

# BE LIMITLESS



WATCH THE  
LIMITLESS JOURNEY

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

ADMISSION  
GUIDE  
2024-26



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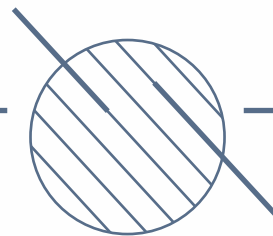


# IF THERE IS ANYTHING YOU WANT TO BE **BE INFINITE**

Welcome to Jaipuria, where you embark on a journey to unleash your boundless potential. Here, we encourage you to break free from conventional thinking, envision the extraordinary, and continuously redefine yourself. Jaipuria is not just an institution; it's a gateway to limitless possibilities for self-discovery and growth.

Immerse yourself in a world that goes beyond mere careers. Embrace transformation, join our vibrant community of passionate visionaries and trailblazers, who fearlessly challenge norms with courage and confidence.

At Jaipuria, you can be part of an inclusive community where dreams are pursued, and positive change is championed. Be relentless in your pursuit of success, and let your hunger for more, define not only your professional journey but also your life. Welcome to a place where you don't just learn; you evolve into the person you aspire to be.



**WE OFFER  
LIMITLESS  
OPPORTUNITIES  
TO BE WHAT YOU  
WANT TO BE**

**SHARAD JAIPURIA**  
Chairman



## BOARD OF GOVERNORS

CHAIRMAN

**SHARAD JAIPURIA**

Ginni International Ltd.  
Seth M.R. Jaipuria Schools  
Jaipuria Institute of Management

VICE CHAIRMAN

**SHREEVATS JAIPURIA**

Executive Director  
Ginni International Ltd.  
President, Educational Committee,  
PHDCCI

## MEMBERS

**ANURAG DALMIA**

Vice Chairman  
Dalmia Bros. (P) Ltd.

**ASHUTOSH GARG**

Founder Chairman and  
Managing Director,  
Guardian Lifecare

**KAMAL GUPTA**

Corporate Consultant  
Former Technical  
Director, ICAI

**MAHESH GUPTA**

Chairman  
KENT RO Systems

**RAVI  
JHUNJHUNWALA**

Chairman  
LNJ Bhilwara Group

**RAJAN SAXENA**

Vice Chancellor  
NMIMS University

**SALIL BHANDARI**

Corporate Consultant  
BGJCA Associates LLP.

**SUDHIR JALAN**

Co - Chairperson  
Rieter India (P) Ltd.

**YOGI SRIRAM**

Group Advisor to  
MD & CEO,  
Group HR, Larsen &  
Toubro Limited

**KAVITA PATHAK**

Director  
Jaipuria Institute of  
Management, Lucknow

**SUBHAJYOTI RAY**

Director  
Jaipuria Institute of  
Management, Noida

**PRABHAT PANKAJ**

Director  
Jaipuria Institute of  
Management, Jaipur

**DEEPANKAR  
CHAKRABARTI**

Director  
Jaipuria Institute of  
Management, Indore

Nominee  
AICTE Representative



**FOR THOSE WHO BELIEVE IN MORE  
THOSE WHO DON'T FOLLOW NORMS, TRENDS OR OLD IDEAS.  
THE ONES WHO DON'T FIT IN  
BECAUSE THEY ARE ALWAYS EXPLORING WHAT'S OUTSIDE THE BOX  
FOR YOU  
BECAUSE YOU KNOW WHAT YOU WANT  
AND WON'T SETTLE FOR ANYTHING LESS**

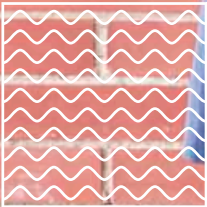




**BE A JAIPURIAN  
CHALLENGE YOUR  
LIMITS EVERY DAY**



# DISCOVER YOUR PURPOSE



Jaipuria's challenging culture elevates you from a business manager to a changemaker. Learn how to think critically, ask questions, take risks and embrace the big picture to transform yourself and the world around you. The list is endless just like your unique potentials.

