PGDM

JAIPURIA
SCHOOL OF BUSINESS

EMPOWER • ENTHUSE • EXCEL

Indirapuram, Ghaziabad



Value Driven Leadership for Sustainable Careers!

Admission Guide | PGDM 2027-29

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About JSB

Established in 2008 under the aegis of the Seth Anandram Jaipuria Education Society, Jaipuria School of Business (JSB), Ghaziabad, has emerged as one of the most sought-after PGDM institutions in the Delhi-NCR region. With a legacy rooted in academic excellence and a forward-looking vision, JSB is committed to shaping business innovators, future strategists, and ethical leaders prepared to thrive in a dynamic global business environment.

Approved by AICTE, Ministry of Education, Government of India, accredited by the National Board of Accreditation (NBA), and accorded MBA equivalence, the Post Graduate Diploma in Management (PGDM) programme at JSB is benchmarked against the highest standards of management education. Further strengthening its global standing, JSB is SAQS accredited and a Business Education Alliance Member of AACSB, reaffirming its commitment to international quality benchmarks, continuous improvement, and global relevance.



VISION

To be a leading value-based futuristic management institution of excellence in the country



MISSION

To provide an empowering environment for developing managerial and leadership skills, knowledge leading to aspirational career and life goals, inculcating values, ethics, global and entrepreneurial mindset to catalyze sustainable societal transformation



CORE VALUES

Jaipuria School of Business imbibes the Jaipuria Group values: Empower, Enthuse, and Excel.

We complement our group values with:

Integrity, Diversity, Creativity, Social Responsibility, Global Perspective, Excellence and Ethics.



DR. RAJARAM JAIPURIA (1934-2015)

A TRIBUTE TO OUR FOUNDER

Late Dr. Rajaram Jaipuria's favourite quote:

"WE MAKE A LIVING BY WHAT WE GET, BUT WE MAKE A LIFE BY WHAT WE GIVE."

We pay our heartfelt tribute to our beloved Founder Late Dr. Rajaram Jaipuria, who has shown us the real meaning of service to 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

A TRADITION OF EXCELLENCE ENCOMPASSING 81 YEARS

JAIPURIAS IN INDIAN INDUSTRY

The journey of the Jaipurias in Indian industry began with textiles and steadily expanded into diverse sectors, contributing meaningfully to the nation's economic growth. From establishing industrial ventures to promoting modern banking institutions such as the Hindustan Mercantile Bank, the group has consistently demonstrated vision, resilience, and enterprise.

Key business entities of the group today include:

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

These enterprises reflect the group's long-standing commitment to quality, innovation, and ethical business practices.

JAIPURIAS IN EDUCATION

Education has been the cornerstone of the Jaipuria legacy—well before India's independence. The establishment of Seth Anandram Jaipuria Education Society (SAJES) and Seth Anandram Jaipuria College, Calcutta in 1945 marked a decisive step toward creating institutions that uphold academic excellence, values, and nation-building.

Today, the Jaipuria Group of Educational Institutions stands among India's leading education conglomerates, comprising:

- 23 K–12 schools
- 5 preschools
- 2 premier management institutes
- A dedicated teachers' training academy

Spread across northern and central India, the group nurtures a vibrant academic ecosystem comprising over 20,000 students, 17,000 alumni, and 900 educators.

Under the aegis of SAJES, the group runs its flagship management institutions:

- Jaipuria School of Business (JSB), Indirapuram, Ghaziabad
- Jaipuria Institute of Management, Indirapuram, Ghaziabad

JAIPURIAS IN SOCIAL SERVICE

Guided by the values of compassion, welfare, and social responsibility, the House of Jaipurias has been deeply committed to serving society. Upholding the philanthropic vision of Late Dr. Rajaram Jaipuria, the group actively supports healthcare, education, and community well-being initiatives.

NOTABLE SOCIAL SERVICE INSTITUTIONS INCLUDE:

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

These initiatives reinforce the group's belief that true progress lies in inclusive growth and service to humanity.

The House of Jaipurias continues to build institutions that blend tradition with transformation—shaping future-ready leaders grounded in values, excellence, and social responsibility.



MEMBERSHIP

AIMA
ALL INDIA MANAGEMENT ASSOCIATION

PHDCCI
HARMONY DEVELOPMENT PROGRESS

United Nations
Global Compact

FICCI

ICCI
INTEGRATED CHAMBERS OF COMMERCE AND INDUSTRY
SERVING NATION SINCE 2017

AIMS

NMA

DMA
DELHI MANAGEMENT ASSOCIATION

CEGR
Centre for Education Growth and Research

Awards & Recognitions

Best Management College in North India for Placement 2026 by CEGR

Ranked as India's Premier Business School of Excellence by Outlook Business 2024

Times Business Awards North 2023 For Excellence in Management Education in Delhi/NCR

Outstanding Achievement in Professional Education Award by Education World (2025)

Rated AAA by Careers 360 (2025)

Ranked among the Top 20 B-Schools in North India by MBA Universe, India' No. 1 MBA Portal

Ranked #4th in the North Zone by IIRF in the Private Business School Category (2025)

Best B-School in Career Readiness and Industry Collaboration" at the 9th Annual Education Conclave of the Federation for World Academics (FWA)

8th Rank in the categary of Leading B-Shools

6th Rank in the State of Uttar Pradesh (Private) 2026















“Hustle With Chill With Pride.”

Live Your Best Campus Life.

BOARD OF GOVERNORS

Shri Shishir Jaipuria
Chairman
Jaipuria Group of Educational Institutions

Mr. Sanjeev Shriya
Founder Owner
Smart Chip Ltd.
Delhi

Dr. Rupamanjari Ghosh
Formerly Vice Chancellor
Shiv Nadar University, Noida

Dr. Y.V. Verma
IIT Kharagpur, Ph.D.
CEO, ONIDA, COD/Director LG India
Group Head HR, Jindal Group

Mr. Pulkit Trivedi
Director
Snapchat
Delhi

Mr. Suresh Singhvi
Director (Finance)
Ginni Filaments

Dr. Tapan K. Nayak
Director
Jaipuria School of Business
Ghaziabad

Dr. Nitin Kumar Saxena
Dean - Academics
Member Secretary - BOG
Jaipuria School of Business
Ghaziabad

Dr. Saloni Chitkara
Associate Dean (Student Welfare)
Jaipuria School of Business

Dr. Shraddha Srivastava
Assistant Professor
Jaipuria School of Business

ACADEMIC ADVISORY COUNCIL

Prof. Prakash Singh
Professor of Finance
IIM, Lucknow

Prof. Sushil
Professor of Strategy, Department of Management Studies.
IT Delhi

Prof. Ida Anak Ingko
Assistant Professor. Head Research and Postgraduate Studies
Faculty of Hospitality and Tourism Management
UCSI University, Malaysia

