

	BUSINESS ANALYTICS	TOURISM & HOSPITALITY	
FINANCE	PGDM PROGRAM WITH DUAL SPECIALIZATIONS		OPERATIONS
	HUMAN RESOURCE	INTERNATIONAL BUSINESS	MARKETING



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**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

ABOUT JAIPURIA GROUP

Seth Anandram Jaipuria Group of Educational Institutions is one of India's leading conglomerate of 16 K-12 schools, 5 preschools, 2 management institutes, and a premier teachers' training academy in northern and central India. The group's legacy spans across 78 years in the field of education and at present humbly boasts of a growing network of 20,000 students; 15,000 alumni and 900 educators.

VISION

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

MISSION

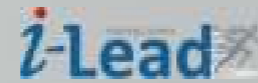
To provide an empowering environment for developing managerial and leadership skills, knowledge leading to aspirational career and life goals, inculcating values, ethics, global and entrepreneurial mindset to catalyze sustainable societal transformation

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.



JAIPURIA SCHOOL OF BUSINESS

Future belongs to those who not just keep up with the pace of change; but also dare to think beyond the obvious and evolve every moment.

At Jaipuria School of Business, tomorrow's leaders are empowered with knowledge, enthusiasm and a strong will to excel in all that they do. With a laser sharp focus on shaping business innovators and future strategists, today JSB is one of the most coveted PGDM schools in Delhi NCR.

With a simple yet resilient goal of helping young minds to evolve and thereby lead the future, JSB

caters to every aspect of 'Empower-Enthuse-Excel' with its PGDM program that is approved by the AICTE Ministry of Education, Government of India.

Jaipuria School of Business, Ghaziabad was established in the year 2008. Its PGDM program has received accreditation by the National Board of Accreditation and has been accorded MBA equivalence by the Association of Indian Universities. Recently, Jaipuria School of Business was awarded 'India's Premier Business School of Excellence' award by Outlook Business.



Best B School Survey 2023
Ranked in Top 25 B School
Delhi NCR



Outlook Business Awards
Premier B School of
Excellence 2024



Outstanding B School for
Global Citizenship 2024



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



Best Management College
in Delhi NCR 2024 by CEGR



Ranked Top-50 Private
B-School in North India
by IIRF Ranking 2022



Ranked 'AAA' Rating among
all B-School in India
by Competition Success Review



A WORLD OF OPPORTUNITIES AWAITS YOU

Jaipuria School of Business has undergone a significant transformation in its remarkable journey. Today, the B-school is not only way more inclusive and dynamic, but rightly competitive as well. This evolution is a testament to our unwavering commitment to academic excellence, innovation, and holistic development. Standing tall with a lineage of educational excellence from the Jaipuria Group of Educational Institutions, JSB has been shaping the next generation of business frontrunners for over a decade now. We are committed to expanding our academic offerings, forging new partnerships, and creating an environment that nurtures talent and inspires greatness.

We have reached a milestone and glorious landmark. Our pursuit of excellence is validated by accreditation from the National Board of Accreditation (NBA). This recognition underscores our adherence to the highest standards of education, ensuring our programs are at on par with global benchmarks providing our students with the skills and knowledge required to excel in their careers. In addition to the NBA accreditation, our PGDM Program now has MBA equivalence from Association of Indian Universities (AIU). These standards enhance our global standing, facilitating academic collaboration and exchange with premier

institutions worldwide.


Education is undergoing rapid transformation. AI and generative AI have emerged as a ground-breaking force, revolutionising industries, transforming economies, and reshaping the way we live and work. The 21st century is the century of India with the youngest population who are aspirational and innovative. Jaipuria School of Business is poised to be the facilitator of your growth and help you evolve into the change-makers that modern businesses seek.

Immersed in JSB's inclusive and progressive culture, our students grow and evolve every day. As a result, they are high aptitude thinkers with evolved mindsets. So, as you step into the world of business and management, JSB is ready to be your pathway to uninterrupted growth. We welcome you to an institute that is committed to nurturing you with knowledge, skills, values and experience to be future-ready.

Come, let's aim high and soar higher!





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

 JSB students evolve everyday with the quest to learn more and resulting in their will to succeed, determination to change and passion to sustain.





Dr. RAJIV R THAKUR
Director General,
Jaipuria School of Business

 At JSB, you evolve completely with a combination of a rigorous academic curriculum delivered with latest technology and exhaustive practice oriented exposure. 

BE EQUIPPED TO MAKE A DIFFERENCE

As young students aspiring to realize your dream of becoming business leaders, you are the future of India and the world beyond. Your ambitions need top-class education comprising experiential learning, expert guidance, and industry orientation.

At Jaipuria School of Business, our responsibility is huge. It will take an enormous amount of new-age industry skills, entrepreneurial mindset, tenacity and multi-disciplinary learning to help you become a change agent in the world of business. You will be trained by top-notch faculty members with the help of a dynamic curriculum and comprehensive training – chiselling you for the real world.

Your journey to becoming the best version of yourself begins from the very first day at our B-school. JSB is constantly making great strides. In recent years, the institute has reached unprecedented growth by achieving several milestones. Our PGDM program has received accreditation by National Board of Accreditation and has been accorded MBA

equivalence by Association of Indian Universities. Recently, Jaipuria School of Business was conferred with 'India's Premier Business School of Excellence' award by Outlook Business and was adjudged Best Management Institute in Delhi NCR by CEGR.

We at JSB recognize the importance of creating a global perspective in learners. The many collaborations we have forged with global universities in the US, Malaysia, UAE and other nations provide students and faculty with international immersion so important to excel in globally connected business ecosystems. The iLead philosophy of JSB helps to inculcate the leadership skills essential to spearhead teams and create strategies.

JSB strongly believes in providing an empowering environment to its students for developing managerial and leadership skills and knowledge, leading to the achievement of their aspirational career and life goals. With good wishes for your future, I invite you to be part of a community that's unique, intellectually sound and progressive in every way possible.



"Management is about persuading people to do things they do not want to do, while leadership is about inspiring people to do things they never thought they could", Steve Jobs!!

Dears Students,

Since its inception, Jaipuria School of Business (JSB), Ghaziabad is superintending incessantly and consistently produced excellent results in transforming young minds to value based ethical business professionals. With a glorious past of 78 years, from academic excellence to leadership qualities, Jaipuria Group is offering an opportune domain for Students' Accomplishment.

Our goal is to transform our students into new age thinkers, problem-solvers, team leaders & critical thinkers who make a real contribution to their professional journey throughout. Their hardworking attitude here at Jaipuria School of Business, Ghaziabad in gaining insights & getting acclimatized to ever-changing business environment will carve them to face challenges at every level and this upgraded them in synchronization with the Industry's demand becomes an asset to the society and Nation at large.

With this, it is my pleasure to welcome all the aspirants to Jaipuria School of Business, Indirapuram, Ghaziabad to experience a contemporary and new age management education.

Dr. TAPAN KUMAR NAYAK

Dean-Academics
Jaipuria School of Business

It is one of the premier and sought-after institutions in Northern India, 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 that follows an excellent array of co-curricular activities, that keep student engagement at the highest levels, and provide multiple opportunities to grow and develop a dynamic personality.

I am elated to share that Jaipuria School of Business has been accredited by National Board of Accreditation (NBA) and being awarded equivalence to MBA by Association of Indian Universities (AIU) has a dedicated team of faculty members who have rich and diversified experience in teaching, research, and the corporate world. Using skillful training, networks, industry interactions, seminars, workshops, conclaves, and management development programs for the up-gradation of knowledge and skills of working professionals, JSB cultivate valuable market knowledge with practical managerial insights and validation of management concepts which is crucial to attaining new skills and knowledge for future leaders.

It is my pleasure to invite you to JSB Campus at Indirapuram, Ghaziabad (NCR). We look forward to your journey towards academic & professional excellence.

STEERING THE FUTURE WITH A CLASS OF THEIR OWN

JSB's board of governors and academic advisory council constitute an array of celebrated academicians and revered industry leaders. Together they have taken upon the responsibility to guide the institute by designing strategic plans, effective policies and a robust approach of teaching-learning.