# #1 THINK

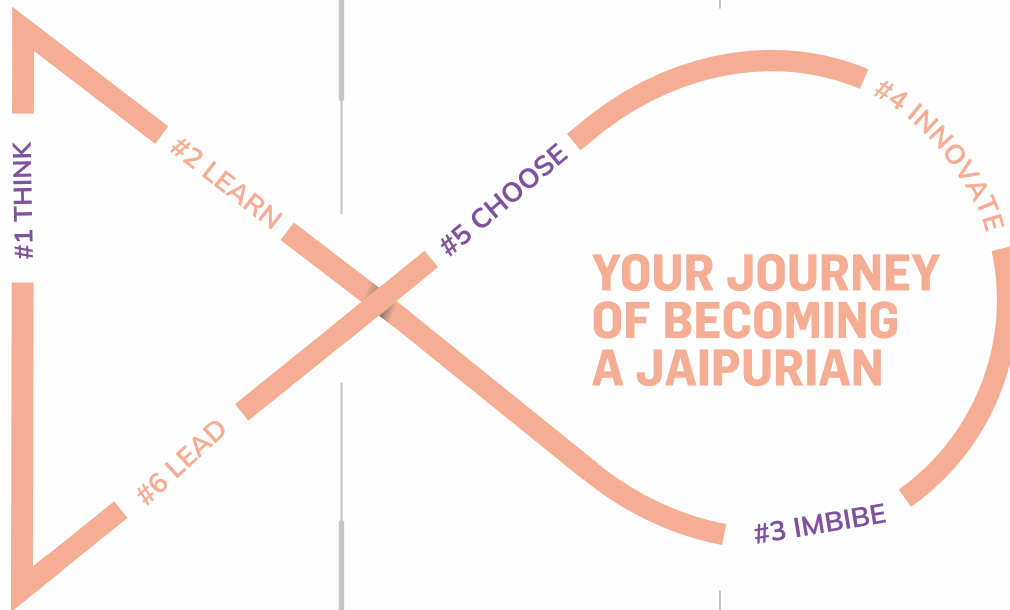
Ask questions, contemplate, explore new avenues. After all, what you think is what you become.

# #2 LEARN

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

# #3 IMBIBE

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



# #4 INNOVATE

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

# #5 CHOOSE

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

# #6 LEAD

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





At Jaipuria Institute of Management, 'One Jaipuria' isn't just a concept-it's a way of life. Across campuses in Lucknow, Noida, Jaipur, and Indore, students experience a unified culture and limitless opportunities. Be it classroom learning or placement opportunities, it prepares us for future success.

**Anurag**  
PGDM 2023-25



# 4 CAMPUSES. 1 TRANSFORMATIONAL EXPERIENCE. LEAD LIMITLESS POSSIBILITIES WITH **ONEJAIPURIA**





Learning Faculty Curriculum ONE JAIPURIA Admissions Placements Experience







# GET READY FOR LIMITLESS LEARNING WITH ONE JAIPURIA

Jaipuria as a BE-School keeps you at the center of unparalleled growth every day. A unique campus integration offers you limitless opportunities from **Lucknow, Noida, Jaipur and Indore** on a single platform.







**GET LIMITLESS OPPORTUNITY  
THROUGH CENTRALIZED  
ADMISSIONS & PLACEMENT**



**LEARN FROM 150+ EXPERT  
FACULTY POOL**



**CONNECT WITH  
PEERS FROM 20 STATES**



**EXPERIENCE AN INTER-CAMPUS  
STUDENT EXCHANGE**



**UNLOCK LIMITLESS NETWORK  
WITH 14000+ ALUMNI**



During my intercampus student exchange program, I had the privilege to experience the unified learning at the Noida Campus. The level of faculty engagement, coupled with the enriching dynamics of peer learning, surpassed my initial expectations. It truly provided a cohesive and comprehensive educational experience.