Prof. Sanjiva Shankar Dubey.
(Formerly IBM & Tata)
Professor of Analytics & Dean
IILM University, Gurugram

Mr. Satya Upadhyay
Head of MarkTech-Decissioning & Execution, ANZ Bank, Sydney, Australia

Dr. V. Chandra
Professor of Business Communication

Mr. S. Ramaswamy
ED (Retd.), IOCL
Professor of Operations

Dr. Bikramjit Rishi
Professor of Marketing
Shiv Nadar University

Dr. Vijay Sardana
Advocate
Supreme Court of India

Dr. Ashok Kumar Sangwan
Chief Manager (Department Head)
Honda Motor Cycles & Scooter India Pvt. Ltd

Mr. Sunil Pant
Ex CEO
Institute of Insolvency Professionals of ICAI Mumbai

Dr. P K Gupta
Professor & Dean
Department of Management Studies, Jamia Milia Islamia University, Delhi

Dr. Sameer Anand
Professor of Operations
Shaheed Sukhdev College of Business Studies

Dr. Christopher Wan Sageng
Dean, Hospitality & Operations Management
UCSI University, Malaysia

Dr. Neerpal Rathi
Associate Professor (OB & HR)
IIM Nagpur

Dr. Bishwaranjan Swain
Associate Professor (Ethics & Sustainability)
IIM Indore

Dr. Sanjay Singh
Professor of HR&OB
Maynooth University
Maynooth, Ireland

Dr. Siddharth Verma
Professor of Operations & QT
IMI, New Delhi

Mr. Vineet Aurora
Group Business Manager Ingram Micro, Gurugram

Dr. Subrat Kumar
CEO. People Labs Pvt. Ltd.
Noida

Mr. Kamalendu Bali
Director-Solutions
Concentrix, New Delhi

Prof. (Dr.) Tapan K. Nayak
Chairman - AAC
Director
Jaipuria School of Business

Dr. Nitin K. Saxena
Member Secretary - AAC
Dean Academics
Jaipuria School of Busines

Chairman's Message

A World of Opportunities Awaits You

As we reflect on the remarkable journey of Jaipuria School of Business (JSB), it is evident that the higher education landscape has undergone a profound transformation. Today, it is more inclusive, technology-driven, and fiercely competitive. JSB's evolution reflects our unwavering commitment to academic excellence, innovation, and the holistic development of future leaders.

We have achieved several significant milestones in our pursuit of quality and global relevance. JSB's academic rigor is validated through its accreditation by the National Board of Accreditation (NBA), affirming adherence to the highest standards of management education. Our association with the Association of Indian Universities (AIU) further strengthens academic credibility and mobility. In addition, JSB is accredited by the South Asian Quality Standards (SAQS) and is a Business Education Alliance Member of the Association to Advance Collegiate Schools of Business (AACSB) reinforcing our alignment with globally benchmarked practices and a culture of continuous improvement.

Education is being reshaped at an unprecedented pace. Artificial Intelligence and Generative AI are revolutionizing industries, redefining business models, and transforming the way organizations operate. The 21st century belongs to India, powered by one of the world's youngest, most aspirational populations. In this dynamic environment, problem-solving ability, ethical thinking, adaptability, and collaborative learning are central to contemporary management education.

At Jaipuria School of Business, we take immense pride in being facilitators of your professional and personal growth. Backed by the rich legacy of the Jaipuria Group of Educational Institutions, JSB has been shaping the next generation of business leaders for over a decade. We remain committed to expanding academic offerings, strengthening industry partnerships, and creating an environment that nurtures talent, innovation, and leadership.

The vibrant academic culture at JSB inspires students to continuously question, learn, and evolve. As a result, our graduates emerge as high aptitude thinkers with evolved mindsets, confident, agile, and ready to lead in complex global business environments.

As you step into the world of business and management, Jaipuria School of Business is ready to be your pathway to sustained growth and success. We welcome you to an institution where ideas converge with opportunity, learning drives innovation, and ambition finds direction.

Come, let us aim high and soar higher, together.



SHISHIR JAIPURIA
Chairman,
Jaipuria Group of Educational Institutions, and
Chairman, Board of Governors,
Jaipuria School of Business

Director's Message

Every aspiring business professional seeks an institution that can nurture their potential, sharpen their abilities, and guide them toward meaningful career success. As you prepare to take the next step in your academic and professional journey, choosing the right environment becomes crucial to shaping the leader you aspire to become.

At Jaipuria School of Business, we are committed to supporting this journey through a learning ecosystem that nurtures curiosity, confidence, and capability. Our PGDM programme is built on a contemporary, industry-aligned curriculum that responds to the evolving demands of business and society. As an AICTE-approved institution, accredited by the National Board of Accreditation (NBA), granted MBA equivalence by the Association of Indian Universities (AIU), accredited by South Asian Quality Standards (SAQS), and Business Education Alliance Member of the Association to Advance Collegiate Schools of Business (AACSB), JSB offers an education that is academically rigorous, future-oriented, and globally relevant.

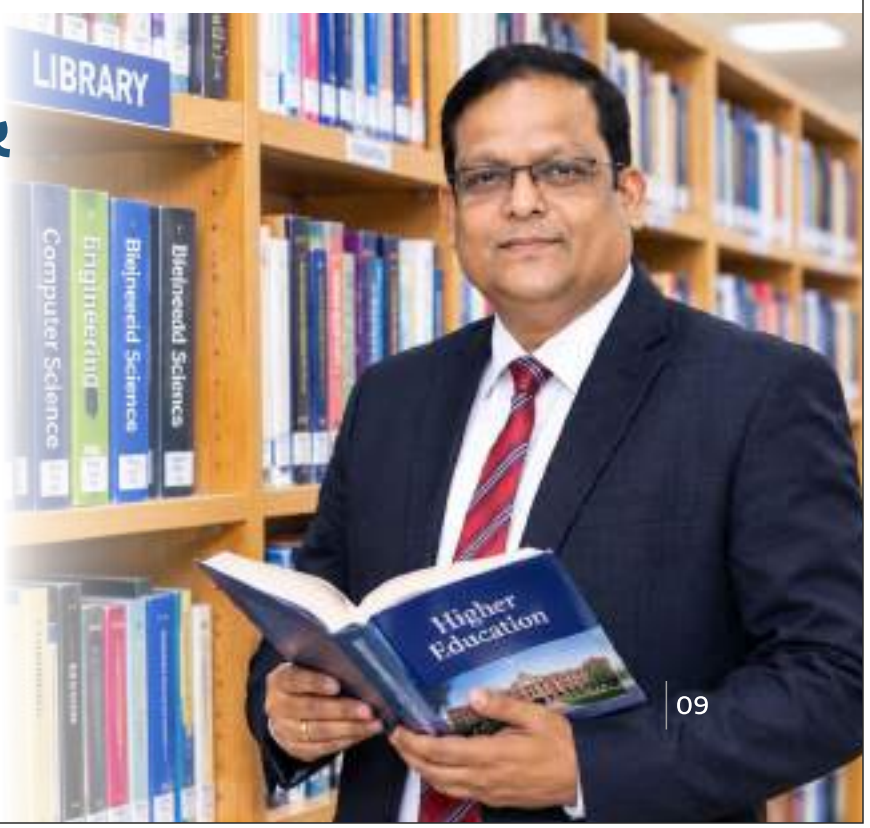
A defining strength of JSB is our emphasis on experiential learning. Students engage with real-world challenges, apply classroom concepts to practical situations, and develop the decision-making skills required in dynamic corporate environments. This hands-on approach not only enhances understanding but also builds confidence, adaptability, and professional readiness.