Bringing together their well-rounded experience in organizational management and research, every member on the board pilots the school's collective goal to lead the change.

BOARD OF GOVERNORS

Shri Shishir Jaipuria

Chairman
Jaipuria Group of
Educational Institutions

Mr. Vinod Malhotra

IAS (Retd.) Advisor
Jaipuria Group of
Educational Institutions

Mr. Suresh Singhvi

Director (Finance)
Ginni Filaments

Dr. D.P. Goyal

Director
IIM Shillong

Dr. Y.V. Verma

Former CEO, Onida &
COO/Director LG India

Mr. Sanjeev Shriya

Founder Owner
Smart Chip Ltd., Delhi

Mr. Pulkit Trivedi

Managing Director,
Snap INC

Dr. Rupamanjari Ghosh

Formerly, Vice Chancellor
Shiv Nadar University, Noida

Dr. Rajiv R. Thakur

Director General
JSB, Ghaziabad

Dr. Tapan K. Nayak

Member Secretary- BOG
Dean Academics
JSB, Ghaziabad

Dr Nitin Kumar Saxena

Associate Dean (Development)
Professor (Marketing)

Prof. K.P. Ranchana

Assistant Professor
JSB, Ghaziabad

ACADEMIC ADVISORY COUNCIL

Prof. B.B. Bhattacharya

Ex Dean, IIFT Delhi
Professor of IB

Dr. Vijay Sardana

Advocate (Legal/IB/
Supreme Court of India)

Prof. Sanjeev Prashar

Professor of Marketing
IIM, Raipur

Dr. Subrat Kumar

CEO, People Labs Pvt. Ltd.
Noida

Dr. Bikramjit Rishi

Professor of Marketing
Shiv Nadar University

Prof. Sushil

Professor of Strategy
IIT, Delhi

Prof. Santosh Rangnekar

Professor, DOMS
IIT Roorkee

Prof. Himanshu Manglik

Professor of
Marketing & Strategy, JSB

Dr. Namita Nath

Associate Professor of
Marketing

Dr. Sameer Anand

Professor of Operations
Shaheed Sukhdev College of
Business Studies, DU

Dr. Ajay Pandit

Former Professor of
(Strategy & GM)
FMS, University of Delhi

Mr. Rakaseeri Krishnan

Executive Director (BFSI)
LIC (Retd.)

Dr. V. Chandra

Senior Director, IILM
Institute of Higher
Education, Delhi

Mr. S. Ramaswamy

ED (Retd.), IOCL
Professor of Operations

Mr. Sunil Pant

Ex CEO- Institute of Insolvency
Professionals of ICAI, Mumbai

Mr. Kamalendu Bali

Vice President - Solutions
Concentrix, New Delhi

Prof. Deepak Tandon

Senior Professor of
Finance, JSB

Prof. Saloni Chitkara

Associate Professor
of Operations, JSB

Mr. Abheek Barua

Chief Economist
HDFC Bank, Gurugram

Prof. Rajiv K. Srivastava

Professor of Operations
IIM, Lucknow

Mr. Shishir Vyas

Digital & Financial
Services Innovator
United Kingdom

Dr. R.P. Saxena

Professor of Marketing
IMT, Dubai

Mr. Vineet Aurora

Group Business Manager
Ingram Micro, Gurugram

Dr. Ashok K. Sangwan

IT Delivery Leader Ryndryl India
Formerly with GMR &
Wipro Technologies

Dr. Rajiv R Thakur

Chairman- AAC
Director General
JSB, Ghaziabd

Dr. Nitin K. Saxena

Associate Dean (Development)
Professor (Marketing)

Mr. Om Prakash Hisaria

Sr. Vice President (Strategy)
Reliance Industries Ltd.

Prof. Prakash Singh

Professor of Finance
IIM, Lucknow

Prof. Sanjiva Shankar Dubey

Independent Professor of
Analytics

Dr. Sanjay Singh

Professor of HR&OB
Maynooth University
Maynooth, Ireland

Dr. Siddharth Verma

Professor of Operations
& QT IMI, New Delhi

Dr. Satish Kumar

Professor
IIM, Nagpur

Dr. Tapan K. Nayak

Member Secretary- AAC
Dean Academics
JSB, Ghaziabad

Prof. Sapna Jain

Professor of Finance, JSB

CORE FACULTY MEMBERS



Dr. Rajiv R. Thakur
Director General



Dr. Tapan Kumar Nayak
Dean - Academics &
Professor of Economics



Prof. Himanshu Manglik
Professor, Marketing
& General Management



Dr. Deepak Tandon
Senior Professor
Finance



Dr. Nitin Kr Saxena
Professor, Marketing



Prof. Sapna Jain
Professor, Finance



Dr. Namita Nath
Associate Professor



Prof. Bikram Agarwal
Associate Professor,
Finance



Dr. Rajeev Mathew
Associate Professor,
International Business



Dr. Soni Sharma
Associate Professor
Business Communications/HR



Prof. Saloni Chitkara
Associate Professor,
Operations



Dr. Sahil Gupta
Associate Professor,
Marketing



Dr Anju Tripathi
Associate Professor
HR



Dr. Sumit Bharadwaj
Associate Professor
Business Analytics



Prof. Monika Aggarwal
Associate Professor
Tourism & Hospitality



Prof. KP Ranchana
Assistant Professor,
OB & HR



Prof. Vibha Verma
Assistant Professor
Operations



Dr. Shraddha Srivastava
Assistant Professor
Accounting and Finance



Prof. Charu Sharma
Assistant Professor,
HR



Prof. Ravi Gupta
Assistant Professor
Marketing



Dr. Subrat Kumar
Adjunct Professor
HR



Prof. Manish Kumar
Assistant Professor
IT



Prof. Pushpendra Khamparia
Assistant Professor
Marketing

EVOLVE EACH DAY TO INSPIRE & IMPACT

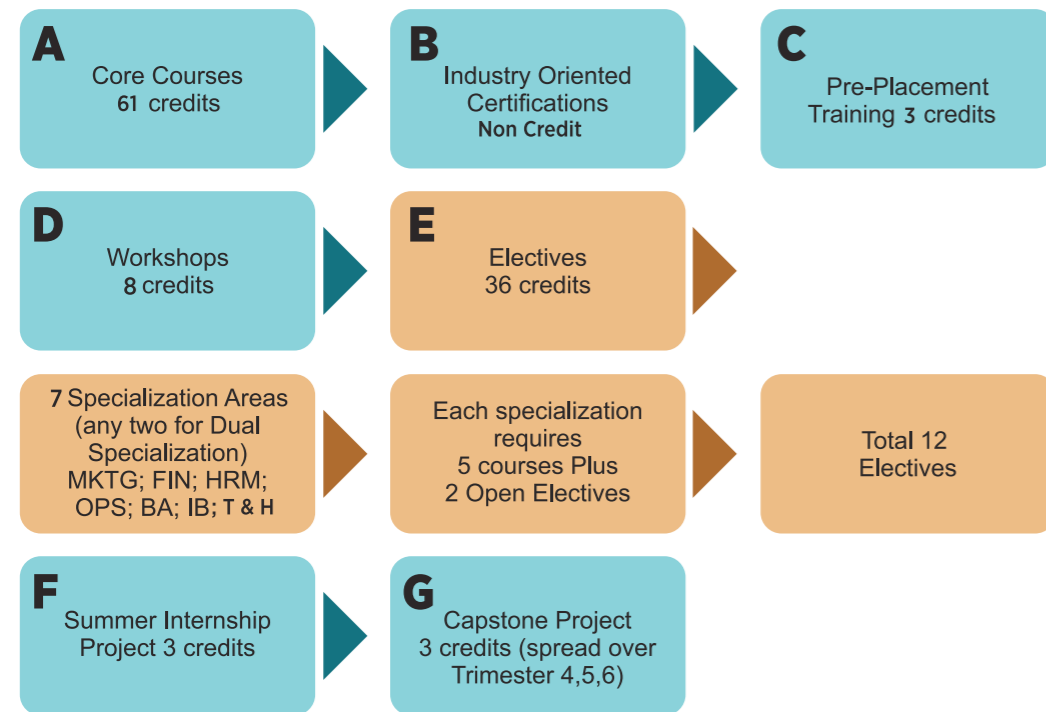
The founding philosophy of JSB is to unleash your infinite potential by doing both – challenging and cheering you at every step of this glorious academic journey.

