

Ahead of time...



Stepping with confidence in the world of practice for achieving personal fulfillment, making your parents proud and contributing to society.


JAIPURIA SCHOOL OF BUSINESS

Block, B, Gate No. 1, Shakti Khand - IV,
Indirapuram, Ghaziabad (Delhi-NCR)

Ph.: 0120 - 4881100, Mob.: 9717335551 |

Toll Free No.: 1800-103-3488 | SMS: JAIPURIA to 52424

E-mail.: pgdm@jaipuria.edu.in | Web.: <http://jsb.jaipuria.edu.in/>

 Facebook : www.facebook.com/jaipuriaindirapuram

 Twitter : www.twitter.com/jsbindirapuram

 Instagram : www.instagram.com/jaipuriaschoolofbusiness17



JAIPURIA
SCHOOL OF BUSINESS

EMPOWER • ENTHUSE • EXCEL

**AN INSTITUTE TO
UNLOCK YOUR
POTENTIAL
AND TO REALIZE
YOUR DREAMS...**

**INDUSTRY
CONNECTED
AND
PRACTICE
DRIVEN**



**WORLD
CLASS
EDUCATION
DELIVERED
WITH
COMPASSION**

INFORMATION BROCHURE **2021-23**

WELCOME TO
JSB
 JAIPURIA SCHOOL OF BUSINESS

“THE ONLY THING WE KNOW ABOUT THE FUTURE IS THAT IT WILL BE DIFFERENT.”

“TIME IS THE SCAREST RESOURCE AND UNLESS IT IS MANAGED NOTHING ELSE CAN BE MANAGED.”

Peter Drucker



JAIPURIA
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INDUSTRY
 CONNECTED
 AND
 PRACTICE
 DRIVEN

A Tribute to Founder



Dr. Rajaram Jaipuria
(1934-2015)

The favorite quote of Dr. Rajaram Jaipuria
“WE MAKE A LIVING BY WHAT WE GET, BUT WE MAKE A LIFE BY WHAT WE GIVE”

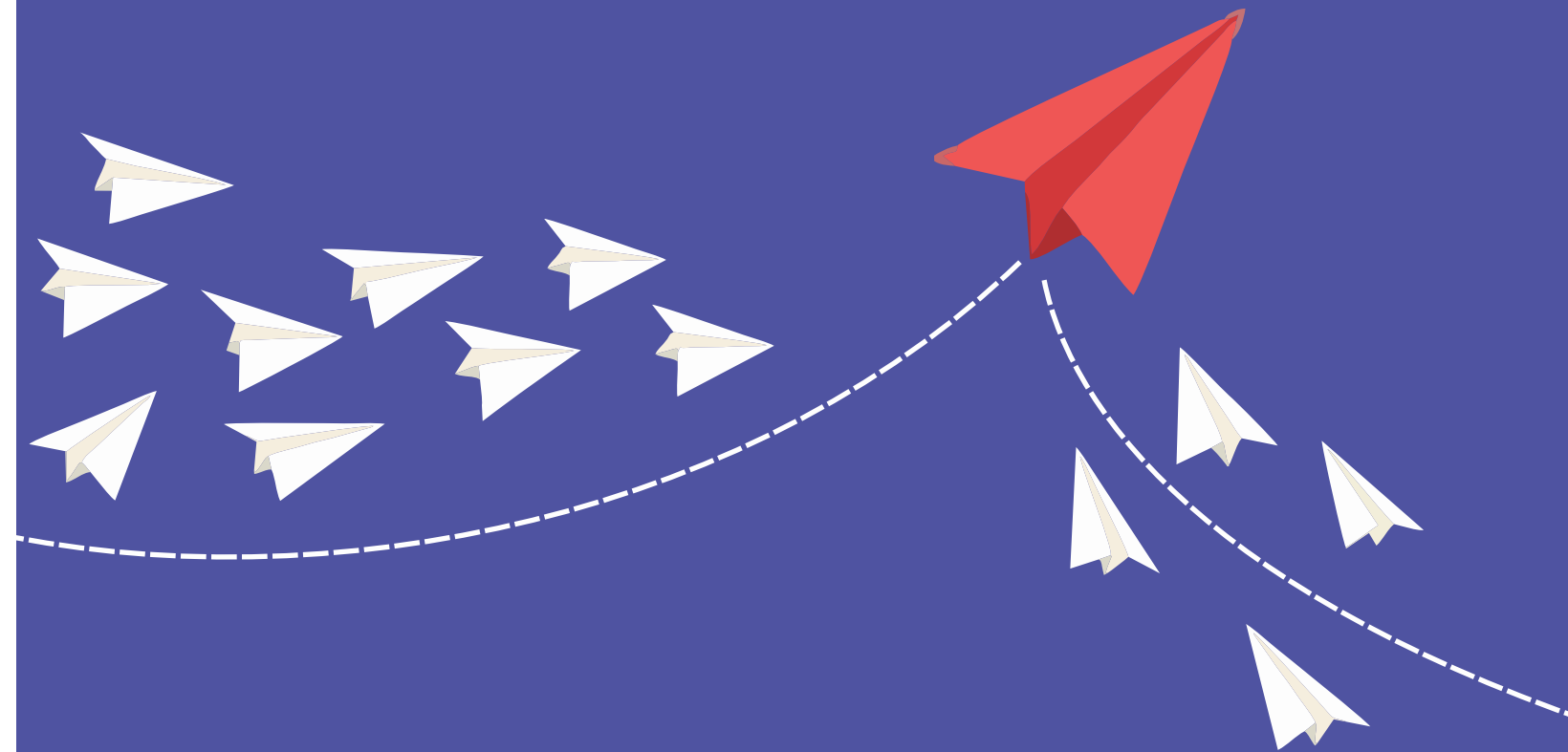
Our heartfelt tribute to our beloved Founder Late Dr. Rajaram Jaipuria, who has given us the real meaning of service to the humanity.



“When one performs his prescribed duty only because it ought to be done, and renounces all material association and all attachment to the fruit, his renunciation is said to be in the mode of goodness”

Shrimad Bhagwad Gita

TRADITION OF EXCELLENCE FOR MORE THAN 117 YEARS **THE HOUSE OF JAIPURIAS**



JAIPURIAS IN INDIAN INDUSTRY

The house of Jaipurias is a well known name in the Indian industry for over a century now. It was founded by Seth Anandram Jaipuria before Indian independence. The group primarily concentrated on the textile business and were the proud owners of famous Swadeshi Cotton Mills which they took over from a European in April 1946. The Jaipurias had built two airports for the government during the period 1942-46. The group promoted the Hindustan Mercantile Bank. Earlier, Padma Bhushan Seth Mungtu Ram Jaipuria, son of the founder of the group, was nominated to the board of the then Imperial Bank of India (now State Bank of India) way back in 1933. Currently the flagship brand of the house of Jaipurias, Ginni Filaments is headed by Shri Shishir Jaipuria, Chairman and Managing Director.