Equally distinctive is the academic culture we foster—one that values curiosity, critical thinking, and continuous learning. Our faculty members bring a rich blend of academic depth and industry experience, ensuring that learners receive guidance that is insightful, current, and aligned with the expectations of today's corporate landscape. We believe in creating a supportive yet stimulating atmosphere where students can discover their strengths, broaden their perspectives, and strive for excellence in all they pursue.

JSB's consistent recognition in national rankings and accreditations reflects our commitment to quality education and holistic student development. Looking ahead, we aim to further deepen our industry partnerships, expand opportunities for global exposure, and strengthen our focus on preparing future-ready professionals who can lead with purpose and integrity.

As you explore your options and envision the career you want to build, I invite you to consider JSB as a place where your aspirations can take shape. Here, you will find opportunities to learn, to challenge yourself, and to lay a strong foundation for a rewarding and impactful future.

DR. TAPAN KUMAR NAYAK
Director
Jaipuria School of Business
Ghaziabad



Member BOG'S Message

Dear Aspirants,

The world of management is undergoing an unprecedented transformation. Artificial Intelligence, rapid technological advancements, shifting business models and evolving workplace expectations are redefining the meaning of knowledge, leadership and professional success. As you stand at the threshold of an important career decision, it is natural to have questions: ***Will the skills I acquire today remain relevant tomorrow? How will I differentiate myself in a world where AI can perform tasks once considered uniquely human? What kind of education will prepare me not just for my first job, but for a lifetime of learning, adaptation and leadership?***

At JSB, we recognize these aspirations and uncertainties. We firmly believe that the answer lies not merely in keeping pace with change, but in developing the ability to **anticipate** it, **embrace** it, and **lead** it.

Over the past few years, JSB has taken conscious and progressive steps to strengthen its academic ecosystem and prepare students for this emerging world. We take pride in offering an intellectually stimulating PGDM curriculum – with very strong industry connects – that aspires to benchmark itself against **the best** management programs in the country. Through an unwavering emphasis on **academic rigor** along with contemporary **employability skills** development, we seek to build strong conceptual foundations, encourage analytical thinking and connect management theories with current **business realities**. Equally important is our endeavor to foster a vibrant **research culture** under the guidance of our committed faculty, encouraging curiosity, inquiry, evidence-based decision-making and the ability to question conventional wisdom. These initiatives are aimed at developing **professionals who can work effectively with technology while bringing the human intelligence, creativity, ethics and judgment that no algorithm can replace**. The results are already visible.

Come with curiosity. Learn with commitment. Graduate with the confidence to lead.

With my very best wishes,

Prof. Rupamanjari Ghosh, *Ph.D.*

- Former Vice-Chancellor, Shiv Nadar University, Delhi-NCR
- Former Dean and Professor of Physics, School of Physical Sciences, JNU, New Delhi

- Mentor, Jaipuria School of Business
- Member, Board of Governors, Jaipuria School of Business
- Advisory Board Member, Executive Leadership Academy, University of California, Berkeley
- Advisory Board Member, University of Southampton, Delhi Campus
- Governing Council Member, Raman Research Institute, Bangalore
- Expert, National Quantum Mission, Department of Science & Technology, Government of India



Dean Academics Message



Dear Prospective Students,

At Jaipuria School of Business, our PGDM is designed to help you build a career you can sustain through changing technologies, industries, and responsibilities. That takes sound judgement, the confidence to take on unfamiliar challenges, and the discipline to keep learning.

You will build strong management foundations and apply them through case discussions, business simulations, live projects, and capstone work. As you work with data and AI, you will learn to question evidence, weigh trade-offs, and explain the reasoning behind your decisions. Through industry interactions and international immersion, you will explore how managers approach similar problems in different contexts.

Holistic development takes shape in the responsibilities you accept. In student-led clubs and social impact projects, you will practise listening, working with people whose perspectives differ from yours, and taking responsibility for outcomes. Through RISE (Readiness in Skills for Employability), you will develop workplace competencies, strengthen your communication, articulate what you bring to a team, and prepare for opportunities that fit your strengths and aspirations.

I invite you to join the PGDM batch of 2027–29 and make these two years count. Ask questions that challenge your assumptions, seek feedback that improves your work, and use what you learn to make a lasting contribution to your team, your organisation, and the communities it serves.

Dr. Nitin Kr Saxena
Dean - Academics
Jaipuria School of Business, Ghaziabad

Associate Dean's - Student Welfare Message

Choosing a management institution is not merely about selecting a programme or building a career ,it is about finding an environment where you can learn, grow, discover your potential and prepare for the future.

At Jaipuria School of Business, we believe every student has unique aspirations and abilities. Our commitment extends beyond academics to creating a supportive and enriching campus environment where students feel valued, encouraged and empowered.

Student life at JSB offers opportunities to learn and grow through faculty mentoring, student led clubs, committees, cultural activities, sports, community engagement and leadership initiatives. The Student Affairs Council further encourages students to take ownership, collaborate and develop leadership through meaningful responsibilities.

We equally prioritise student well being, recognising that management education is a journey of new experiences and challenges. Through approachable faculty, mentoring and an inclusive campus culture, we strive to nurture confidence, resilience, empathy and a sense of belonging.

I firmly believe that the true value of management education lies not only in the career opportunities it creates but also in the person a student becomes. Knowledge, character, adaptability and the ability to work with people together shape responsible leaders.

To every aspiring student, my message is simple -come with curiosity, participate wholeheartedly, embrace challenges and make the most of every opportunity. Let your journey at JSB be a foundation for lifelong learning, meaningful relationships and responsible leadership.

At Jaipuria School of Business, we are committed to making your journey count academically, professionally and personally.



Dr. Saloni Chitkara
Associate Dean – Student Welfare
Jaipuria School of Business, Ghaziabad



Sarthak Mittal

EY



Kanika Rastogi

WNS



Harshit Verma

Dabur



Sneha Gupta

SIEMENS



Krishan Soni

pwc

1000+ ALUMNI COUNTLESS ACHIEVEMENTS

Making a mark across industries for over a decade now, our alumni are positioned at top corporates in India and all over the globe.