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



A RIGOROUS COURSE STRUCTURE TO EVOLVE AND EMERGE

Offering a rather unique learning experience, JSB's 2-year full-time PGDM Program with Dual Specialization is a carefully curated one. With pertinent attention on preparing students for varied careers in the industry, it instills in you strong conceptual skills along with rich practical exposure.



I Year TRIMESTER - I

S.No.	Course Code	Course	Credits	Hours
1	T1CGM01	Managerial Communication	1.5	15
2	T1COM01	Quantitative Techniques-I	2	20
3	T1CAF01	Financial Accounting	2	20
4	T1CIT01	Introduction to Business Analytics	2	20
5	T1CEC01	Managerial Economics	3	30
6	T1CMM01	Marketing Management	3	30
7	T1CHR01	Organizational Behavior	3	30
8	T1CDR01	GACA-I	1	10
9		Term End Viva	1	
TOTAL CREDITS			18.5	175

1	T1COC01	Design Thinking (Compulsory)	1 credit (workshop)
2	T1COC02	Cyber Security (Compulsory)	1 credit (workshop)

TRIMESTER - II

S.No.	Course Code	Course	Credits	Hours
1	T2CGM02	Written Analysis & Communication	1.5	15
2	T2CEC02	Business Environment & Policy	3	30
3	T2CAF02	Cost Accounting	2	20
4	T2CHR02	Human Resource Management	2	20
5	T2CMM02	Applied Marketing	3	30
6	T2COM02	Quantitative Techniques-II	2	20
7	T2COM03	Operations Management	3	30
8	T2CIT02	Application of Excel	1	10
9	T2CIT03	AI for Business	2	20
10	T2CDR02	GACA-II	1	10
11		Term End Viva	1	
TOTAL CREDITS			21.5	205

1	T2COC03	Diversity, Equity and Inclusiveness (Compulsory)	1 credit (workshop)
2	T2COC04	Indian Values & Ethos (Compulsory)	1 credit (workshop)
3	T2COC05	Advanced MS-Office by Microsoft (Certification course) (Compulsory)	Non-credit

TRIMESTER - III

S.No.	Course Code	Course	Credits	Hours
1	T3CGM03	Spoken Analysis & Communication	2	20
2	T3COM04	Business Research Methodology	2	20
3	T3CAF03	Financial Management	3	30
4	T3CEC03	International Business	2	20
5	T3CHR03	Negotiation & Collective Bargaining	2	20
6	T3CMM03	Sales & Distribution Management	2	20
7	T3CMM04	Consumer Behaviour	2	20
8	T3CIT04	Data Analytics	3	30
9	T3CDR03	GACA-III	1	10
10		Term End Viva	1	
TOTAL CREDITS			20	190

1	T3COC06	Theatre Workshop (Compulsory)	1 credit (workshop)
2	T3COC07	Tourism Concepts and Linkages (Compulsory)	0.5 credit (workshop)
3	T3COC08	Case Studies in Tourism (Compulsory)	0.5 credit (workshop)

II Year

TRIMESTER - IV

S.No.	Course Code	Course	Credits	Hours
1	T4CIN01	Summer Internship Project	3	6-8 weeks
2	T4CGM04	Strategic Management	2	20
3		Capstone Project	1	10
4		Functional Elective S1-1	3	30
5		Functional Elective S1-2	3	30
6		Functional Elective S1-3	3	30
7		Functional Elective S2-1	3	30
8		Functional Elective S2-2	3	30
9		Functional Elective S2-3	3	30
10		Open Elective (1)	3	30
TOTAL CREDITS			27	240

1	T4COC09	Universal Human Values (Compulsory)	1 credit (workshop)
2	T4COC10	AI & Technology integration in Marketing (Compulsory)	1 credit (workshop)
3		Area-wise certification course (Compulsory)	Non-credit

TRIMESTER - V

S.No.	Course Code	Course	Credits	Hours
1	T5CGM05	Legal Aspects of Business	3	30
2		Capstone Project	1	10
3		Sectoral Elective S1-4	3	30
4		Sectoral Elective S1-5	3	30
5		Sectoral Elective S2-4	3	30
6		Sectoral Elective S2-5	3	30
7		Open Elective (2)	3	30
TOTAL CREDITS			19	190

1	T5COC11	Pre-Placement Training (IDP)	3 credit
2		Area-wise certification course (Compulsory)	Non-credit
3		Foreign Language*	Non-credit

*To be run with minimum 50 students

TRIMESTER - VI

S.No.	Course Code	Course	Credits	Hours
1	T6CGM06	Business Values, Ethics & Corporate Governance	2	20
2	T6CDR04	Capstone Project	1	10
TOTAL CREDITS			3	30

1		Area-wise certification course (Compulsory)	Non-credit
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PGDM PROGRAM WITH DUAL SPECIALIZATIONS IN:



Open Electives (Choose any 2 Open Electives) Financial Planning & Wealth Management)

- Supply Chain & Logistic Management
- AI Powered Dashboard Reporting
- International Marketing
- Customer Relationship Management
- Marketing of Financial Instruments
- Strategic Leadership
- Tourism Analytics

*Specializations/Electives will be offered as per the T&C mentioned on the website.

PREPARING TO LEAD FROM DAY 1

JSB's PGDM brings business leadership to the classroom along with instilling qualities of employability & corporate readiness in students. The vision of crafting tomorrow's business leaders is bolstered by the following elements –

SKILL ENHANCEMENT & CORPORATE READINESS COURSES

JSB's wide range of Skill Enhancement & Corporate Readiness Courses offers you the scope to build soft skills and professional ethics in a post-pandemic world. The major courses are as follows:



PRE-PLACEMENT TRAINING

Gaining an insight into the real-time working of organization, it is a window to the real world of business.



NEGOTIATION

The art of negotiating is instilled in students by being guided the best of trainers and industry leaders.



GENERAL AWARENESS & CORPORATE AFFAIRS

As proficient professionals, you are made aware about issues and affairs beyond business activities.



BUSINESS COMMUNICATION 1, 2 & 3

A primary element of overall success; you are trained to be eloquent and professional communicators.



INDUSTRY PARTNERED CERTIFICATION

Top companies associate with JSB to impart a taste of their wisdom and techniques to you and help you be prepared in advance.

AREA WISE CERTIFICATIONS (1 EACH) FOR DUAL SPECIALIZATIONS

As per the market trends, area wise certifications will be offered in both specializations from reputed organizations like IIT and IIM.

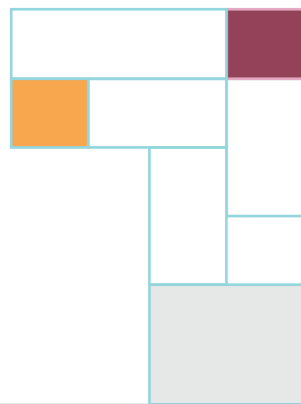
CERTIFICATION IN TOURISM & HOSPITALITY

- CRS- Computer Reservation System (Tourism & Hospitality)
- Certification Course on - International Hospitality Management, delivered & certified by UCSI University, Sarawak Campus, Ruching, Malaysia

WORKSHOPS AND INDUSTRY CERTIFICATION COURSES FOR ALL (COMPULSORY)

- Design Thinking Workshop
- Theatre Workshop
- Workshop on Cyber Security
- Diversity, Equity and Inclusiveness Workshop
- Universal Human Values Workshop
- Indian Values & Ethos Workshop
- AI & Technology Integration in Marketing Workshop
- Tourism Workshops
- Advanced MS-Office Certification by Microsoft

*Students will have to pay full/partial additional fee for certification courses.





