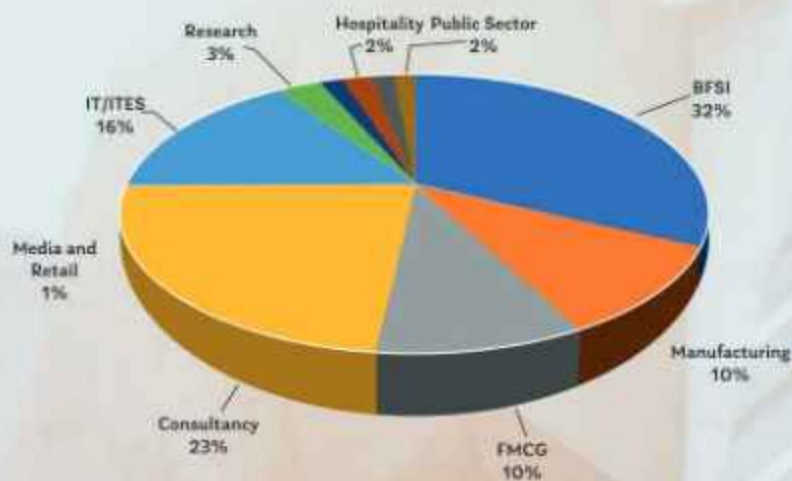
Ritika Maheshwari  
MINDSPACE



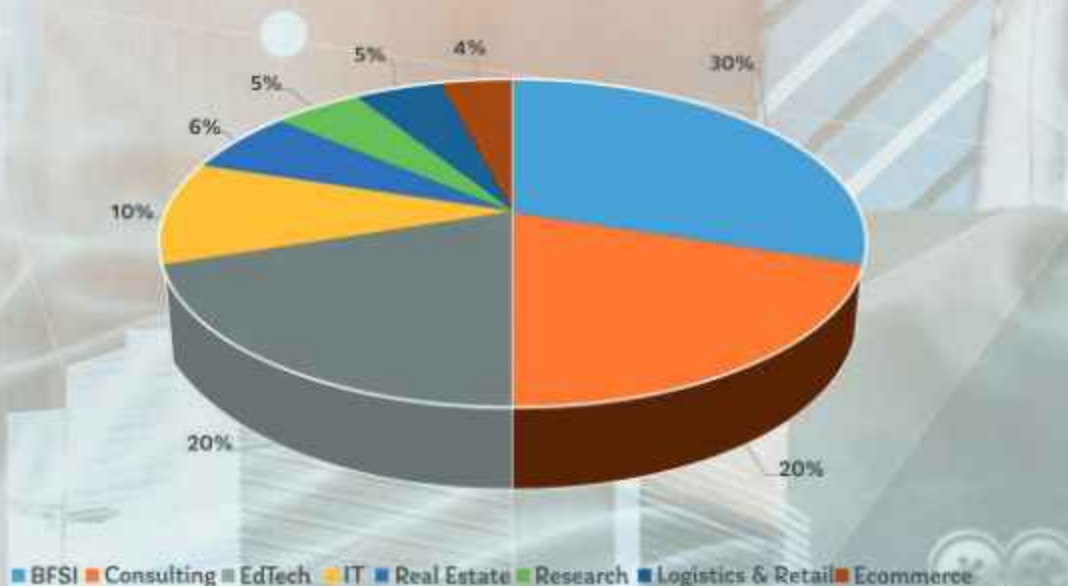
Vishal Kumar Jaiswal  
INDRIYA

# SNAPSHOT OF PLACEMENTS

## SECTOR-WISE PLACEMENTS BATCH 2024-2026



## SECTOR-WISE PLACEMENTS BATCH 2023-2025

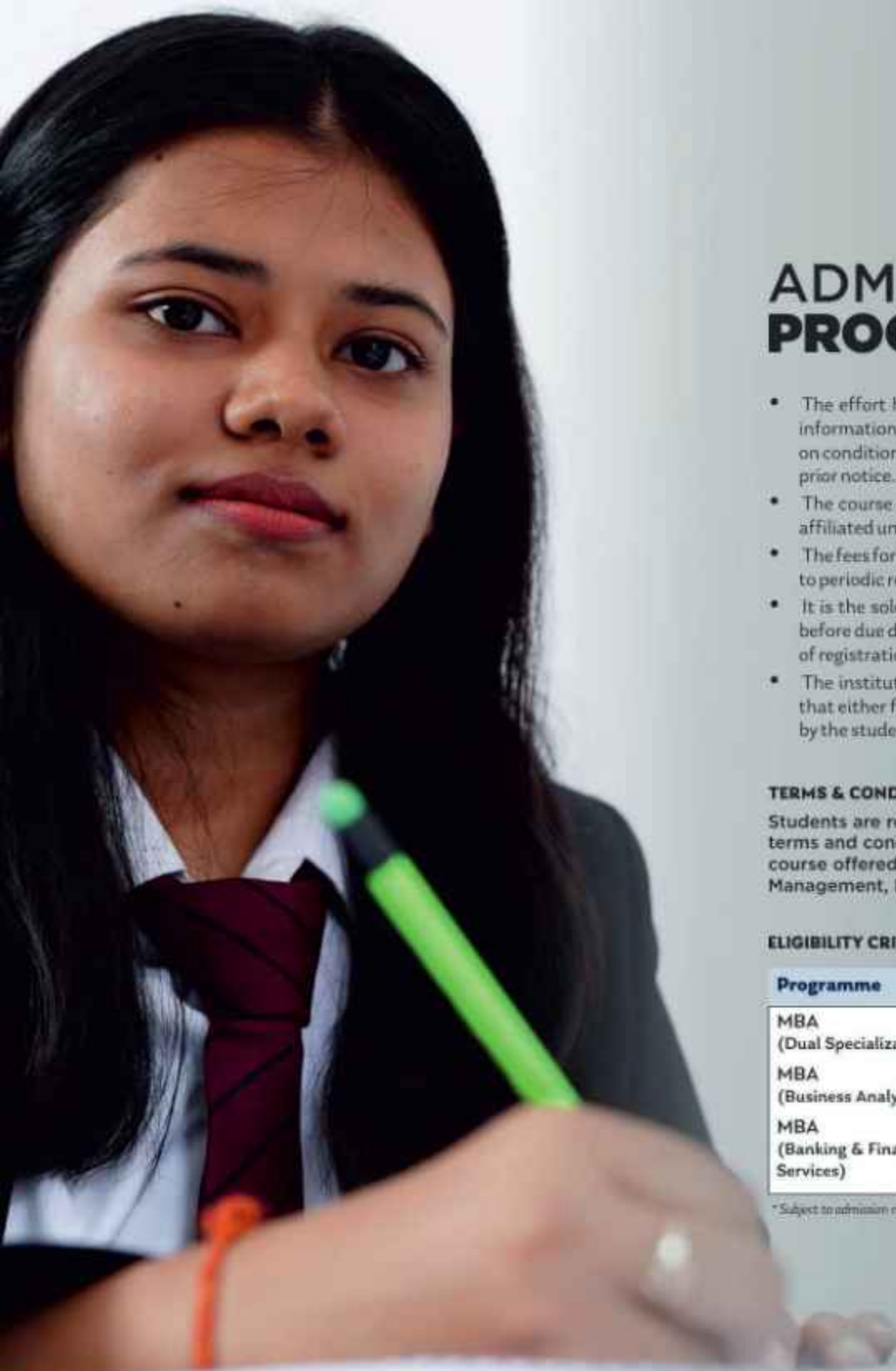


### Final Placements Batch 2023-25 at a Glance

No of Participating Companies	: 170
Highest Recruiting Sector	: Consultancy
Highest Recruiting Job Role	: Associate HR, Management Trainee
Company Offered Highest Salary	: Pepsico
Top Recruiting Companies	: Deloitte, Protiviti, Asian Paints, Unicharm India, RSPL Group, Decathlon, Amazon, MRF Tyres, Decathlon, Khimji Ramdas, ANZ Bank, Wipro, Archer And Bull, Bajaj Housing Finance Ltd, Newgen Technologies, Ameriprise Financial, Clix Capital, Regalo, ICICI Lombard, Shubhlakshi Finance Pvt Ltd., Kotak Mahindra Bank, Acuity Knowledge, Success Pact Consulting Pvt.Ltd, Navkar Consultancy, Uneecops, WNS Global Services

# JIM'S EXCURSION





## ADMISSION PROCEDURE

- The effort has been made to ensure the accuracy of the information contained in this prospectus and it is issued on condition that all matters are subject to change without prior notice.
- The course curriculum is subject to change based on the affiliated university guidelines.
- The fees for the courses offered by the Institute are subject to periodic review.