Saurabh Singh Raghuvanshi

The Economist



Aakanchha

protiviti
Global Business Consulting



Avinash Pandey

YES BANK



Rohit Singh

BARCLAYS



Ashish Rawat

Piramal Finance



Arunaksh Choudhary

pepsico



Karan Sharma

naukri.com



Pragya Seth

KPMG



Divyanshi Trivedi

ERICSSON



Shikha Sinha

AXIS BANK



Mansi Sharma

citi



Kajol Kumari

wipro



Mayank Chittora

EY



Ajay Gupta

genpact



Kumari Sweta

ITC Limited



Ojasv Singhal

NIQ



Riya Jain

S&P Global



Nikhil Tayal

Crisil

a company of S&P Global



Saurabh Singh

merino

ECONOMY • EXCELLENCE • ETHICS



Amit Kumar

Flipkart



Manish Sharma

GODREJ & BOYCE



Sakshi Gupta

daloopa



Ashish Kohli

blinkit



Rashmi Singh

FEDERAL BANK

YOUR PERFECT BANKING PARTNER



Nishkarsh Jaiswal

niva bupa

Health Insurance



- A 81-year-old Corporate Group.
- “By the industry, for the industry”
- With 20 + corporate leaders for advisory support and mentorship.
- Awarded by The Times of India, The Outlook, IIRF, CEGR and many more.
- 2 Year Full Time PGDM programme approved by AICTE, Accredited by NBA & MBA equivalence by AIU.
- Accredited by SAQS and Received Membership of AACSB Business Education Alliance.

Why JSB?



Employability oriented certifications

- Certification from IIM & IIT.
- Design thinking & innovation.
- Personal & professional Etiquette
- LinkedIn Learning platform for micro-credentials
- Advanced excel by Microsoft.
- Six Sigma by Grand Thornton.
- NISM (National Institute of Securities Markets)
- Financial spreadsheet modelling by Grand Thornton.
- Digital marketing by HubSpot.
- Get Set to Work AI Platform for AI based Mock Interviews
- Google Certification

Salient Features-

- International immersion program (Dubai/Singapore/Malaysia).
- An industry integrated program.
- Faculty from IIM & IIT
- Transformational Workshops with Corporate Giants
- A structured, practical AI training program integrated into the PGDM curriculum.
- Structured Employability assessment support through AON Co-cubes.
- Curriculum with right blend of concepts & practice.
- Individual Development Plan (IDP) for all Students
- Delivery of curriculum by top industry experts & academic faculty
- Experiential Learning
- On Campus Hostel Facility
- Full placement support with 150 + recruiters on board


Advance MS Excel Certification
Certifications from Grant Thortan
IIT & IIM Certifications
Skill-based Courses
Global Immersion
LinkedIn Learning
AoN Assessment
ReadyToWork.AI
Social Outreach Program

Industry Ready Skill-Based Curriculum

- Simulations for cross-functional decision-making
- Experiential Workshops
- Industry-Innovation Lab (i-Lab)
- Jaipuria International Leadership Series (JILS)
- Jaipuria (J-Lead)
- New-Age Pedagogical Interventions
- Research Led Capstone Project
- Readiness in Skills for Employability
- Thinkubator (Entrepreneurship Development Cell)



TRAINING & ACADEMIC PARTNERS

AON

Grant Thornton

LinkedIn

AIMA
ALL INDIA MANAGEMENT ASSOCIATION

nima
NETWORK OF INDIAN MBA ALUMNI

NiSM
राष्ट्रीय प्रतिभूति बाज़ार संस्थान
National Institute of Securities Markets
A Capacity Building Initiative of SEBI

Yi
Young Indians
WE CAN WE WILL

PHDCCI
HARMONY
DEVELOPMENT
PROGRESS
Estd. - 1905

PW SOS
SCHOOL OF STARTUPS

National
TRAINING AND RESEARCH ACADEMY
Transforming Mindsets

ISBM
UNIVERSITY

सांदीप
Knowledge Illumines Everything!

THE GLOBAL PARTNERS.
ONE FUTURE READY CAMPUS.

Program

- 50 Hours of AI workshop
- 100 Hours of experiential learning
- 900 hours of Classroom training
- 350+ hours of RISE (Readiness in Skill for Employability)
- 60 Hours of projects
- 60 days of summer internship programme
- 100 Hours of industry exposure
- 70+ AI & Technology Integrated Electives to Choose From
- AI Workshop Industry Collaborations

Problem-Solving And Analytical Mindset

As responsible and visionary business personnel, students are trained to leverage industry trends with their distinct blend of problem-solving, analytical thinking and hands-on experience. This involves –

Design Thinking	Experiential Learning
Problem-Based Learning	Global Mindset
Case-based Learning	Entrepreneurial Mindset
Project-based Learning	Capstone Project
Jaipuira – AIMA BizzLab for Simulation	Research Centricity

AI Workshops

- AI in Business Management
- Cyber Security
- AI in Marketing Management
- AI in Finance Management
- AI in Human Resource Management

Experiential Workshops

- Leadership & Team Work
- Microsoft MS Excel
- Power BI
- Applications of Marketing Management
- Research based CAPSTONE Project
- SPIN Selling Workshop
- i-Lab

Skill-Based Courses

- Negotiation & Decision-making
- Entrepreneurship & Start-ups
- Strategic Leadership

EVOLVE EACH DAY TO INSPIRE & IMPACT

The founding philosophy of JSB is to unleash your infinite potential by doing both – challenging and cheering you at every step of this glorious academic journey.

We uphold your talent in a way that you are inspired to:

1

Think

Think out of the customary and challenge your intellect

Grasp

Grasp newer avenues of knowledge, tools and techniques

2

3

Incubate

Incubate ideas of the future and back them with your wisdom



5

Develop

Develop ingenious solutions that accelerate your growth

Lead

Lead the change with your focused and evolved best

6

Re-assess

Re-assess the possibilities and strive for nothing but the best

4

LEARN. APPLY. *Lead*



i-Lab

i-LAB is JSB's Industry–Innovation Lab where students co-create real business solutions through projects, prototypes, and corporate collaborations.

JCITE

Jaipuria Centre for Innovation, Technology and Entrepreneurship, is a structured innovation hub that nurtures student startups through ideation workshops, business plan competitions, design thinking bootcamps, and IIC-led national events. It provides mentoring, incubation linkages, and funding exposure so PGDM students can convert research-backed ideas into viable ventures and emerge as confident, future-ready entrepreneurs.

AI AND TECHNOLOGY
INTEGRATED PEDAGOGY

Learning Beyond Classrooms — From Concepts to Corporate Readiness

1 **AI-Enabled Case & Problem-Solving Labs**
Real business cases are layered with data sets, AI tools, and decision dashboards so students can analyse, simulate options, and recommend evidence-based solutions.