INNOVATION THAT SHAPES THE FUTURE

JSB inculcates a unique pedagogy of teaching that lets students to become learners for life. The institute also follows a continuous system of assessment and evaluation for measuring students' learning outcomes. Each course, therefore, assesses student learning through different pedagogical interventions on a regular basis.

OUTCOME-BASED EDUCATION

- **Case based learning**
- **Problem based learning**
- **Experiential learning**
- **Participative learning**
- **Other components**
Projects, presentations, cases and open problems, work-based assessment, quiz/MCQs
- **Teaching-learning methods**
Story telling, role play, simulations, group discussions, industry visits and seminars

STEERING SKILLS TO DRIVE THEIR KNOW-HOW

With the Capstone Project being a collaborative research-based work on a comprehensive management problem or question of practical significance, its desired outcome is that it provides a solution to a problem. Here, students steer the project with required inputs from the faculty guide as per the chosen topic.

With a valuable intellectual experience, it provides students the platform to demonstrate skills of creative thinking, critical reasoning, application of theory, analysis, synthesis, and evaluation while solving problems.

Similar opportunities are provided with SIP, Live Projects, CSR Projects, Simulations etc

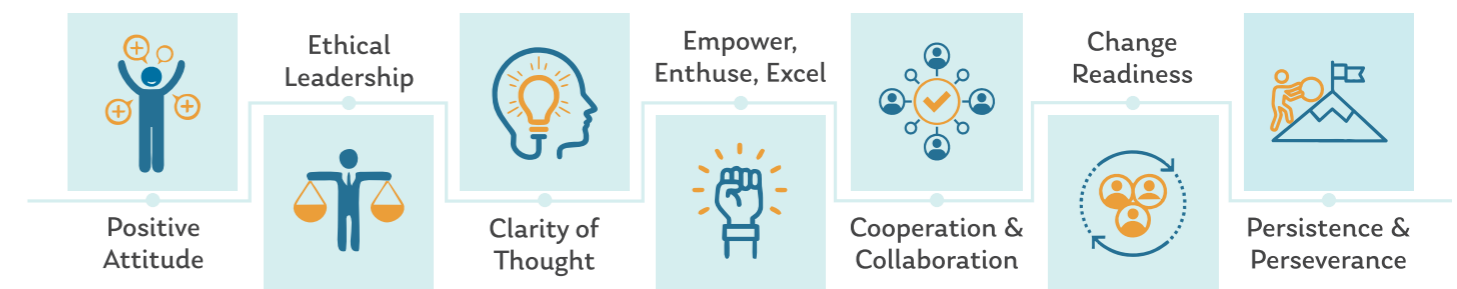
EQUIPPED TO LEAD WITH A DIFFERENCE

At JSB, the Summer Internship Program (SIP) is designed to provide you with a valuable experience in a business organization and to enable you develop an orientation towards the industrial environment. Being eight weeks long, it exposes you to the dynamics of an organization and to integrate classroom learning with practical experience.

So, while the host organization benefits through availability of young and enthusiastic interns possessing newer ideas to aid in execution of organizational tasks, you get to learn from industry veterans.

KNOW-HOW BACKED BY STRONG VALUES

JSB believes in shaping complete professionals, who are as ethical and honest as they are competent and ambitious. This results in the development of a rigorous training that is backed by sturdy aspects of personal development along with business skillset.



EMPOWERING TALENT WITH EXCELLENCE AND LEADERSHIP

JSB's multiple participative pedagogy brings together tools, techniques and teachings that redefine every young mind's understanding of management. In a highly conducive and invigorating environment, Our pedagogical approach takes the lead to engage students deeply in academics, industry and experiential learning.



NEW AGE INDUSTRY SKILL-SET

With a laser sharp focus on chiselling business leaders of tomorrow, JSB instills skills that define Industry 4.0. Students are empowered in data-based decision making alongside being nimble with additional abilities with industry certifications. They are prepared for a digital transformation of the industry by honing their skills with the following-

NEW-GEN SKILL ORIENTED CURRICULUM

Data Visualization • Data Analytics

Digital Marketing • Critical Thinking



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

Problem-Based Learning

Case-based Learning

Project-based Learning

Jaipuria – AIMA BizzLab for Simulation

Experiential Learning

Global Mindset

Entrepreneurial Mindset

Capstone Project

Research Centricity



INDUSTRY READY STUDENTS

JSB firmly believes that a solid on-ground experience helps students to get familiar with real-time challenges and develop insights of the global market. This ensures their industry readiness at an early age. The modules that assist in this are –

- Ability Enhancement Module
- Pre-Placement Training
- Industry Mentorship
- Individual Development Plan (IDP)
- General Awareness Corporate Affairs (GACA)
- Live Projects
- Summer Internship Projects
- Industry Visits

HOLISTIC TRANSFORMATION

A complete manager is the one whose mind and body are in absolute sync with each other. Instilling the significance of values in the modern trade, JSB aims to present to the world, leaders who are ethical, responsible, honest and above all – humane. It is achieved with JSB's focus on:

- Indian Management Philosophy
- Integrated development of mind body and soul
- Spiritual Quotient
- Values & Ethics
- Professionalism & Strong Work Ethics
- Social Empathy
- Rural Immersion Program

BEST-IN-CLASS FACULTY

At JSB, students are taught by noted professors from across the globe as well as renowned industry leaders who share their insights of the business world during interactive sessions. They are matchless in their own ways as –

- Practicing Faculty
- Research Oriented Faculty
- Professionals with rich industry and academic background

LEADERSHIP

From learning under the aegis of industry stalwarts to preparing students to become inspiring leaders and humble co-workers, the road to their future leadership begins with i-Lead.



i-Lead is about Inspiring Leadership.

The i-Lead concept inspires and raises the bar for our young budding managers.

It embeds in them the desire and understanding of how they can be effective leaders and problem solvers.

It helps them to focus on core values of purpose, energy, empathy, flexibility and adaptability.

It commits them to search for their own unique strengths that can make them successful leaders and problem solvers.



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 are separate hostels for girls and boys, 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.

EMPATHETIC COUNSELLING CELL

It assists students in becoming self-aware and realizing their full potential while managing stress and anxiety. In order to help students, the counselling cell listens to you and responds in a timely, confidential and non-judgmental manner.

MEDICAL FACILITIES

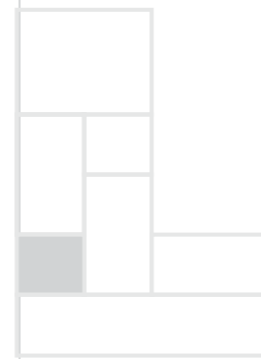
A hospital is located near the campus and their ambulance service is available 24 x 7 in case of medical emergencies. First aid kit is available at both the hostels and can be taken from the Hostel Warden at times of need.

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 BUSINESS ANALYTICS 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