Following are some of the business organizations run by the group:

- Ginni Filaments Limited, Noida
- Ginni Filaments Limited, Haridwar
- Ginni Filaments Limited, Kosi Kalan (Mathura)
- Ginni Filaments Limited, Panoli, Gujarat
- Jaipuria Publishing House (JPH), Ghaziabad

JAIPURIAS IN EDUCATION

The House of Jaipurias trust with Education started before independence of India. It's association in the field of education goes back to the year 1945 with setting up of Seth Anand Ram Jaipuria Education Society (SAJES). The group established a college in the same year in Calcutta. The group consolidated commitment to education by setting up Management institutes and schools with the objective of providing quality education. The vision was to setup institutes, which will create suitable environment consistent with the ever changing paradigm of education.

Seth Anandram Jaipuria Education Society runs following management institutions:

- Jaipuria School of Business, Indirapuram, Ghaziabad
- Jaipuria Institute of Management, Indirapuram, Ghaziabad

It has set up various schools located in Ghaziabad, Lucknow, Kanpur, Varanasi, Raebareli, Sitarganj and Unnao.

JAIPURIAS IN SOCIAL SERVICE

The Jaipuria group is fully conscious of its Corporate Social Responsibility. The philanthropic spirit of late Dr Rajaram Jaipuria, the worthy son of Seth Mungtu Ram Jaipuria has been carried forward by his son Shri Shishir Jaipuria as head of the trust. A chain of public guest houses, temples, charitable hospitals and educational institutions bear ample testimony to the spirit of Jaipurias for serving the poor and the needy.

Some of the charitable institutions established by the house of Jaipurias are as follows:

- Matushree Jaidevi Anandram Jaipuria Smriti Bhawan, Chitrakoot, Banda (UP)
- Seth Anandram Jaipuria Eye Hospital, Nawalgarh (Rajasthan)
- Seth Anandram Jaipuria Smriti Bhawan, Vrindavan (UP)
- Ram Darshan, Chitrakoot (MP)
- Seth Anandram Jaipuria Smriti Bhawan, Ramghat, Haridwar



CHAIRMAN'S MESSAGE

“ I am happy to inform that the Jaipuria School of Business has been constantly redesigning its academic programme integrating technology with teaching and is catering to a generation that has grown up with new technology.”

Shishir Jaipuria
Chairman, Seth Anandram Jaipuria Education Society



DIRECTOR'S MESSAGE

“The institution has a dedicated team of faculty members who have rich and diversified experience of teaching, research and the corporate world.”

Dr Jitendra Kumar Mishra
Director, Jaipuria School of Business

Greetings from Jaipuria School of Business!

Jaipuria School of Business (JSB) – located in Indirapuram, Ghaziabad (Delhi-NCR) is one of the premier institutes providing quality management education. The graduates of our flagship PGDM programme have generated renown for the Institute by exceeding the expectations of recruiters and peers for more than a decade now. Our alumni have created a strong legacy in their chosen area of work, be it in the corporate or entrepreneurship arena.

The PGDM programme at JSB is all about innovative thinking, problem solving, creativity, leadership, and constructive impact. Our students capitalize on the opportunity to pursue wide-ranging topics to prepare them for their future management careers through a blend of coursework, internships, interactive lectures by visiting faculty/industry practitioners, live projects and peer-group interactions. On completing their PGDM course of study, our students are equipped to take on bigger responsibility that beckons them in the corporate sector.

I am happy to inform that the Jaipuria School of Business has been constantly redesigning its academic programme integrating technology with teaching and is catering to a generation that has grown up with new technology. Socio-Emotional learning paradigm adopted by the institute results in development of soft-skills of our students. These, together with integration of technology equip the students to face the challenges in general and ones posed by the unprecedented times we all are passing through, in particular. It is noteworthy to mention that courses on Business Analytics are offered to the our students as an elective stream.

Additionally, JSB trains young managers with an ethical and social vision. It is an institution which firmly believes that highly successful corporate

managers must be socially sensitive, true to their values and committed enough to deviate from the beaten track.

The Management arena is undergoing transformation. With prevailing pandemic, unprecedented changes are likely to be ushered in. New business opportunities will be opening up. Management students will be able to seek careers in diverse domains, both traditional as well as newer ones. Several students still opt for traditional career options like Marketing, Finance and HR in sectors like Manufacturing, Retail, Telecom, and Pharmaceuticals. Simultaneously, students are also looking for career options in Business Analytics, Media, Fashion Designing, Education Management, Healthcare Management, Adventure Sports and Cultural Tourism. The more enterprising ones set off on an adventurous entrepreneurial journey.

We are poised to build on Jaipuria group's strong foundations with the vision of becoming one of the top rated B-schools in the region in the years ahead. We are cognizant that success arises from the joint endeavors of our talented students, dedicated faculty, successful alumni, and the continued confidence of recruiters in the knowledge and skills of JSB graduates.

Interestingly, JSB looks into the interests of diverse groups of students and motivates each one to fulfill her/his dreams. I invite students, parents, corporate managers and all other stakeholders to visit our campus and spend some of their precious time with our people. Everyone at JSB will welcome them with open arms and patiently answer all their queries.

Warm Greetings from Jaipuria School of Business !

The Indian economy is passing through a transitional yet critical phase, ever since the outbreak of the ongoing pandemic. The process of liberalization, earlier, had made the business environment highly complex and had thus posed multiple challenges to the corporate leaders to perform and deliver. The business leaders realize that their success in an increasingly complex and fast changing business environment depends upon a holistic approach to deal with & manage problems, and building a value-based organizational culture.

It is my pleasure to introduce you to Jaipuria School of Business (JSB), Indirapuram, Ghaziabad. It is one of the premier and sought after institution in Delhi-NCR, imparting quality management education that provides distinct experience and exposure to prepare future value based business leaders.

The flagship PGDM program of JSB is known for its highly rigorous curriculum. In addition to excelling at their studies, the students are required to work towards developing academic competence but also their expertise as a result of industry exposure through live projects, industry visits and guest lectures. The program has been producing quality management graduates and has earned confidence amongst a variety of recruiters.