2. **Business Simulation & Analytics Studio (AIMA BizLab etc.)**
Tech-enabled simulations replicate market dynamics, competition, and cross-functional decision-making, enabling students to experience the impact of pricing, strategy, and operations in real time.

3. **Live Projects with Digital Collaboration Platforms**
Industry projects are managed on digital platforms where students track tasks, share dashboards, and present insights using analytics, productivity, and visualization tools.

4. **AI & MOOC-integrated Learning Paths**
Curated MOOCs on AI, analytics, and emerging business trends from platforms like Coursera / SWAYAM are mapped to courses, adding global content and digital certifications.

5. **Data Visualization & Dashboard-based Learning**
Students work on Excel/BI dashboards, converting raw data into actionable insights and boardroom-ready presentations to support marketing, finance, HR, and operations decisions.

6. **Flipped, Hybrid & LMS-Driven Classrooms**
Pre-class videos, readings, and quizzes on the LMS free up classroom time for discussions, role-plays, simulations, and tool-based problem-solving.

7. **RISE: Tech-Enabled Career Readiness Lab**
Digital assessments, AI-powered interview practice, aptitude & communication modules, and analytics-based feedback prepare students for career readiness and develop cognitive, analytical, and communication skills.

8. **J-LEAD & JILS: Digital Leadership Dialogues**
Technology-enabled interactions with national and international leaders through webinars, masterclasses, and virtual panels build global outlook and strategic leadership thinking.

9. **JCITE: Innovation & Startup Sandbox**
Students use online business planning tools, market research platforms, and pitch decks to turn ideas into viable ventures through mentoring and incubation connections.

10. **Reflective e-Portfolios & Career Analytics**
Each student builds a digital portfolio capturing projects, certifications, tools, and internships; analytics-based tracking helps map skill growth to career goals and placements.

CORE FACULTY MEMBERS



Dr. Tapan Kumar Nayak
Director & Professor of Economics



Dr. Nitin Kr. Saxena
Dean Academics & Professor, Marketing



Prof. Saloni Chitkara
Associate Dean, Student Welfare



Prof. Bhupender Singh
Professor, Business Analytics



Prof. Bikram Agarwal
Associate Professor, Finance



Prof. (C.A.) Sapna Jain
Professor, Finance



Dr. Namita Nath
Associate Professor, Marketing



Dr. Gunjan Tripathi
Associate Professor, Finance



Dr. Monika Aggarwal
Associate Professor, Marketing



Dr. Rajeev Mathew
Associate Professor, IB



Dr. Anju Tripathi
Associate Professor, HR



Dr. Shweta Saxena
Associate Professor, BC



Prof. Parul Sharma
Assistant Professor, Marketing



Prof. Vibha Verma
Assistant Professor, Operations



Dr. Charul Agarwal
Assistant Professor, Marketing



Dr. Shraddha Srivastava
Assistant Professor, Finance



Dr. Swadha Bhartia
Assistant Professor, BC



Prof. Aishvarya Chaudhary
Assistant Professor, HR



Dr. Leena
Assistant Professor, HR



Prof. Manish Kumar
Assistant Professor, IT



Prof. Robin Kumar
Assistant Professor, Marketing



Prof. Pushpendra Khamparia
Assistant Professor, Marketing



Prof. Manoj Kumar Sharma
Assistant Professor, IT & Analytics



Prof. Rituparna Dey
Assistant Professor, HR



Prof. Prem Chand Giri
Assistant Professor, IT



Prof. Nikhil Mishra
Assistant Professor, Marketing



Readiness in Skills for Employability (RISE)

RISE (Readiness in Skills for Employability) is JSB's structured career-readiness framework that systematically prepares students for real roles and recruitment processes.

It sharpens analytical, cognitive, communication, critical thinking, technical, and domain skills, ensuring graduates are confident, job-ready, and performance-oriented.

A 360° Employability Skill framework

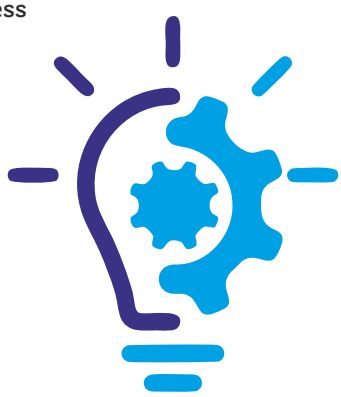
RISE is JSB's employability architecture offering 350+ hours of employable skill readiness

Skill Development

- Communication Skills
- Cognitive Skills
- Analytical Skills
- Critical Thinking Skills
- Technical Skills
- Domain Skills
- IT Skills

Employability Readiness

- Resume Building Workshops
- LinkedIn Profile Building
- Personal Branding Workshops
- Transformational Workshops
- 100+ Mock Group Discussions
- 50+ Personal Interview Sessions
- Psychometrics Assessments
- Negotiation Skills



INTERNATIONALIZATION

Global Mindset.

Local Relevance.

Career-Ready Leaders.

JSB's international immersion, global classrooms, and strategic partnerships enable cross-cultural learning, joint research, and faculty-student exchanges, shaping future-ready leaders who are adaptable, culturally fluent, and equipped to drive impact across markets, industries, and emerging global challenges with confidence and purpose.

MEMORANDUM OF UNDERSTANDING



INTERNATIONAL IMMERSION PROGRAMME

Global Business Fluency : International immersion gives first-hand exposure to global B-school learning and diverse business practices.

Cross-cultural Leadership : Builds intercultural confidence and adaptability for multicultural workplaces.

International Networks : Expands global peer and faculty connections, supporting exchange and internship pathways.

Employability Edge : Strengthens global mindset and future-ready skills through sustained international collaboration.



International Immersion Program















PROF. DR. HIRAM TING
I-CATS UC, EDITOR OF YOUNG **CONSUMERS DIRECTOR OF** BORNEO (REBORN), UN TOURISM EXPERT PANEL



DR. ASHISH CHANDRA
PROFESSOR OF HEALTHCARE **ADMINISTRATION, COLLEGE OF** UNIVERSITY OF HOUSTON



DR. AN UKRISA SANGCHMONG
ASSISTANT PROFESSOR, SUAM DUSIT RAJABHAT UNIVERSITY, THAILAND

INTERNATIONAL LEADERS

@ Jaipuria International Leadership Series (JILS)

Building international outlook, intercultural confidence, and future-ready decision-making through high-impact dialogues, cases, and masterclasses.