- It is the sole responsibility of the students to pay the fee before due date. Failure of which may result in cancellation of registration to the course/semester.
- The institute may terminate the admission, if it is found that either false or misleading information has been made by the student.

### TERMS & CONDITIONS

Students are required to abide by the following terms and conditions upon admission in the course offered by the Jaipuria Institute of Management, Indrapuram, Ghaziabad

### ELIGIBILITY CRITERIA

Programme	No. of Seats	Eligibility*
MBA (Dual Specialization)	240	Graduation (Min. 10+2+3) with at least 50% marks. Valid CUET-PG/CAT/ MAT/ CMAT score
MBA (Business Analytics)	60	
MBA (Banking & Financial Services)	60	

\* Subject to admission norms of concerned university. (Dr. APJ Abdul Kalam University, Lucknow)

## LOAN FACILITY

Jaipuria Institute of Management, Indrapuram, Ghaziabad has Education Loan Tie Up with Canara Bank, Bank of Baroda & Indian Bank, Federal Bank across all branches in India.



# LOCATION MAP



Scan for  
Location





— Accredited "A" Grade by NAAC —



**JAIPURIA INSTITUTE  
OF MANAGEMENT**

**EMPOWER • ENTHUSE • EXCEL**


INDIRAPURAM, GHAZIABAD

— An Autonomous Institution —

Block-A, Gate No. 2, Shakti Khand IV, Indirapuram, Ghaziabad-201014  
Ph.: 0120-4550100  
Mob: 9958222099, 9958077088  
Toll Free No.: 1800-102-3488  
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