The institution has a dedicated team of faculty members who have rich and diversified experience of teaching, research and the corporate world. They, apart from teaching, are involved in organizing seminars, workshops, conferences and management development programs for up-gradation of knowledge and skills of working professionals.

The institution has rich resource base by way of a well equipped library having e-resources, large number of books and journals, management education software, case depository, technology inputs for imparting education and incubation opportunities.

Our students are well trained to be prepared to face the challenges of the corporate arena across professions. Recruiters continued patronage to our graduates over the years is a significant motivator for all of us at JSB.

At our Placement Cell, we have been able to bring in several process changes across the board in the recent past both internally and externally. These changes have allowed the system to be transparent so that recruiters and students can make better- informed decisions.

We are happy to report renewed vigor and achieving a new normal for the system while keeping it running. The journey towards a better system continues.

It is my pleasure to invite you to our campus at Indirapuram, Ghaziabad (Delhi-NCR). We look forward to your being part of our journey towards excellence.



ABOUT JAIPURIA SCHOOL OF BUSINESS



GENESIS

Jaipuria School of Business (JSB) is a premier management Institute in Delhi-NCR area, located at Institutional area in Indrapuram, Ghaziabad. It was established by late Dr Rajaram Jaipuria in 2008. The Institute is the youngest of the Educational Institutions set up by the House of Jaipurias which is headed by Shri Shishir Jaipuria, Chairman & Managing Director of Ginni Filaments, a reputed Textile Company in India. The Jaipuria Group's contribution to education has a long history going back to the pre-Independence days. The core philosophy of the Jaipuria Group of Institutions is enshrined in its logo "TAMSO MA JYOTIRGAMAY". Which means 'Let the light of knowledge dispel the darkness of ignorance'.

VISION

To be a future-focused Centre of Excellence in Management Education"

MISSION

"To develop students' technical and behavioral competencies (team work, critical and analytical thinking), infuse ethics, and provide value-based professionals and services to corporate."

The Vision of JSB is to be a Future Academy. The Mission is to stay ahead of time by imparting the contemporary knowledge & skills and grooming budding managers for the future. The credo of Jaipuria School of Business is to "Harness Creativity". The core value of the Institute is "Respect for Data, Diversity & Development" that helps to develop productive managers, sensitive citizens, and outstanding leaders. All activities at JSB are focused on these principles. The students are encouraged to adopt the right values to get their name associated with a specific valued character as their personal brand in future.

CREDENTIALS

Jaipuria School of Business is accredited with ISO 9001 and its two-year full-time PGDM program is duly approved by AICTE with annual intake capacity of 180 students. The Campus infrastructure has state of the art facilities for world class education. JSB has

international institutional collaborations for research, faculty exchange and student exchange programs. The B-School is in the process of NBA certification. Many corporate entities partner with JSB for certification of their training programmes.

GOVERNANCE

Institutional Governance at JSB is given high priority. The Board of Governors comprises a majority of Independent Members of high corporate stature and intellectual credentials including Chief Executives. Shri RS Sharma, former Chairman of NTPC and current Managing Director of Bajaj Power Ventures, Shri Manoj Mishra, Former Chairman & Managing Director of Cement Corporation of India, Dr Aquil Busrai, CEO of Busrai Consulting, Ms Miriam Carter, Director Skill Development of JSPL Group and Dr. Ajay Singh Professor IIM, Lucknow are some of the members on the Board of JSB

BOARD OF GOVERNORS



Sri Shishir Jaipuria
Chairman
SAJES & Chairman,
Ginni Filaments

: MEMBERS :



Mr RS Sharma
MD,
Bajaj Power Ventures
and Ex- Chairman,
NTPC



Shri Manoj Mishra
Ex CMD,
CCI Ltd.



Dr. Ajay Singh
Professor
IIM, Lucknow



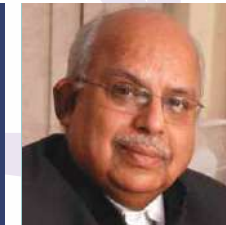
Mr Vinod Malhotra
IAS (Retd.)
Director CRC
SAJES



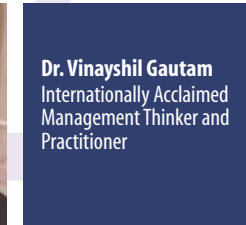
Dr. Vinayshil Gautam
Internationally Acclaimed
Management Thinker and
Practitioner



Ms Miriam Carter
Director,
Community Colleges,
JSPL



Mr Suresh Singhvi
Director (Finance)
Ginni Filaments



Dr. Jitendra Kumar Mishra
Director
Jaipuria School of Business



Mr Aquil Busrai
CEO,
Busrai Consulting



Representative of AICTE
Regional Officer
NRO, AICTE, Kanpur



Dr. Timira Shukla
Professor & Dean
(Academics)
Jaipuria School of Business



Dr. Parul Tyagi
Asst Professor
Jaipuria School of Business

: SPECIAL INVITEE MEMBERS:

ACADEMIC ADVISORY COUNCIL

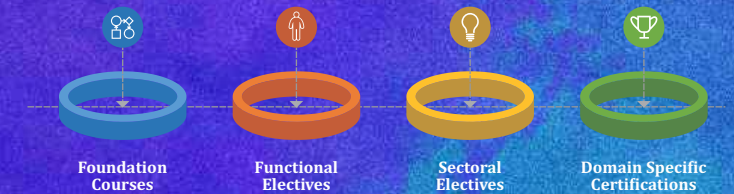


Dr. Jitendra Kumar Mishra
Director,
Jaipuria School of Business

: MEMBERS :

 Mr Harish Dua CEO, Institute of Forensic Accounting & Investigative Audit	 Mr NK Gupta Ex-Director (Finance) Railtel	 Dr. Lawrence Peris Director The Search House Pvt Ltd
 Rajiv Gupta Former Prof. BITS Pilani & State University of New York	 Prof Harsh Verma Faculty of Management Studies Delhi University	 Dr Brinda Balakrishnan Management Consultant & Corporate Trainer
 Mr Gaurav Mittal MD & CEO ITCON, e-Solutions Pvt Ltd	 Mr Vikas Madan Senior Director Cappgemini	 Mr Mukund Trivedy CEO, Head of Communication and Media Relations, Hindustan Coca-cola Beverages
 Ms Runa Maitra Corporate Evangelist	 Rajeev Bhatnagar Corporate HR head SIMBHAOLI Sugars Ltd.	 Dr Daviender Narang Director JIM, Ghaziabad
 Deepak Rai Former CEO EROS Resorts & Hotels	 Govind Maheswari CFO Bajaj Energy Ltd.	 Dr Timira Shukla Dean Academics JSB & Ex-Officio Member Secretary

PGDM Programme



CURRICULUM STRUCTURE

The two-year full-time programme -PGDM (Post Graduate diploma in Management) facilitates learning in theory and practice of different functional areas of management. The curriculum and academic rigour developed based on inputs by academia and industry equips the student-learner with requisite knowledge and skills to assume leadership positions in industry and society. The programme provides opportunities for students to develop their communication, logical reasoning and critical thinking skills, interpersonal and networking skills, attributes that are important in the contemporary and fast-changing business environment.