PROF. DR. JOSEPH M.CHEER
PROFESSOR OF SUSTAINABLE TOURISM AND HERITAGE & ASSOCIATE, DEAN INTERNATIONAL WESTERN SYDNEY UNIVERSITY, AUSTRALIA



PROF. DR. MICHAEL MCMULLEN
PH.D., PROFESSOR OF SOCIOLOGY, COLLEGE OF HUMAN SCIENCES AND HUMANITIES



PROF. WILLIAM B.STROUBE
PROFESSOR& DIRECTOR OF HEALTH SERVICES ADMINISTRATION, UNIVERSITY OF EVANSVILLE



Prof. Dr. Stephanie Swartz
Prof. of English Language and Culture School of Business Hochshule Mainz University of Applied Sciences



Prof. Dr. Siamak Seyfi
Ph.D. Assistant Professor (Tenure Track) Tourism Geographies



Prof. Dr. John Sennstrom
Pre-Service Teacher in Internalisation, Thoren Business School, MAL M6



Dr. John Christopher Walsh
Director and Associate Dean, English Language Programs, International College KRIRK University



Prof. Emmanuelm
Associate Professor in Marketing, Researcher, Author, Keele University England



Dr. TAN KIM LIM
Faculty and Researcher, Jamescook, University, Singapore



Tanuj Siddharth
Robotics Engineer, Purdue US



Dr. Weng Marc Lim
Dean of Sunway Business School Youngest Prof. in Malaysia, Book of Records



Dr. IDA Anak Ingko
Assistant Professor, Business and Tourism Management Head of Research and Post Graduate Studies, UCSI University



Dr.Ankasha Arif, SFHEA
Sr. Lecturer, Head of Women Empowerment Cell and Member of IQAT University of West London - RAK Branch Campus - UAE



Dr. Uttiyo Ray Chaudhury
Co-founder, South Asia International Education Network



Prof. Satish Kumar
Tan Sri Azman Hashim Endowed Chair in Finance & Banking @ Sunway University Malaysia | Leading Banking and Finance Education



Shri Ramnath Kovind Ji
Former President
of India



Shri Shreekant Somany
Chairman & Managing Director
Somany Ceramics Limited



Mr. Deepak Vohra
Ambassador
Government of India

NATIONAL LEADERS @ J-LEAD

Bridging academic depth with industry realities through high-impact expert dialogues, live cases, and practice-led insights to build job-ready strategic thinking and leadership confidence



Prof. T.G. Sitharam
Former Chairman
AICTE, Govt. of India



Mr. Amit Pandey
CEO, Orient Cables
India Pvt Ltd



Major General
Devendra Kapur (Retd)
Independent Director
Motivational Speaker Strategic
Business Planner, Adventure Enthusiast



Mr. K S Bakshi
Group Head-Human Resources
Interglobe Enterprises (Indigo)



Mr. Rahul Chhabra
Ambassador -
Government of India



Sh. Anup Chandra Pandey
Former Election Commissioner
Election Commission of India



Ms. Preeti Bajaj
CEO & MD
Luminous Power Technologies



Mr. Pulkit Trivedi
Managing Director
Snap INC



Mr. Deepak Chhabra
Managing Director
Tunex Griyo India Ltd.



Ms. Deepti Tomar
Project Lead
GT



Mr. Rajesh Ranjan
Head of Govt. Affairs
and Public Policy, Google India



Mr. Anuj Dayal
Principal Executive, Director,
Delhi Metro Corporation



Mr. Prateek Garg
Founder & Managing Director
Progressive Techserve, India



Mr. Vinod Sharma
Managing Director
Deki Electronics Ltd.



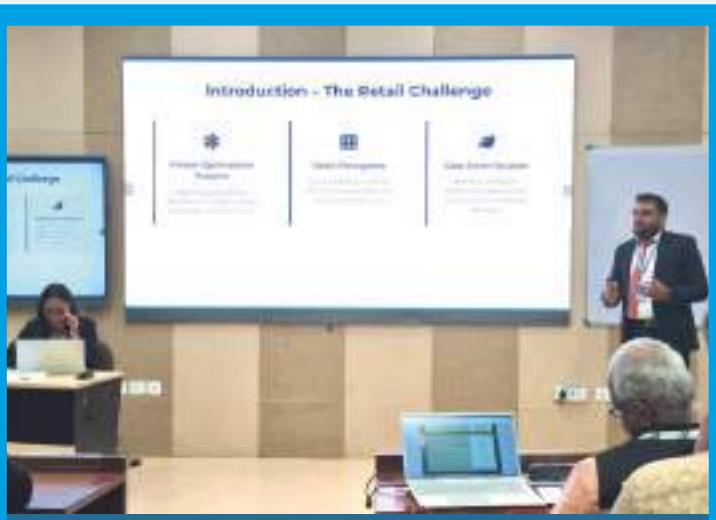
Mr. Bikas Kr. Singh
Vice President & India Head
Government Affairs, SAP

STUDENTS **ACHIEVEMENTS** & RESEARCH **EXCELLENCE**

Showcasing academic distinction,
research engagement, and competitive success.








IIM
RANCHI
10th PAN-IIM
WORLD MANAGEMENT
CONFERENCE (WMC) 2026


IIM
RANCHI
10th PAN-IIM
WORLD MANAGEMENT CONFERENCE (WMC) 20


Demographic Results
Structural Model Results





Student Affairs Council (SAC)

A vibrant ecosystem of leadership, innovation, and collaboration, the Student Affairs Council at Jaipuria School of Business is a student-centric and student-driven powerhouse that shapes the JSB experience.

SAC gives students the platform to lead clubs, design events, drive initiatives, and create impact—making campus life dynamic and enriching. It fosters professionalism, teamwork, creativity, and agile decision-making, helping students discover their strengths and build real managerial confidence.

Through hands-on involvement and meaningful engagement, SAC ensures holistic development and prepares students to step into the corporate world as capable, industry-ready leaders.

Student Clubs

Academic Excellence Through Application

SAC oversees a cohort of student-run academic clubs that enhance domain knowledge through hands-on learning and peer-driven initiatives:
Spartans (Marketing & Business Analytics) | Incredibles (Human Resource & Communication) | Amplitude (Operations & International Business) | Money Makers (Finance Club)

Student Committees

Responsibility. Engagement. Impact.

Student committees ensure a well-rounded campus experience through leadership roles and service-driven initiatives:
Chhalaang (Sports) | Anubhooti (CSR) | Anusmaran (Alumni Interface) | Entrepreneurship Development Cell (EDC) | Media Relations Committee (MRC) | Hostel & Mess Committee | Training & Placement Committee

Through SAC, JSB students don't just participate—they lead, collaborate, and grow into responsible professionals.



STUDENT AFFAIR COUNCIL IN ACTION
















LIFE @ JSB





























BOOST YOUR OVERALL PROGRESS WITH A ROBUST INFRASTRUCTURE

The PGDM program of JSB leads to your holistic development with a range of facilities available on campus. From well-equipped classrooms to smart labs, secure hostels and 24x7 medical assistance – JSB ensures that your academic journey is highly advanced and uninterrupted.