**Poonam**  
PGDM 2023-25



To hear it  
from Poonam  
scan here



92<sup>nd</sup>

Amongst all Management Institutes in India (NIRF, 2023)

Graded autonomy by AICTE



NAAC - A+ Accredited Institute

NBA Accredited PGDM Programs

AIU Recognised PGDM equivalent to MBA



## PROGRAMMES OFFERED

Post Graduate Diploma in Management (PGDM)

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

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

Fellow Program in Management (Doctoral)



## PROGRAMMES OFFERED

Post Graduate Diploma in Management (PGDM)

Post Graduate Diploma in Management Marketing (PGDM-M)

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

Fellow Program in Management (Doctoral)

Online PGDM

47<sup>th</sup>

Amongst all Management Institutes in India (NIRF, 2023)

Graded autonomy by AICTE



NAAC Accredited Institute

NBA Accredited PGDM Programs

AIU Recognised PGDM equivalent to MBA





**80<sup>th</sup>**

Amongst all Management Institutes in India (NIRF, 2023)

Graded autonomy by AICTE



NBA Accredited PGDM Programs

AIU Recognised PGDM equivalent to MBA

**PROGRAMMES OFFERED**

Post Graduate Diploma in Management (PGDM)

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

Fellow Program in Management (Doctoral)



Rank band **101-125<sup>th</sup>** Amongst all Management Institutes in India (NIRF, 2023)



**PROGRAMMES OFFERED**

Post Graduate Diploma in Management (PGDM)

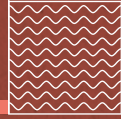
Fellow Program in Management (Doctoral)

NBA Accredited PGDM Programs

AIU Recognised PGDM equivalent to MBA

\* Except PGDM(SM) at Jaipuria Jaipur





# BE LIMITLESS WITH OUR INTERNATIONAL EXPOSURE



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

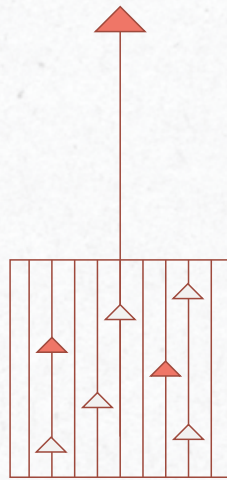
It was a priceless experience. The immersion programme has impacted my life by widening my views not only by getting to know the global practices and culture at Dubai, but also by learning from foreign students from other universities across the globe.







Scan to know about International Exposure

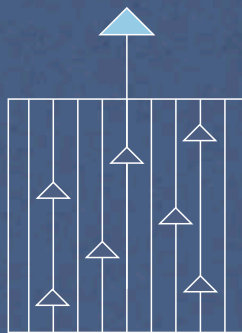


### OUR INTERNATIONAL TIE-UPS

ARA Institute of Canterbury	New Zealand
College De Paris	France
European International College	Abu Dhabi
Global Business Studies	Dubai
Rennes School of Business	France
Regenesys Business School	South Africa
Royal Institute of Management	Bhutan
Skyline University College	UAE
Sohar University	Sultanate of Oman
WelTech & Whitireia	New Zealand



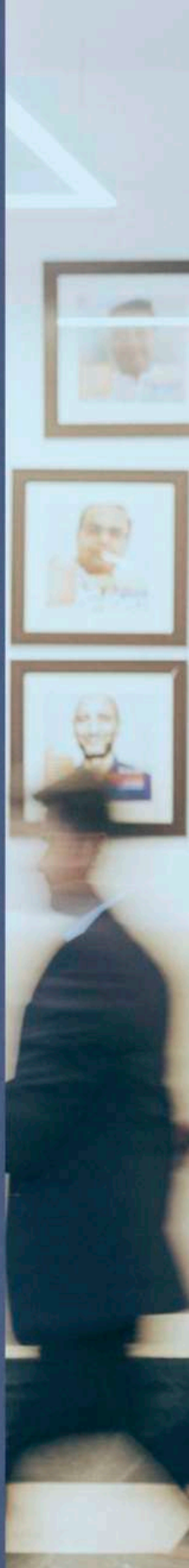




# GAIN A LIMITLESS NETWORK WITH 14000+ ALUMNI



To watch  
alumni story  
scan or click  
the code



# Wall of Fame



**Asha Nair** Class of 2003

- 2004 ▶ Assistant Manager  
Genpact
- 2010 ▶ Lead Human Resource  
Iron Mountain
- Now ▶ EY  
Associate Director