The curriculum spread over two years and six trimesters includes Foundation & Compulsory courses, Core electives, Choice-based electives, Certificate courses & Workshops. The courses are drawn from basic and functional disciplines and designed and delivered with a managerial focus. All the papers in the first, second and third trimesters are compulsory, whereas the students have the option of choosing the domain area(s) of specialisation in Trimester-III in First Year. The Curriculum caters for 'Dual Specialisation' in any two specialisation areas out of Six chosen areas i.e. Marketing, Finance, Human Resource, Operations & Supply Chain Management, Business Analytics and International Business spread over the third, fourth, fifth and sixth trimesters. The specialisation courses enable a student to deepen their understanding of the chosen area.

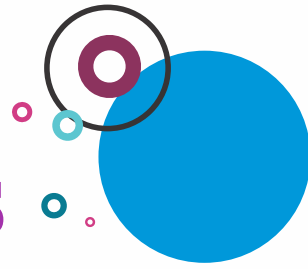
Every student is required to undertake a Summer Internship Project of 6-8 weeks duration with the industry at the end of First Year (at the end of Trimester III). The students are also required to complete a Dissertation project in their chosen area of interest in the second year.

The programme is designed to achieve the following objectives:

- Build strong foundation of business fundamentals
- Develop skills and competencies required to excel in the field of business in regional, national and international environments
- Develop cultural sensitivity to appreciate diverse points of view in global and local environments
- Exhibit high degree of integrity, values and ethics



INTERNATIONAL ACADEMIC COLLABORATIONS



• MOU signed with University of Central Missouri (USA)

Jaipuria School of Business has international collaborations with European Business School, Paris and University of Central Missouri, USA. A senior academic team comprising of Prof. Ginger Killian - Associate Dean and MBA Director Harmon College of Business and Professional Studies, UCMO visited Jaipuria School of Business in 2017 and an MOU was signed between the management of JSB and representative of University of Central Missouri, USA. The MOU provides the opportunity for the PGDM students of JSB to study for 8 weeks at the UCMO campus in USA for learning International Management Practices.



MDP MANAGEMENT DEVELOPMENT CENTRE

The MDP & Consultancy Centre of Jaipuria School of Business recognizes the important role of Training for constantly developing the potential, upgrading and updating of knowledge and skills of the Human Resource at all levels for the individual and organizational excellence and for making a New India. Our programmes are unique as they are customised and outcome based. They deal with the contemporary issues pertaining to the Industry in today's fast changing business scenario which is highly volatile and challenging due to global competition and rapidly changing technology. The pedagogy is highly interactive and participative. A lot of simulations, case studies, business games, videos are used to make learning more interesting and meaningful.

PEDAGOGY

- Our teaching methodology aims to equip students with competencies for the VUCA future.
- Live Project Internship: Short duration live exposure, real-time at corporate desks/ on-the-job/ shop-floor.
- Interactive Lectures engage students in activities that help them to understand core concepts with considerable clarity. The activity can be a classroom experiment, a survey, a simulation or an analysis of secondary data.
- Teaching with Data Simulation allows students to visualize probability distributions, which in turn make the processes associated with probability more concrete.
- Role Playing helps students appreciate and empathize with people facing real life challenges.
- Campus-Based Learning uses the campus environment itself as a teaching tool.
- Timely Assessment provides educators with a better understanding of what students are learning and engages students more deeply in the process of learning content.
- Coached Problem Solving is a class format in which professors provide a structured, guided context for students to work collaboratively and solve problems.
- Concept Tests represent a rapid method of formative assessment of student understanding.
- Interdisciplinary approach the use of analytics frameworks from more than one academic discipline to examine a theme, issue, question or topic, in an integrated manner.
- Summer Internship on live project, Placement in designated company, experiencing Scintilla the Cultural-Fest, participating in numerous CSR Activities, National and International Conferences.
- Investigative Case-Based Learning involves students in addressing real world problems.
- Quantitative Writing engages students with numbers by asking them to analyze and use quantitative data in written reports and arguments.
- Learning Data Analysis hubs allow students to work with real-world data, for complex 'what if' analyses.



Learning Beyond the classroom

SKILLS FOR EMPLOYABILITY AND HUMAN VIRTUES

JSB differentiates by honing skill for employability as well as developing virtues in students that make them good human beings. The skills are developed by making the students aware of theories and the management environment is stimulated by innovative designed activities that lead to skill development. Humanity and liberal arts are seamlessly integrated and form an essential part of life at JSB by providing multiple fora to unlock the social, cultural, cognitive and spiritual faculties of students.

ETHICS

Students are provided multiple fora to exercise character building and ethical behavior. Self management forms an essential aspect of life at JSB, contributing towards making student responsible and accountable for taking high impacting leadership roles in corporate.

CARE AND COMPASSION

Management being a practical discipline, students learns by experiencing. At JSB we provide a very caring and compassionate work environment such that they imbibe the qualities of compassion that has the potential for being extended to people as well as environment.