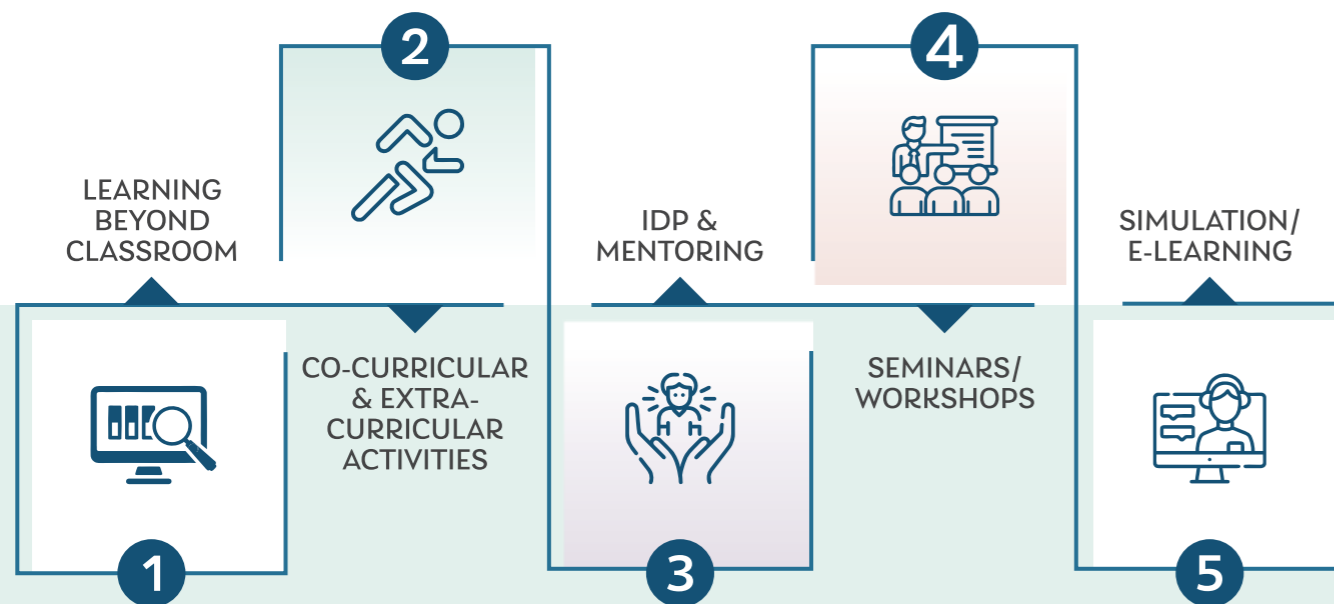
Its mission is to establish a cutting-edge Business Analytics Lab that empowers students, researchers, and professionals with the tools, skills, and knowledge needed to analyze complex business data, derive actionable insights, and drive data-driven decision-making in various industries.



BOLSTERING YOUR GROWTH HAND-IN-HAND WITH THE INDUSTRY

The PGDM program at JSB brings together the right blend of conceptual know-how, analytical skills and their applications to the varied practices in management. This is made possible with.

Experiential Learning: Going beyond textbook knowledge and immersing in interactive teaching-learning sessions.



ASSOCIATIONS WITH PROFESSIONAL BODIES

- Delhi Management Association
- Noida Management Association
- Ghaziabad Management Association
- All India Management Association (AIMA)
- Association of Indian Management Schools (AIMS)
- Centre for Education Growth & Research (CEGR)
- Integrated Chambers of Commerce & Industry (ICCI)
- UN-Global Corporate Network India
- MTHR (More than HR)
- Dr Pritam Singh Foundation (PRISM)
- Membership of ICHRIE-International Council on Hospitality, Restaurant & Institutional Education
- We are also member of AMDISA

INDUSTRY MoUs

- UAS International

LIVE PROJECTS

INDUSTRY VISITS

INTERNATIONAL CONNECT

Helping you unleash the best within by exploring the length and breadth of global businesses.

MoU

- UNIVERSITY OF DENVER
- SUNWAY UNIVERSITY
- UCSI UNIVERSITY
- THOREN BUSINESS SCHOOL
- I CATS UNIVERSITY COLLEGE
- SKYLINE UNIVERSITY COLLEGE, SHARJAH, DUBAI
- POLYTECHNIC UNIVERSITY OF PHILIPPINES
- EUROPEAN BUSINESS SCHOOL (PARIS)
- INDO-GULF MANAGEMENT ASSOCIATION, DUBAI
- UNIVERSITAS BUDDHI DHARMA
- UNIVERSITY OF CENTRAL MISSOURI, USA



IMMERSION PROGRAM

Jaipuria School of Business is committed to providing its students with a rich and diverse international perspective through its International Immersion Program (IIP). This program aims to broaden students' understanding of global economic environments by engaging them in live projects and offering insights into various political, social, cultural, and economic aspects of different host nations.

The program's design reflects a strong emphasis on preparing students to become global leaders by leveraging the school's connections with top business schools worldwide. The destinations for the International Immersion Program include a mix of developed and emerging economies, which likely provides a well-rounded experience for the students including University of Denver, USA, Thoren Business School, Sweden, Sunway University, Malaysia, UCSI University, Malaysia, i-Cats University, Malaysia, Skyline University, Dubai, Middlesex University, Dubai, Polytechnic University of Philippines and Universitas Buddhi Dharma, Indonesia

FACULTY EXCHANGE

JSB encourages and takes initiatives for enriching the network for faculty and student exchange. We are making every effort in reviving the exchange programs. Students also get additional exposure to overseas experts.

MEET THE ENABLERS OF YOUR COMPLETE METAMORPHOSIS

The faculty at JSB has a rich experience in nurturing and helping students to evolve into their most refined and industry-ready versions. Here, professors are your academic leaders, guides and strategists who with their profound know-how help you attain the best.

With constant research, publications and faculty development programs, our faculty members stay on top of their game of chiselling potential out of the raw talent.

87+
JOURNALS
PUBLISHED

06
BOOKS
PUBLISHED

12
INTERNATIONAL
MoUs

84+
EMINENT
GUEST
FACULTIES



OUR INTERNATIONAL ACADEMIC ALLIANCES



BE MENTORED BY INDUSTRY LEADERS WHO REDEFINE BUSINESS

Throughout your tenure at JSB, you will be provided with the regular scope to interact and learn from top-notch industry experts. Often, they are executives of government departments, senior corporate leaders and noted members of the civil society.

The sessions are aimed at helping every individual gain powerful insights that inspire them to change the world with dynamism and determination.



Shri Anup Chandra Pandey
Election Commissioner,
Election Commission of India

Mr. Deepak Chhabra
Managing Director, Timex
Group India Ltd.



Mr. Deepak Vohra
Ambassador,
Government of India



Lieut. (Rtd) Rita Gangwani
Tedx & JOSH Speaker



Prof. T.G. Sitaram
Chairman, AICTE



LEADERS ON CAMPUS WHO REDEFINE PERSPECTIVE

Rahul Chhabra
Ambassador -
Government of India



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



Hiram Ting
Professor at i-CATS UC; Editor of Young
Consumers; Director of Responsible Borno
(REBORN); UN Tourism Expert Panel



Ms Deepti Tomar
Project Lead
Grantthornton



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



Amit Pandey
CEO, Orient Cables
India Pvt Ltd



Mr. Pulkit Trivedi
Managing Director,
Snap INC



Mr. Mahesh Munjal
Chairman and
Managing Director
Majestic Auto Ltd



Dr. Ranjan Chaudhuri
Director (DBA) and Full Professor of
Digital Marketing Business at
Eclone de Management Leonard de
Vinci, Paris, France



THEY HAVE MADE IT TO THE TOP. NOW IT'S YOUR TURN!

JSB takes immense pride in holding a strong alumni base of 1400+ alumni who have achieved some remarkable feats in their careers so far. Dedicated to their alma mater, our alumni have portrayed their sense of belongingness to the institute by being the resource person for the guest lectures, alumni talk and providing friendly inputs to current students. They also often play an active role in mentoring their juniors in the respective areas of expertise.

Upholding a cohort of talented and committed alumni, JSB is proud to present some of the bright minds that make us humbly proud every day. These unadulterated success stories and alumni testimonials are everything that talks about the JSB journey.



As an alumna of this esteemed institution, I can confidently say that my time here laid a strong foundation for my personal and professional growth. The faculty's dedication and the vibrant community fostered an environment of learning that was both challenging and inspiring. I carry the values and skills I gained here into my career every day, and I am proud to be part of this remarkable network.

RASHMI SINGH
federal bank
2021-23



Jaipuria school of business is the best platform to start your career and have maximum opportunities which helps you to grow and achieve success after a certain point of time. During the time, faculties are mostly supportive and provide you proper guidance which also leads you to a path which helps you in achieving future endeavours.

SAKSHI GUPTA
Senior Final Analysts
Daloopa
Batch 2019-21

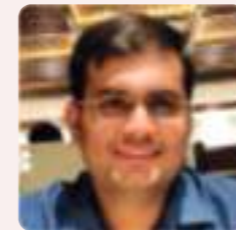


Two years of PGDM at Jaipuria School of Business, Indirapuram has given me the required exposure through time to time live presentations, group discussions and mock interview preparations which helped me improve on my communication skills and build more confidence. The unparalleled guidance and support from faculty members proved to be an investment for me, to achieve my dream of getting into a corporate job.