STATE OF THE ART CLASSROOMS

The amphitheatre style, air-conditioned classrooms have the latest audio-visual facilities for interactive teaching sessions. These give a conducive environment for students to foster their learning and give them exposure to ICT.

SECURED HOSTELS

The Safe and secured hostel facilities strengthen the feeling of belonging to a cohesive learning environment. There is a girls hostel in the campus, all the rooms are well-lit, connected to a high-speed Wi-Fi along with power backup, geysers, air conditioners, TVs, refrigerators, washing machine and indoor game facilities. It is everything that your home away from home should have.

MEDICAL FACILITIES

A hospital is located near the campus and their ambulance service is available 24 x 7 in case of medical emergencies. First aid kit is available at both the hostels and can be taken from the Hostel Warden at times of need.

FUN RECREATIONAL ACTIVITIES

JSB has varied sports facilities on its campus to keep you physically and mentally fit. There are separate grounds for sports like football, cricket, volleyball and badminton alongside rooms for indoor games like table tennis, chess and a gymnasium. The auditorium has the capacity to accommodate over 150 pax.

WELL-MANAGED MESS

It is governed by the body which includes, head of administration, faculty in charge of hostel & mess, warden and above all campus mess committee.



CENTRE FOR LIFELONG LEARNING (LIBRARY)

The library with its vast collection of management literature and electronic resources is a key resource of JSB. It has a collection of over 11500+ books and subscribes more than 18,000 e-books. The library also subscribes to a number of international periodicals, national journals, business magazines and a host of online databases to ensure better information research.

SMART COMPUTER LABS

JSB students, faculty and staff have access to the computer lab, which provide the tools and technologies to produce websites, edit papers, complete class assignments, conduct data analyses and access library resources.

INTERDISCIPLINARY COMPUTER LAB

Researchers and students in the lab use a variety of advanced computational and statistical methods to investigate problems in diverse business fields including marketing, operations management and technology management.

STATE-OF-THE-ART BUSINESS ANALYTICS LAB

Its mission is to establish a cutting-edge Business Analytics Lab that empowers students, researchers, and professionals with the tools, skills, and knowledge needed to analyze complex business data, derive actionable insights, and drive data-driven decision-making in various industries.



A DIVERSE POOL OF TALENT WITH THE COMMON GOAL TO SUCCEED

PLACEMENT OVERVIEW PGDM 2024-26

₹ 26.71 LPA	₹ 24.00 LPA	₹ 7.63 LPA	₹ 7.50 LPA	100%
HIGHEST PACKAGE (OFFERED)	HIGHEST PACKAGE	AVERAGE PACKAGE	MEDIAN PACKAGE	PLACEMENT RATE*

STUDENT PERFORMANCE BENCHMARKS

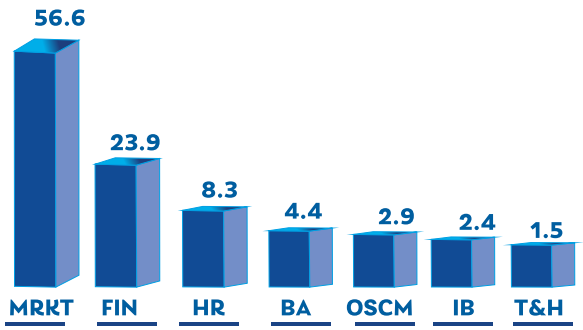
₹17.39 LPA
Top 10 Students

₹12.74 LPA
Top 25 Students

₹10.78 LPA
Top 50 Students

₹9.14 LPA
Top 100 Students

Benchmark average of top students by CTC



SPECIALIZATION—PLACED STUDENTS

RECRUITER TESTIMONIALS



Nandini Tiwari
Regional HR, L&T SuFin

Partnering with JSB has been a rewarding experience-a strong talent pool with the right blend of academic knowledge, business understanding and a positive learning attitude. The placement team was proactive and ensured a smooth process end to end.



Amandeep Rawat
Lead TA, Policy Bazaar

Our experience with JSB has been extremely positive. The placement team was well coordinated and professional, & students came well-prepared with strong communication skills and a genuine willingness to learn.



Renu Bhat
HR Manager, ITC Ltd.

"JSB has consistently prepared students for the corporate world. The recruitment process was well- structured and efficient, and students showed a strong learning mindset and professionalism throughout."

Academic Background

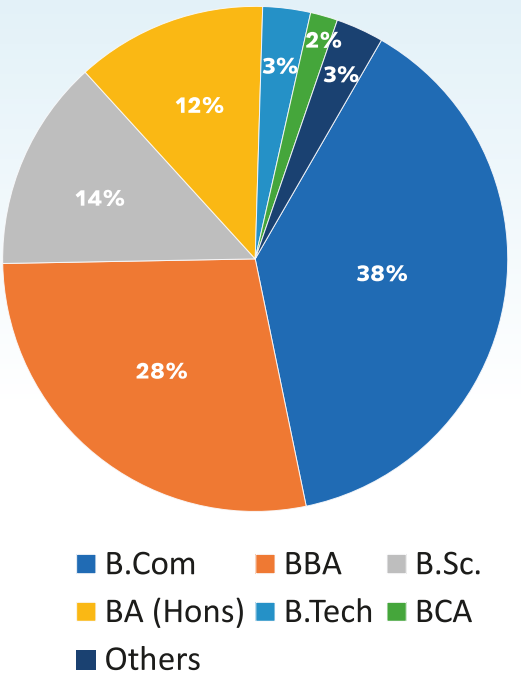
Where our students come from and where they went

GENDER RATIO

63%

37%

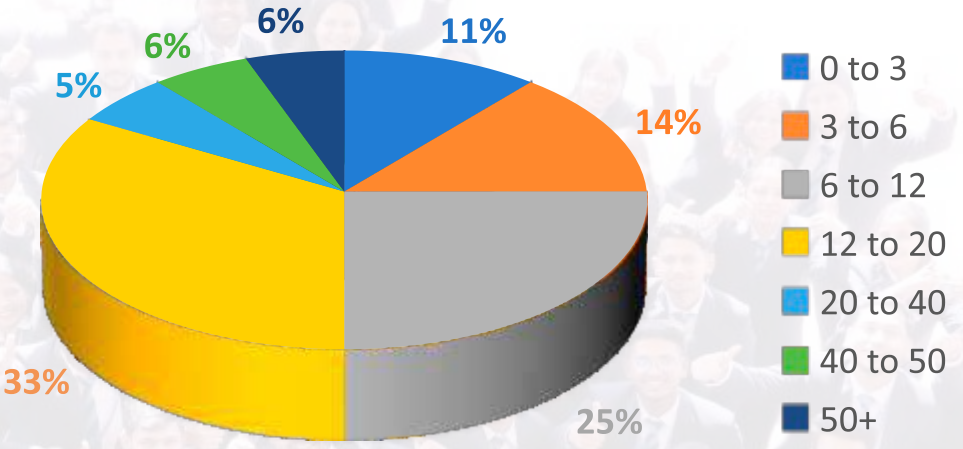
ACADEMIC BACKGROUND



INDUSTRY- WISE PLACEMENT

BFSI	23.4%
IT / ITES	16.6%
Financial Services	11.7%
EdTech	9.8%
E-Commerce	8.8%
Manufacturing	8.3%
NBFC	7.8%
FMCG	4.9%
HR Services	3.4%
Real Estate	2.0%
Others	3.4%

WORK EXPERIENCE (IN MONTHS)



PLACEMENTS @ JSB

300+ BRANDS THAT LEAD BY EXAMPLE




JAIPURIA SCHOOL OF BUSINESS
79
Lead



JSB

Careers evolve here. So do you.