LEARNING BEYOND THE CLASSROOM

The practitioners are fully integrated in the design and delivery of the course curriculum. The practitioners discuss the case-study and interface with the students on multiple fora: • Conference • Conclave • Guest lectures • Industry connect • Leaders' speak • Industry Practitioners' sessions • Industry visits

INTERNATIONAL IMMERSION PROGRAMME

It comprises of one week certification course at partner institutions located at Singapore/ Dubai



CORE FACULTY



Prof Dr Timira Shukla
Dean Academics
B. Sc. (Mumbai), MBA, PhD
Domain Area: Marketing
Experience: Over 30 years



Prof Dr UM Amin
Professor
BE (Hons) BITS, M.Tech. (IITD),
MBA , PhD (FMS, DU)
Domain Area: Marketing and Strategic Mgmt.
Experience: Over 44 years



Prof Dr. N.K Gupta
Adjunct Professor
M.Sc. (DU) PhD
Domain Area: Decision Sciences,
Operations Management
Experience: Over 50 years



Dr. Nitin Kr Saxena
Associate Professor
MBA (Marketing and IT), PhD (Marketing)
Domain Area: Marketing
Experience: Over 15 years



Dr. Ajay Kumar Patel
Associate Professor
MBA;PGP, PhD (Finance)
Domain Area: Finance
Experience: More than 14 years



Dr. Santosh Kumar
Associate Professor
MA, MCom, MBA (Finance), PhD
Domain Area: Finance
Experience: Over 18 years



Dr. Vartika Chaturvedi
Associate Professor
MCom, Diploma (HR), PhD
Domain Area: Communication and HR
Experience: Over 14 years



Prof. Anjali Khanna
Associate Professor
Domain Area: Human Resource Management
Experience: Over 26 years



Mr Bikram Agarwal
Associate Professor
Domain Area: Finance in core faculty
Experience: Over 13 years



Mr Farman Akhtar
Associate Professor
PGDM (HRM)
Domain Area: Human Resource Management
Experience: Over 18 years



Dr. Parul Tyagi
Assistant Professor
MBA (Finance & Marketing), PhD
Domain Area: Finance
Experience: Over 6 years



Ms KP Kanchana
Assistant Professor
BSc (Hons), PGDM (HR & IT)
Domain Area: OB and HR
Experience: Over 14 years



Prof. Rini
Assistant Professor, UGC-CSIR NET
Domain Area: QT and OM
Experience: Over 4 years



Mr Ravi Gupta
Assistant Professor, MBA (Marketing)
Domain Area: Marketing
Experience: Over 12 years



Ms Vinita Arora
Assistant Professor, M. Com., PGDBA (HR)
Domain Area: Human Resource Mgmt.
Experience: Over 13 years

VISITING FACULTY



Dr Ram Singh
Area: International Business



Dr. Mashkur Zafar
Area: Operations
Management



Dr. Abhishek Jain
Area: Supply Chain
Management



Dr Amrita Kaur
Area: Business Laws



Dr Bharat Bhushan
Area: Artificial Intelligence and IOT



Prof. Maninder Singh
Area: Marketing



Prof. Hitesh Manocha
Area: Marketing



Dr. Praveen Srivastava
Area: Marketing



Dr. RKS Mangesh Dash
Area: HR And OB



Mr. Lalit Sharma
Area: Information Sciences
and Business Analytics



Dr. Taruna Gautam
Area: Entrepreneurship
Management



Mr Rohit Swarup
Area: Design Thinking

INFRASTRUCTURE@JSB



**INDUSTRY
CONNECTED
AND
PRACTICE
DRIVEN**



CLASSROOM

- Fully Air conditioned Classrooms equipped with complete Audio-visual facility
- Wi-Fi enabled

COMPUTER LAB

- Well equipped Computer Centre with state-of-the-art technologies.
- Advanced computer systems, connected to IBM server with internet connectivity
- Language Lab



CAFETERIA

- In-Campus Facility
- Round-the-clock service
- Hygienic food & Beverages
- Wi-fi Enabled



WELLNESS CENTRE

A multi-gym equipped with all facilities available for exercise and fitness, besides the Creativity and Innovation Centre is ideal for practising yoga, aerobics and meditation.



INDOOR GAMES

- Snooker / Pool
- Table Tennis
- Carrom
- Darts
- Chess

LIBRARY

Over 17,000 books; 100 national and international journals with Fully computerised catalogues, easy access to sources and comfortable seating in the reading halls

OUTDOOR SPORTS

- Football
- Cricket
- Hockey
- Volleyball
- Basketball
- Badminton



OUTDOOR ACTIVITY

- Adventure Tour to out location as part of extra curricular activity
- International Study Tour opportunity
- Creative Drama outside the campus
- Citizenship activities



EVENTS@JSB

DR. RAJARAM JAIPURIA MEMORIAL LECTURE SERIES



INTERNATIONAL/NATIONAL CONFERENCES



MARKETING MASTER CLASS



Life@JSB

ORIENTATION PROGRAMME PRARAMBH



FRESHER'S WELCOME CEREMONY : AAGOMANI



FOUNDER'S DAY CELEBRATION



THE ANNUAL CULTURAL FESTIVAL OF JSB SCINTILLA



THE INTER - COLLEGE DEBATE COMPETITION MANTHAN



ANNUAL SPORTS DAY



CARING FOR THE SOCIETY



Events@JSB...

- Industrial Visits
- Convocation
- Opportunity to attend AIMA/FICCI/CII/UNGC events
- Conferences and CSR Campaigns
- Plantation - Adopt a Plant Campaign
- Joy of Giving - Sharing and Empowering Underprivileged
- Nukkad Natak - Street Play on Social Issues
- Swachhh Bharat - Clean & Green India Campaign
- National Unity Day - Celebrating Unity in Diversity
- National Education Day – Building Lives
- Farewell ceremony for Senior batch
- The Grand Jaipuria Alumni Meet



JSB Goes Digital...

New initiatives during COVID 2019

**INDUSTRY
CONNECTED
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With the onset of COVID 2019 major disruptions came about in all walks of life. Apart from the magnitude, it was the suddenness that brought hither to unknown challenges.

Education sector was no exception. JSB as an institution wasted no time in taking all its activities to virtual online swiftly and successfully Beginning with the entire teaching learning activities followed by evaluation through online examinations, all activities were seamlessly conducted virtually. Other activities such as webinars, FDPs, institutional review meetings, admission process, SIP and Placement activities and Orientation programme etc. were conducted in online mode. Some of the illustrations bear witness to these initiatives by JSB.



PLACEMENT SUPPORT

At the Placement Office, we have been able to bring in several process changes across the board in the last few months, both internally and externally. Our regular recruiters have witnessed the significant steps that we have taken to ensure a highly efficient process that minimizes wasted time for the candidates and firms. Our changes have allowed the system to be answerable and transparent so that recruiters and students can make better informed decisions. We are happy to report better performance and achieving a new normal for the system while keeping it running. JSB remains committed to delivering a system that genuinely balances the three stakeholders the students, the recruiters and the institute.