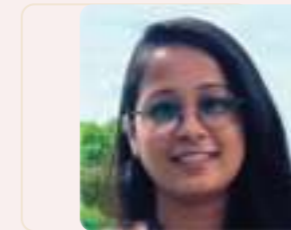
PRAGYA SETH
Batch 2019-21
Business Associate
RPMG Global Services

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.



Sarthak Mittal



Kanika Rastogi



Harshit Verma



Kishan Soni



Saurabh Singh Raghuvanshi



Aakanchha



Avinash Pandey



Rohit Singh



Sanskar Varshney



Ashish Kohli



Sakshi Gupta



Manish Sharma



AN INCLUSIVE BODY OF, FOR AND BY THE STUDENTS

Student Affairs Council is an initiative of Jaipuria School of Business, Ghaziabad for the holistic development of the students by focussing on managerial and leadership skills, global and entrepreneurial mind-set leading to the societal transformation. The Student Council is a team of student representatives for curricular or extracurricular activities for the students. The purpose of the Student Affairs Council is to organize student led and student driven extra-curricular events for their holistic development. It is a group of elected and volunteer students under the guidance of the faculty chair who are involved in organizing various inter-college and Intra-college events and promote Human Relations, Cultural Values, Guidance, Leadership.

A COHORT OF STUDENT CLUBS

The academic student clubs work closely to provide a healthy academic atmosphere and enhance your learning experience. Each club head coordinate with club members under the overall guidance by the Chairperson SAC. These are –

CLUBS

SPARTANS (MARKETING): To enhance your sales, marketing and advertising skills by organizing events.

INCREDIBLE (HUMAN RESOURCE): To help you attain interpersonal skills required in the corporate world by providing interactive platforms.

MONEY MAKERS (FINVESTO): To bridge the gap between industry expectations and students' finance knowledge.

TRADE SPARKS (INTERNATIONAL BUSINESS): To provide learning opportunities by exposing you international speakers, experiences and info tools.

AMPLITUDE (OPERATIONS): To enhance domain knowledge of operations by promoting career-building activities.

DATA DRIVERS (BUSINESS ANALYTICS): To provide you with the analytical abilities to visualize the world in a more meaningful manner.

TITANS (TOURISM & HOSPITALITY): Provide opportunities to develop skills & knowledge through practical experience & learn to network in tourism industry.

COMMITTEES

Extracurricular activity committees are integral to on-campus recreation. These are actively guided and supported by the SAC Chairperson. Each committee is coordinated by student members under the overall guidance of the Chairperson.

TARANG: A gamut of activities organized to unleash the talent that exudes from the budding managers.

SANGOSHTHI: The Literary Committee where students can meet to read, write and discuss literature.

CHHALAANG: This Sports Club organizes and conducts sports to promote the spirit of teamwork, leadership and sportsmanship.

ANUBHOOTI: The CSR Club which emphasizes on making a difference in the lives of the less fortunate.

ANUSMARAN: Connecting with the alumni, you enjoy a strong alumni network within India and abroad.

MEDIA RELATIONS COMMITTEE: Handling and nurturing the image of JSB, it works towards amplifying the brand equity.

HOSTEL AND MESS COMMITTEE: Round-the-clock support to students by ensuring an exceptional experience of the mess and infrastructure facilities.

PLACEMENT COMMITTEE: A student managed activity; it conducts engagement sessions to recognize the importance of corporate relations and placements.

DISCIPLINARY COMMITTEE: It creates awareness against any ill incidents on-campus by ensuring strict regulations and monitoring the disciplinary squad's performance.



INSTITUTION'S INNOVATION COUNCIL (IIC)

The Institution's Innovation Council (IIC) at Jaipuria School of Business, Indirapuram, Ghaziabad, Uttar Pradesh, established under the AICTE Startup policy, is a key centre for innovation and entrepreneurship. Aligned with the National Innovation and Startup Policy, an eight-member committee has been formed to develop guidelines for promoting innovation, startups, and entrepreneurship. These guidelines will address Intellectual Property (IP) rights, technology transfer, and commercialization. The initiatives are shaped by AICTE's Startup policy and insights from the Ministry of Education's Innovation Cell and industry mentors.



ENTREPRENEURSHIP DEVELOPMENT CELL

E-Cell at Jaipuria School of Business is constituted in 2024 with the aim to help in the development of the entrepreneurial ecosystem by enabling easy and efficient interaction between students, working professionals, aspiring and existing entrepreneurs, mentors, angel investors, venture capital firms and corporates through initiatives like interactive sessions, competitions, talk-shows. The E-Cell purposes to navigate budding entrepreneurs towards their goals through all the necessary resources like mentoring, consultancy and networking with Alumni, Entrepreneurs, and Investors.



INTERNATIONAL RELATIONSHIP CENTRE

Goal & Objectives

The goal of the IRC is to endow students and faculty with the opportunity to collaborate with partner institutions to develop skills needed to be a global citizen. IRC facilitates a platform to pursue activities with partner institutions to give students an intercultural experience, and opportunity to acclimatize to an international socio-cultural environment. Faculty and students also get to collaborate with foreign faculty and students for research, joint conferences, funded projects to build a global mindset and aspirations for international exposure.

The IRC Office engages in activities like:

- Enhancing international exposure and experience for all the students of Jaipuria School of Business program under International Immersion Program.
- International Partnerships and Collaborations
- Collaborative research and project with International students or Faculty
- Teaching through International Webinar
- Opportunity to represent JSB on various international forums, international conferences, meetings of international partners and global competitions
- Opportunities for Summer School program and International Internships for PGDM students
- Faculty & Students Exchange Program
- To develop an international faculty and student community
- Organize or participate in cultural and heritage tour and opportunity to host cultural nights for international guest



A DIVERSE POOL OF TALENT WITH THE COMMON GOAL TO SUCCEED

HIGHEST PACKAGE (Offered)

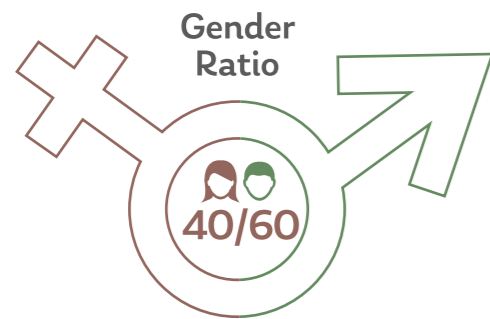
₹ **20.95** LPA

AVERAGE PACKAGE

₹ **7.5** LPA

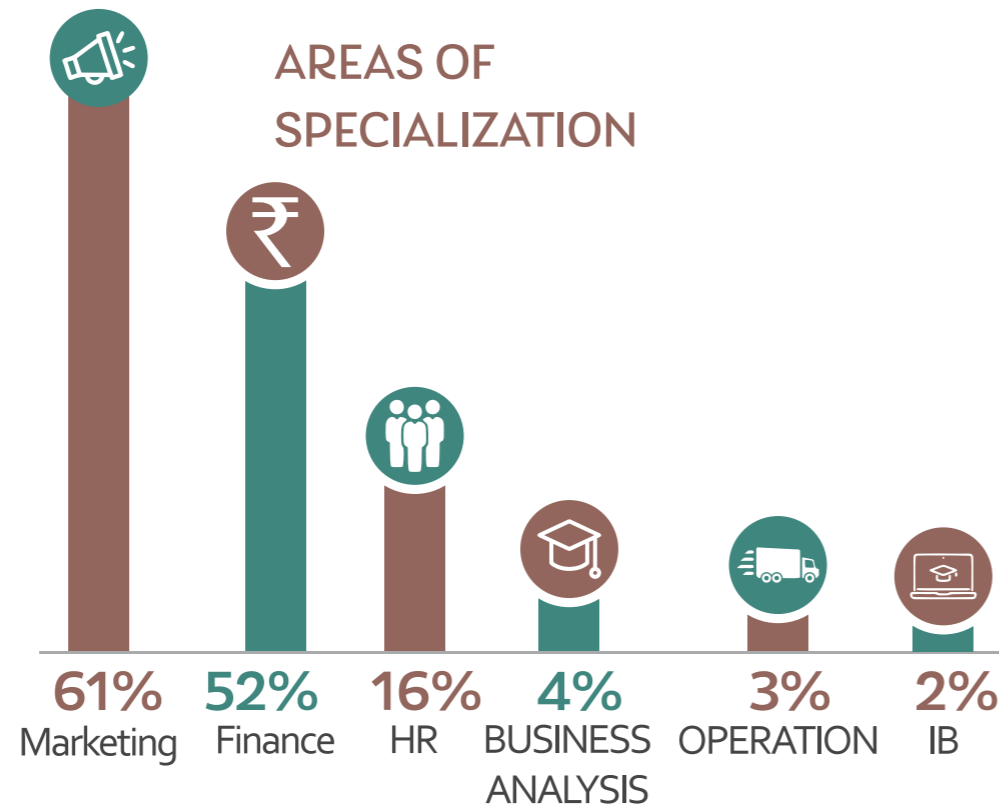
Latest package figures for batch 2022-24