Fee Structure

- The total fee for the **two-year full-time PGDM programme** is **INR 9.20 lakh** inclusive of a **refundable security deposit of INR 10,000**
- The fee structure is transparently designed and divided into components to ensure clarity
- **Hostel accommodation** is optional and charged separately
- JSB has an alignment with all the premier banks for providing education loan to our students on priority, subject to fulfilment of their terms and conditions .
- Interested students may contact any of the bank branches at their place of residence regarding documents required & other terms/conditions for availing education loan.

For detailed information on scholarships, financial assistance, or fee-related queries, please contact the **Admission Office at 9717335551.**

Apply Now !



Admissions Open for PGDM session 2027-2029

Your Journey Towards a Future-Ready Business Career Begins Here

Jaipuria School of Business invites ambitious, driven, and curious individuals to be part of an immersive learning experience designed to shape future leaders. Our admission process seeks candidates with academic potential, clarity of purpose, and the ability to thrive in a dynamic business environment.

JSB's two-year Post Graduate Diploma in Management (PGDM) programme for the academic year 2027-2029 is approved by AICTE and the Ministry of Education. It is accredited by NBA and has MBA equivalence by AIU. Further strengthening its global standing, JSB is SAQS accredited and a Business Education Alliance Member of AACSB, reaffirming its commitment to international quality benchmarks, continuous improvement, and global relevance.

It is a full-time programme which offers dual specialization in domains like Marketing, Finance, Business Analytics, Operations, Human Resources, International Business & Healthcare Management (Proposed).
JSB PGDM application form fee is Rs. 613.6 INR and candidates seeking admission can fill the application via both online as well as offline modes.

Admission Process Information (2027-2029)



Eligibility
Educational Qualification: Graduation in any stream from a recognized university or equivalent with a minimum of 50% marks (45% for SC/ST candidates). Final-year students may also apply.

Entrance Exam Requirement: Applicants must have a valid score in any one of the following All-India entrance tests: CAT, MAT, CMAT, XAT, or ATMA.

Selection Process
Application Screening: Applications are reviewed based on eligibility criteria defined by the institution.

Evaluation Process: Shortlisted candidates are invited for Case Analysis, Extempore, and a Personal Interview (PI).
Final selection is based on a holistic evaluation comprising:

- Entrance test score
- Academic record and work experience (where applicable)
- Performance in Case Analysis, Extempore, and Personal Interview
- Recommendations of the Selection Panel

Offer Letter: A Provisional Offer Letter is issued to selected candidates.

Step 1 Fill online Application Form → **Step 2** Make payments → **Step 3** Screening of applications → **Step 4** • Extempore • Case Analysis • Personal Interview → **Step 5** Shortlisting of coandidates → **Step 6** Offer Letter

Fee structure for PGDM Program 2027-2029

The total fee for the two-year full-time PGDM programme is INR 9.20 lakh, payable as per given schedule-

Instalment	Fee Particular	Amount	Due Date
Registration fee	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, 2027
Third Instalment	Tuition Fee	Rs.1,50,000/-	Before 15th March, 2028
Fourth Instalment	Tuition Fee	Rs.2,00,000/-	Before 15th June, 2028
Fifth Instalment	Tuition Fee	Rs.1,70,000/-	Before 15th November, 2028
Total		Rs.9,20,000/-	

- The above includes International Immersion.
- The above includes the refundable security of Rs 10000/- at the end of the program
- International Immersion Program (IIP) is merit-based and students who meet minimum CGPA - 6 and minimum attendance - 75% throughout the trimesters until the final date of Selection of students for IIP shall only be eligible

Hostel & Mess fee*

- For Girl's Hostel: The expected fee for hostel per month shall be Rs. 7500/- for twin sharing AC rooms & Rs 6000/- for twin sharing Non AC rooms.
- Expected Mess Fee per month shall be Rs 5500/-

*The above hostel and mess fees are indicative only and will be charged on an actual basis.

Scholarship Scheme for PGDM 2027-29 Batch
(Applicable to eligible candidates)

Merit-based scholarships of up to INR 1.5 lakh are available for deserving candidates, in line with the institute's commitment to academic excellence and inclusive education.

- Applicable to candidate who meet either of the criteria from Entrance Test Score and Graduation Score

CAT/XAT Percentile	MAT	CMAT Percentile	Graduation Percentage	Scholarship Amount
90	95	95	80	100%*
80	90	90	75	1.50 lakh
75	85	85	70	1.00 lakh
70	-	80	65	75000
60	-	70	60	50000

1. *Candidates with CAT/XAT percentile of 90 or CMAT/MAT percentile of 95 will be awarded 100% tution fee waivers, provided they scored a minimum of 80% in 10th, 12th and undergraduate final examinations.
2. Candidates with a B.Tech. degree will be awarded an additional scholarship of Rs. 25000/-
3. Candidates Parents with Armed Force background would be offered additional scholarship of Rs 25,000/-
4. Candidates with EWS category would be offered additional scholarship of Rs 25,000/- (As per GOI Norms)
5. The maximum scholarship of 1.5 Lakh can be awarded to a student, inclusive of all criteria (excluding point 1 above).

Education Loan Support
We provide complete assistance for education loans through all major government and private banks. Students can easily apply for loans with our support team guiding them throughout the process. We also facilitate loans under the Bihar Student Credit Card (BSCC) scheme, ensuring smooth approval and documentation. Our team helps you with eligibility, documents, and bank coordination to make the process hassle-free.

Bank Tie-Ups with major banks such as Central Bank, Tata Capital, HDFC, Propelled, Canara Bank, Bank of Baroda for Bank Loan support to the required candidates.
Mobile: 0120-4881100, 9717335551



Transforming Learners into Professionals

JAIPURIA
SCHOOL OF BUSINESS

EMPOWER • ENTHUSE • EXCEL

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linkedin.com/school/jsbghaziabad
twitter.com/jsbghaziabad
instagram.com/jsbghaziabad