The placement process comprises of stages that are depicted below:



OUR RECRUITERS

CORPORATE TESTIMONIALS

Ranjan Singh
Modi Naturals Ltd



I have found a unique blend of excellence and commitment at the Jaipuria School of business. The institute has good facilities and wonderful ambience to educate and nurture young talent. The faculty is very committed and very knowledgeable in their respective fields. I would whole heartedly recommend the Jaipuria school of business as a premier teaching institution of the country. I look forward to continued co-operation with the institute.

Harleen Kaur
HR Manager
Concept International Business Consulting



The students are very enthusiastic and enriched with basics. Remarkable effort by placement cell. We look forward to have a synergistic relationship in future as well."

Shruti Trikha
Typhoo India



It was well organized event and I enjoyed a lot with the students to share my practical experience with them. I would certainly like to visit again.

Shresth Arora
ITC Ltd



There has been tremendous support from Jaipuria Team in Live Project. student are very dedicated and hard working

Mayank Chaudhary
Jaro Education



The campus process was conducted with a good infrastructural support and strong administration. This helped us run the entire process efficiently and effectively. The students exhibited discipline and were receptive in the entire process. We enjoyed interacting with them!"

Ramneet Kaur
Varun Beverages Limited



There has been continuous and marked improvement in recruitment numbers year on year, indicating an improvement in quality and performance of students

Kapil Sharma
Regional Head
HDFC Bank



Infrastructure of Jaipuria School of Business and student knowledge is what I like. Keep doing the good work.

Avinash
Outlook group



An institution is place where we don't build our future only, we deparute virtues those are important to develop an illustrious society and I found this institution with these values.

Harish Iyer
ZSM
Dabur



Excellent Infrastructure. Wish the students great learning and explore the corporate world! All the best!

Vivek Kapoor
AVP-Risk
Barclays



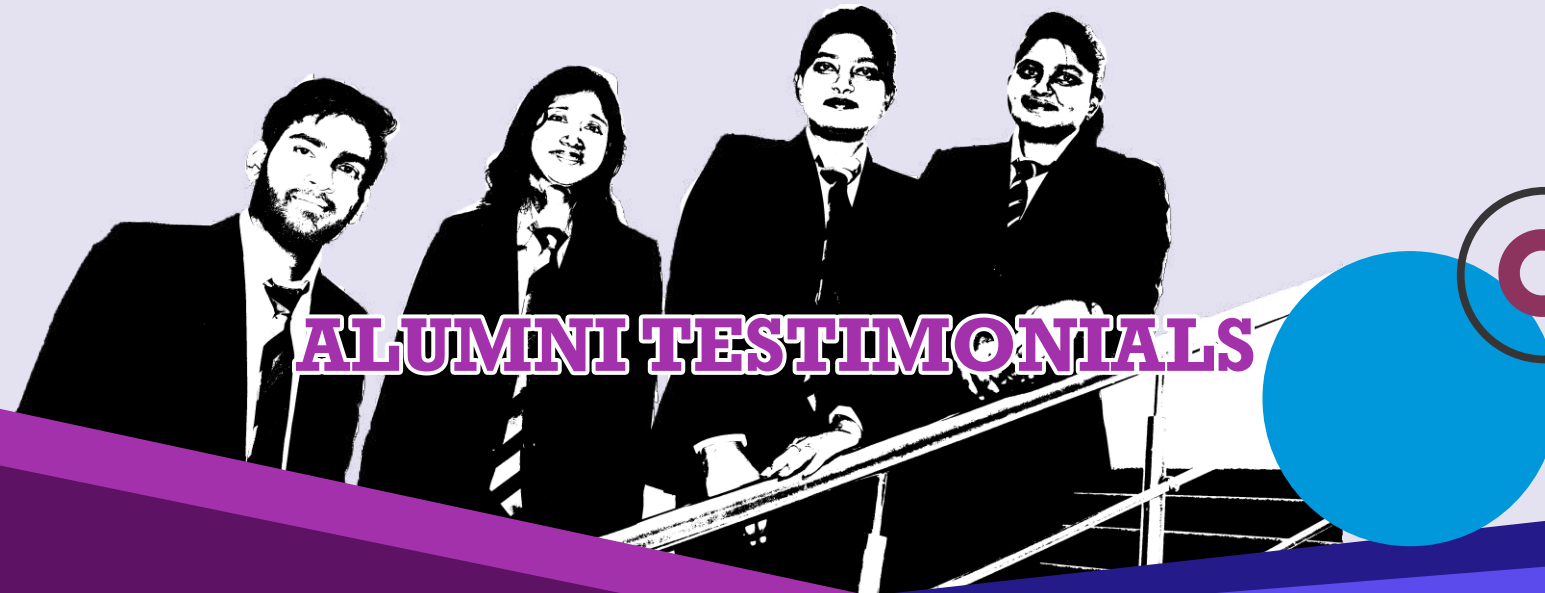
Great to be part of Go-Green initiative. We have handed over a small seed to the Jaipuria team. Hope this is taken care of & passed on to the next batches as they would be growing in times to come.

Prashant Mehndiratta
Tommy Hilfiger & Calvin Klein



A big thank you for all the support and arrangements organized to make the "Tommy Hilfiger" Recruitment Drive a smooth process. The arrangements and support was truly professional.





ALUMNI TESTIMONIALS

"The two years that I spent at Jaipuria School of Business have shaped my whole personality and have been a real learning experience. The courses that I studied during my PGDM programme provided me with a lot of information about the management theories. And the exposure to the industry that was provided through regular interaction with the leaders from the corporate gave me insights as to how to implement the theories studied in the classroom in real life situations. I indeed feel indebted to the members of the faculty who guided me through out and catapulted me towards a successful career".

Arpit Singhal
Batch 2012-14
Manager – Business Development
Microsoft Corporation

"PGDM at Jaipuria School of Business is the perfect blend of experiential learning and strong theoretical frameworks. The intra-class discussions and case-study based pedagogy have really been extremely enriching and the highlighting of this course."

Amil Hussain
Batch 2012-14
Director
DIS Junior High School

"JSB has been a place where I found a unique blend of commitment and freedom to create. Great faculty and wonderful learning environment is how I would describe JSB. The highlight, however, would be the emphasis on creativity and innovation. I personally believe that being creative is the key to success".

Abhishek
Batch 2013-15
Assistant Manager
HT Media

"At Jaipuria School of Business, I didn't only get facilitated with the course but also got accustomed to mingling with a broad spectrum of people; indeed peer learning has been the focal point of my education here".