TOTAL STUDENTS PLACED
100%



BATCH PROFILE 2022-24

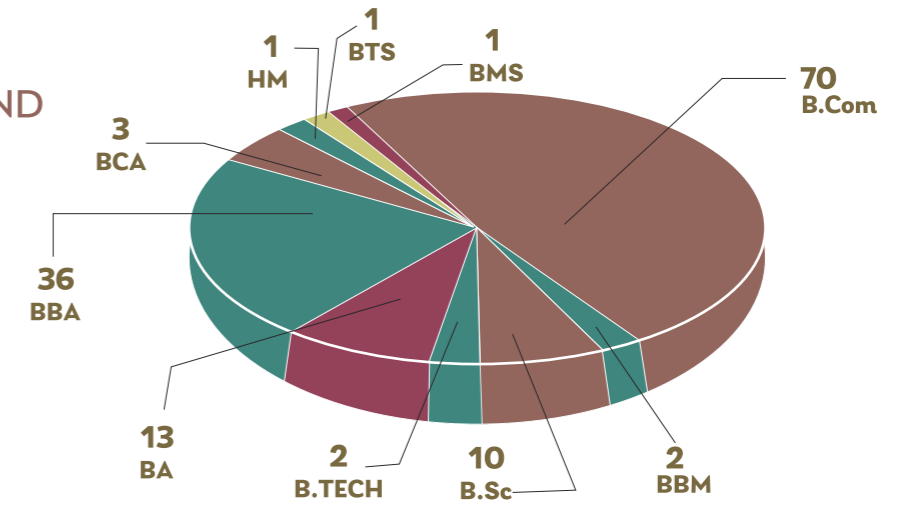
AREAS OF SPECIALIZATION



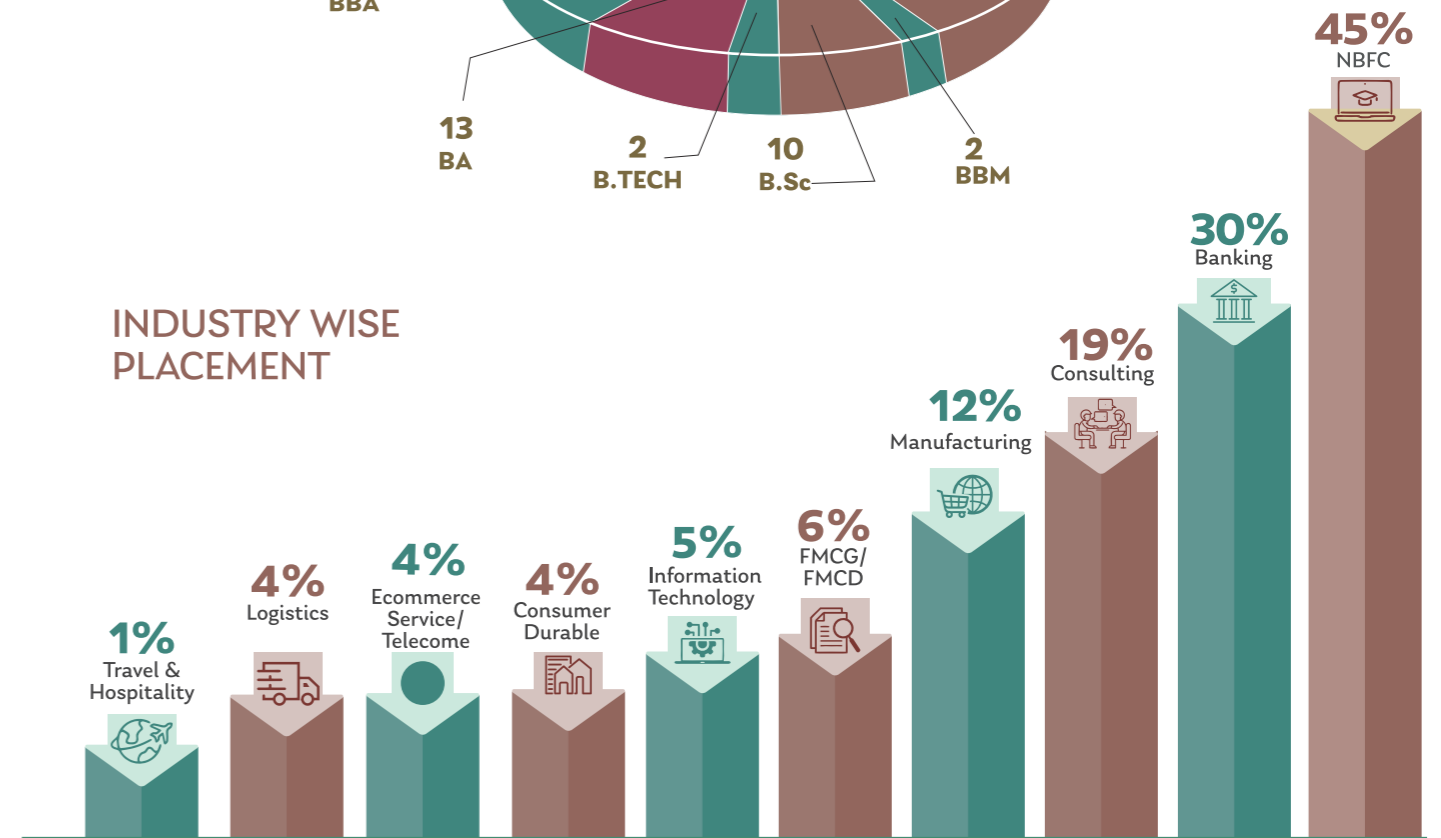
Good Interaction with students and placement team .Nice campus Excitement were there and I am sure that they will reach to trigger height . Best of luck of all the students

AMIT VERMA
Savex Technology

ACADEMIC BACKGROUND



INDUSTRY WISE PLACEMENT



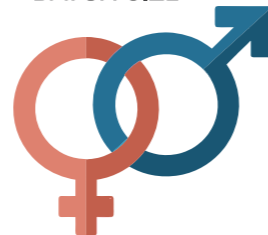
RECRUITED BY 300+ BRANDS THAT LEAD BY EXAMPLE