Nitin Tomar
Batch 2008-10
Director
Ply Home

"The academic experience, world class facilities, excellent faculty and a diverse mix of peers at JSB provided me with a lifelong career excellence. The value added programmes and innovative teaching pedagogy backed by practical exposure and interface with the industry gave me confidence to pursue my dream career. I left the Institute with diverse personality enhancements and such intangible assets that have become part of my attitude now. I thank JSB for making me realize my potential by recognition and appreciation".

Jagriti Chaudhary
Batch 2014-16
Assistant Manager – Investment Banking
Edelweiss

"The class profile at Jaipuria School of Business consists of a healthy mix of students from across the country that ensures rich exchange of ground realities of successes, failures and challenges. I learnt a lot while studying here - not only about Management but also about Life".

Siddhartha Charles Hussain
Batch 2015-17
Assistant Manager – Sales
ITC Limited

"I got a lot of opportunities at the Institute to put forth my ideas and business plans. The two years at JSB were full of lessons and motivation which certainly made me a better person".

Sahil Many
Batch 2015-17
Marketing Manager
ITC Limited

"The congenial environment, excellent faculty members, world class infrastructure, and a lot of co-curricular activities helped me groom myself and become corporate ready. With the guidance provided by my teachers and support from the placement department, I got the opportunity to join Coffee Day Beverages, my dream company. I would like to thank JSB for giving me this opportunity".

Souvik Banerjee
Management Trainee - Sales
Coffee Day Beverages
Batch 2016-18

"My experience at JSB during my PGDM was so fulfilling and exciting that I would never forget the time I spent here. The hostel life, the assignments, the cultural activities, the seminars, the conferences, the sports events, all helped me become a better person".

Rajat Prasad Gupta
Batch 2016-18
Barclays

"I feel much contented with my decision of joining PGDM programme at Jaipuria School of Business, Indirapuram. From GDs to Presentations, from surprise quizzes to aptitude test practice, live projects, co-curricular activities, and conferences made me confident enough to come out successful in the selection process".

Ranjeet Kaur
Batch 2013-15
Business Development Officer
Amadeus India Pvt. Ltd.

"The backbone of an Institute is always the faculty members. JSB has a strong backbone with very learned and experienced faculty members. The teaching pedagogy backed by a lot of industry exposure trained me with the skill-set that is required to survive in the competitive corporate world".

Sourabh Singh Raghuvanshi
Batch 2009-11
Marketing Automation Specialist
The Economist Group



ALUMNI SPEAK



Madhuri Pahuja
Cvent
Batch 2017-19

"I could find my true potential at JSB"



Chandrani Banerjee
Asst. Manager
Axis Bank
Batch 2014-16

"Eventful journey with lots of happy memories"



Raja Sandilya
Country Sales Manager
Kwang Jin Corporation, Korea
Batch 2011-13

"Experienced true value of Diversity and compassion"



Mohit Gupta
Barclays
Batch 2016-18

"Endless opportunity to listen to and interact with CEO's & CXO's"



Shrey Sagar
Manager
Café Coffee Day, Gurgaon
Batch 2013-15

"Fantastic ambience and Infrastructure"



Niketa Saxena
HR Manager
App Inventive, Noida
Batch 2010-12

"Great Faculty-Mentors for life"



Vaibhav Chaudhary
Sales Associate
Trauson Gurgaon
Batch 2015-17

"Best 2-years of my life"



Arpit Singhal
Manager
Stellar, Noida
Batch 2012-14

"Learning@ JSB was a joyful experience"



Sourabh Raghuvanshi
Sr Marketing Growth Analyst
Appster, Gurgaon
Batch 2009-11

"Leadership Talks interaction with Top Leaders"

JSB CONVOCATION

AWARDS & ACCOLADES



Best Management college in India for Industry Interface by CEGR 2020



JSB Awarded with Academic Excellence in India by the Educationpost



JSB Awarded with Outstanding Business School in Delhi NCR by CEGR



JSB Awarded with Best Management College for Placement in North India 2019 by ICCI



Excellence in International Collaboration 2018 (FWA Higher Education Summit)



Best Management College in North India For Placement 2018 (CEGR)



Best Emerging Business School in India 2018 (ICCI)



Best Management Institute in North India for Placement 2017 (WESC)



Best Management College in North India For Industry Interface 2017 (GESA)



Best Emerging Business School in India 2017 (IRMA)

All India Rank 4th Top B-School of Excellence by GHRDC-CSR-2016



ADMISSION CRITERIA

PROGRAMME	NO OF SEATS	SELECTION PROCEDURE	ELIGIBILITY CRITERIA
PGDM (Two Years Full Time)	180	CAT/MAT/CMAT/XAT/ATMA/GMAT or State Level Entrance Examination	1. General Category Minimum 50% in Graduation 2. Reserved Category Minimum 45% in Graduation

Eligibility Criteria

Indian Student:-

- Graduation in any stream from a recognized University with minimum 50%.
- Performance in CAT/MAT/CMAT/XAT/ATMA/GMAT or State Level Entrance Examination.
- Weightage for participants in sports extra curriculum activities, Academic diversity and Gender diversity.
- Final Selection will be based on Group Discussion & two subsequent round of Interview.

*All selection process are as per AICTE guidelines.

NRI/Foreign Student:-

- Foreign/NRI applicants can apply by submitting valid GMAT scores.
- NRI applicants residing in India will have to appear in CAT/MAT/ATMA/GMAT/CMAT

*All selection process are as per AICTE guidelines.

FEE STRUCTURE

Total fees for the 2020-2022 Batch are Rs 7,50,000 inclusive of Book Bank. The fee is payable in 5 installments.

Installment	Fee Particular	Amount	Due Date
Registration	Admission Fee	Rs. 50,000/-	At the time of Admission
First Instalment	Tuition Fee	Rs. 2,00,000/-	Within 30 days of Registration
Second Instalment	Tuition Fee	Rs. 1,50,000/-	Before 15th November 2021
Third Instalment	Tuition Fee	Rs. 2,00,000/-	Before 15th June 2022
Fourth Instalment	Tuition Fee	Rs. 1,50,000/-	Before 15th November 2022
Total		Rs. 7,50,000/-	

Hostel Fees*	
1st year (2021-22)	2nd year (2022-23)
AC (Boys & Girls)	Rs. 62000
Non-AC (Boys & Girls)	Rs. 42000
Refundable Security	NIL
Mess Charges	Rs. 42000

Scholarship*				
CAT	MAT	Graduation	Graduation in Engineering	Scholarship Amount
80%tile	700+	75%	70%	1.5 Lacs
75%tile	650+	70%	65%	1.0 Lacs
70%tile	600+	65%	60%	50K
60%tile	500+	60%	60%	25k

* Subject to change

* Terms and conditions apply

Prasad asks electronics manufacturers to take full advantage of tax incentives

NEW DELHI: Union Minister Ravi Shankar Prasad on Friday exhorted electronics and mobile makers to take full advantage of the tax incentives announced by the government, saying the measures underlined the commitment to transform India into a manufacturing hub.

The comments came after the government slashed by almost 10 percentage points to 25.17 per cent and offered a lower rate of 17.01 per cent in a bid to bolster economic growth rate from a six-year low by incentivising investments to help create jobs.

Prasad, who has been aggressively pushing electronics and mobile manufacturing in the country, had met captains of the industry earlier this week to hardsell India as a global production hub.

"I appeal to manufacturers to avail this incentive. India has the technology and human resource in place," Prasad told PTI on the sidelines of a conference on 'emergence and impact of Artificial Intelligence and Internet of Things' hosted by Jaipuria School of Business.

Business leaders at the event said that the government's move to reduce the tax rate for electronics manufacturers is a "game-changer" for the industry. They said that the government's move to reduce the tax rate for electronics manufacturers is a "game-changer" for the industry. They said that the government's move to reduce the tax rate for electronics manufacturers is a "game-changer" for the industry.

The implications of NEP on higher education

The National Education Policy seeks to ensure world-class multi-disciplinary higher education institutions across the country and improve Gross Enrolment Ratio to 50% by 2030.

It considers creating 250 new research centres and providing world-class facilities, with facilities on par with the world's best research centres. The policy envisages that higher education must build upon the existing system. The 2019-2020 National Education Policy (NEP) has been implemented in the country. It is a landmark document that will shape the future of higher education in India. The policy aims to create a world-class education system that is accessible to all and that is of high quality. It also aims to create a system that is responsive to the needs of the economy and society.

India emerging as big digital market: Prasad

NEW DELHI: Union Minister Ravi Shankar Prasad on Friday said India is emerging as a big digital market and no power can stop India from becoming a global power. He said that India has a huge potential in the digital space and that the government is committed to making India a global leader in this field.

Prasad said that India has a huge potential in the digital space and that the government is committed to making India a global leader in this field. He said that India has a huge potential in the digital space and that the government is committed to making India a global leader in this field.

Academics

foundation for students, it is essential learning that will shape their character-building, and physical growth. Students must step out into the outside world. For instance, if a student is a part of school football team, he/she will learn team-work and coordination. In a practical manner, which cannot be taught in the class.

Similarly, in colleges and institutes, there is a need for practical exposure so that the students can experience the actual working of an industry. For example, taking a student to a manufacturing firm will give him/her the real insight and better learning of the industry. Catering to this change, most professional colleges including B-schools, have started providing practical exposure to students through regular guest lectures, industrial visits, conferences, seminars, cultural festivals, and so on. With industry visits, students are able to better identify their prospective areas of work in the overall organisational function. Moreover, they help enhance interpersonal skills and communication skills.

BREAK THE BOUNDARIES BETWEEN DISCIPLINES & DEPARTMENTS

Creating a pool of qualified teachers is a good move says Dr Jitendra Kumar Mishra, Director, Jaipuria School of Business, Ghaziabad.

Dr Jitendra Kumar Mishra, Director of Jaipuria School of Business, Ghaziabad, has expressed his support for the government's move to create a pool of qualified teachers. He said that this move is a "game-changer" for the education system and that it will help to create a pool of qualified teachers that are able to meet the needs of the industry and society.

A NEW CHAPTER BEGINS

The much-awaited new National Education Policy has brought the needed changes in the education system overhauling the 34-year-old system by doing away with rote learning and 10+2 format. SHALINI SAKSENA brings you a report on how revolutionary the overhaul is.

The new National Education Policy (NEP) is a landmark document that will shape the future of higher education in India. It is a comprehensive document that covers all aspects of education, from early childhood education to higher education. The policy aims to create a world-class education system that is accessible to all and that is of high quality. It also aims to create a system that is responsive to the needs of the economy and society.

अमर उजाला धूमधाम से मनाया

सांस्कृतिक उत्सव साहित्यकारों द्वारा आयोजित किया गया। कार्यक्रम में साहित्यकारों ने अपने-अपने-अनुभवों को साझा किया। कार्यक्रम में साहित्यकारों ने अपने-अपने-अनुभवों को साझा किया। कार्यक्रम में साहित्यकारों ने अपने-अपने-अनुभवों को साझा किया।

टीफिशियल इलाज

टीफिशियल इलाज का उपयोग करने से रोगियों को तेजी से ठीक होना शुरू हो रहा है। डॉक्टरों का कहना है कि यह इलाज रोगियों को तेजी से ठीक होना शुरू हो रहा है। डॉक्टरों का कहना है कि यह इलाज रोगियों को तेजी से ठीक होना शुरू हो रहा है।

पुरिया स्कूल पुरस्कृत

वाराणसी, इंदिरापुरम स्थित जयपुरिया स्कूल ऑफ बिजनेस, को राष्ट्रीय स्तर पर पुरस्कृत किया गया। स्कूल को पुरस्कृत किया गया। स्कूल को पुरस्कृत किया गया। स्कूल को पुरस्कृत किया गया।

राष्ट्रीय स्तर पर अंतर्राष्ट्रीय समेलन का आयोजन

राष्ट्रीय स्तर पर अंतर्राष्ट्रीय समेलन का आयोजन किया गया। समेलन में अंतर्राष्ट्रीय स्तर पर अंतर्राष्ट्रीय समेलन का आयोजन किया गया। समेलन में अंतर्राष्ट्रीय स्तर पर अंतर्राष्ट्रीय समेलन का आयोजन किया गया।

कड़ी मेहनत करें, जीनियस बनें: महापात्र

कड़ी मेहनत करने से ही जीनियस बन सकते हैं। महापात्रों का कहना है कि कड़ी मेहनत करने से ही जीनियस बन सकते हैं। महापात्रों का कहना है कि कड़ी मेहनत करने से ही जीनियस बन सकते हैं।

धामी छात्रों को किया सम्मानित

धामी छात्रों को सम्मानित किया गया। छात्रों को सम्मानित किया गया। छात्रों को सम्मानित किया गया। छात्रों को सम्मानित किया गया।