AN EVOLVED POOL OF TALENT AT YOUR DISPOSAL

BATCH PROFILE PGDM 2023-25

HIGHEST STIPEND
₹30K
 PM

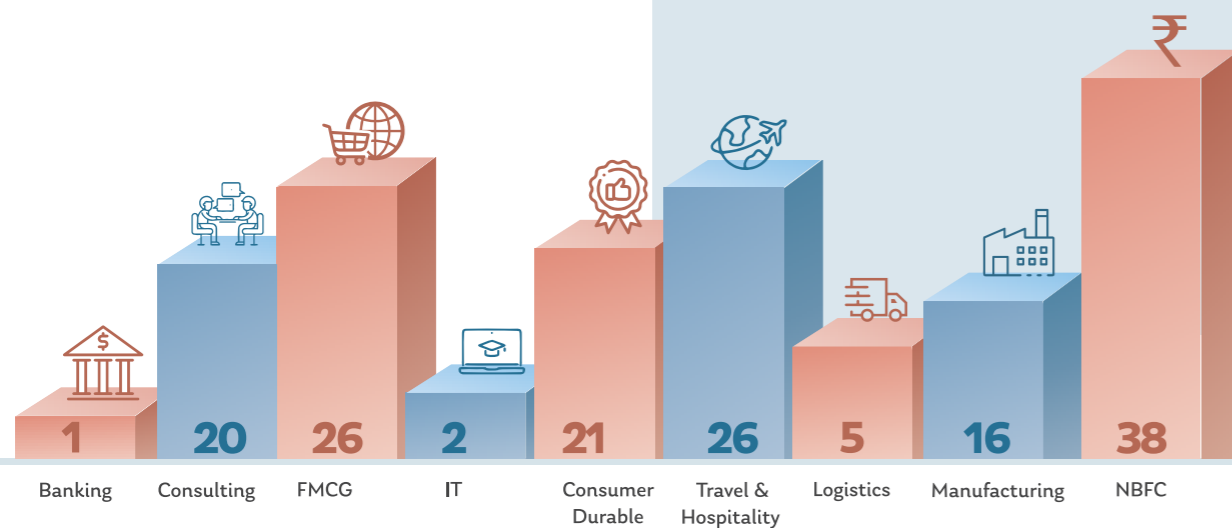
BATCH SIZE
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36/64



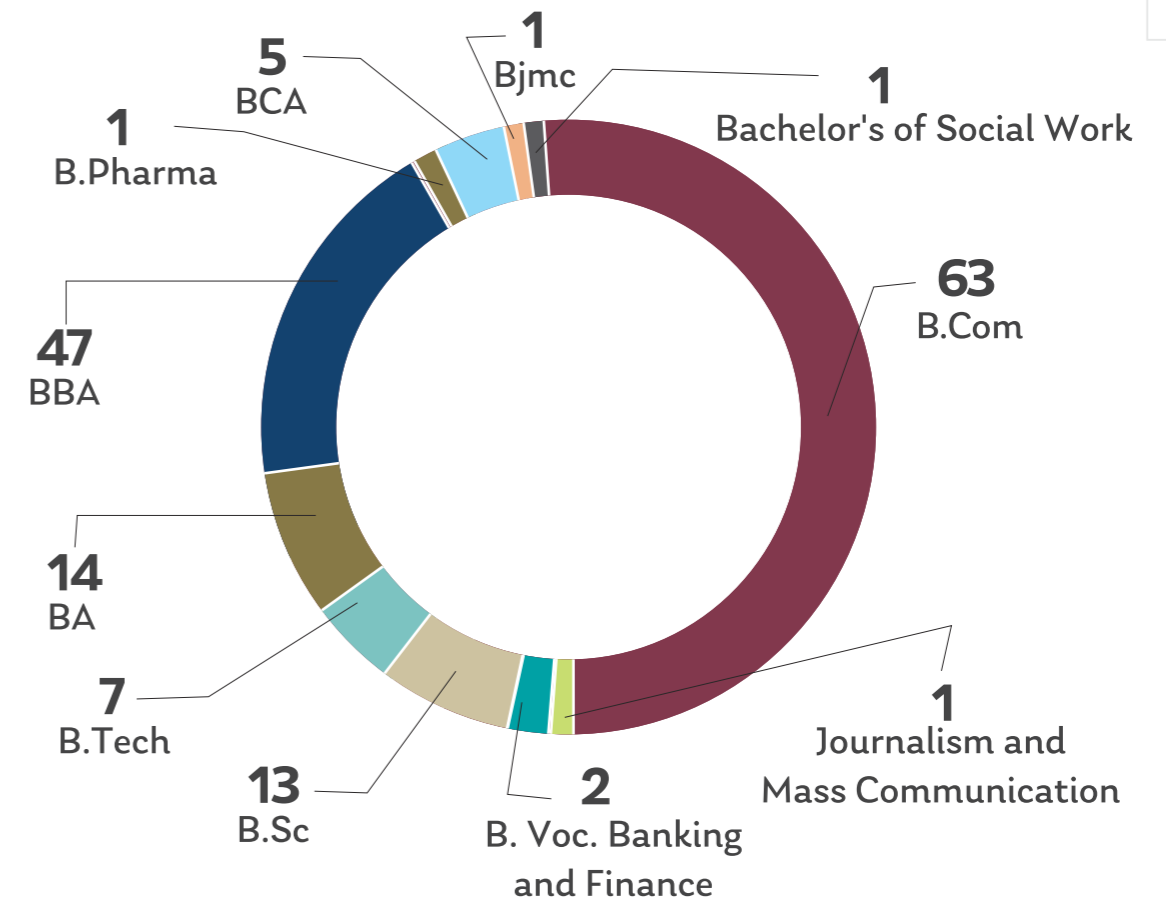
The students were sincere and ready to learn new things. Moreover, the best part was that they will be making their career in the same field.

AMIT JAWAR
 Area Sales Head (Dabur)

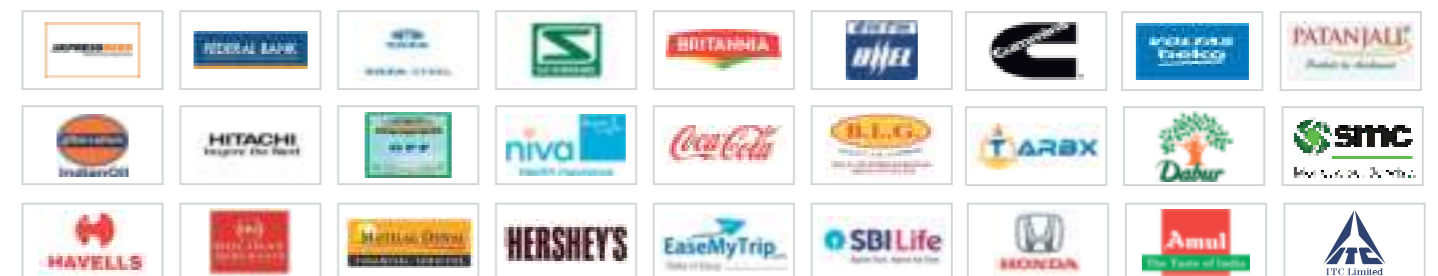
INDUSTRY WISE INTERNSHIPS



ACADEMIC BACKGROUND



INTERNSHIPS @





ADMISSION INFORMATION 2025-27

ELIGIBILITY

- Graduation in any stream from a recognized University or equivalent with minimum 50%.
- For SC/ST candidates, minimum score is 45%. Final year students may also apply
- Combined Entrance Test Score in any one of the All-India Tests of CAT/MAT/CMAT/XAT/ATMA.

PROCESS

- Screening of the Application as per the eligibility and criteria set by the institute followed by Case Analysis, Extempore and Personal Interview of the invited candidates.
- Final Selection is based on the Score of the entrance test, work experience, and performance in Case Analysis, Extempore & Personal Interview and the recommendations of selection panel
- Provisional Offer Letter issued to Selected candidates.

*For more details refer to our website

SCHOLARSHIPS

We believe that financial limitations should not be a barrier to quality education. We offer a range of scholarships to support deserving students in achieving their academic goals. Merit based scholarship are awarded to students based on academic performance, entrance exam scores, or exceptional achievements. We offer dedicated scholarships to students from families of armed forces, economically weaker sections (EWS), and scholarship also from east/ north east state residence. Students from B. Tech. discipline will be awarded additional scholarship.

FEE

Our fee structure is designed to be competitive while ensuring that students receive the highest quality of education and infrastructure. The fee structure is divided into various components to provide clarity and transparency. The total fee for the two-year full-time PGDM program is 9.20 lac excluding the security fees of INR 10,000 which is refundable. The additional fees are charged for students opting for hostel accommodation.

For more information on scholarships, financial aid, and fee-related inquiries, please contact our Admissions Office at 9717335551