# MEET YOUR UNSTOPPABLE FUTURE



**Vinayak Kumar**  
Class of 2011

2011 ▶ Sales Executive, IHCL  
Now ▶ Corporate Director IHCL



**Shilpa Malik**  
Class of 2017

2017 ▶ Senior Executive - Product Mgmt. Orient Electric  
Now ▶ Brand Manager Total Energies



**Neelesh Kesarwani**  
Class of 1997

1997 ▶ Territory Sales Incharge Colgate Palmolive  
Now ▶ Vice President Sales Vodafone Idea

## LEADING ALUMNI FROM MARKETING



**Pradeep Naithani**  
Class of 2005

2005 ▶ Sales Officer Standard Chartered Mutual Fund  
Now ▶ VP Sales HSBC



**Sachin Kapoor**  
Class of 2002

2002 ▶ Business Development ABN AMRO Bank  
Now ▶ Vice President-MEA, TechXhub



**Soumyajyoti Ghosh**  
Class of 2000

2000 ▶ Territory Sales Manager Philips Lighting  
Now ▶ VP & Business Head, Alternate Channels Bajaj Electricals



**Himanshu Trivedi**  
Class of 2002

2002 ▶ Sr. Sales Officer TDV Pvt. Ltd.  
Now ▶ Vice President Paytm Payments Services



**Nitika Agrawal**  
Class of 2007

2007 ▶ Relationship Manager - Unicorn Investment Solutions  
Now ▶ DGM Republic Digital



**Prashant S.**  
Class of 2010

2010 ▶ Territory Manager HSIL  
Now ▶ Business Head Experience Digital Microsoft Business Solutions



Scan to watch our alumni story





**Akanksha Srivastava**  
Class of 2011

2011 ▶ Analyst - Nomura  
Now ▶ AVP  
Credit Suisse



**Somit Chitrey**  
Class of 2004

2004 ▶ Audit Officer  
RM Lall & Co  
Now ▶ Global Head  
Fraud Risk  
Standard  
Chartered Bank



**Pooja Srivastava**  
Class of 2010

2010 ▶ Analyst - Nomura  
Now ▶ Vice President  
JP Morgan Chase  
& CO.

**LEADING ALUMNI FROM FINANCE**



**Riku Garg Acharyya**  
Class of 2014

2014 ▶ Sr. Relationship  
Manager  
ICICI Direct  
Now ▶ Associate Vice  
President  
Kotak Securities



**Ashok Joshi**  
Class of 2000

Now ▶ Senior VP  
Axis Bank



**Arijit Dutta**  
Class of 2004

2004 ▶ Executive  
HDFC Bank  
Now ▶ Vice President  
HSBC



**Rajul Bhargava**  
Class of 2006

2006 ▶ Executive  
Bajaj Allianz  
General Insurance  
Now ▶ DGM  
IFFCO-TOKIO  
General Insurance



**Avnish Bhatnagar**  
Class of 1999

1999 ▶ Regional Head  
ICICI Bank  
Now ▶ Director & Co Head  
India Retail Sales  
Franklin Templeton



**Mamta Singh**  
Class of 2006

2006 ▶ Business Analyst  
Kantar  
Now ▶ Director  
Finance and Risk  
Consultant  
ABN AMRO





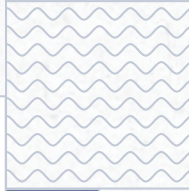


Scan to watch our alumni story



**Shalini Naagar**  
Class of 1999

- 1999 ▶ Asst. Manager HR  
Fortune Park Group Hotel
- Now ▶ Senior Director HR  
Baxter



**Vivek Pandey**  
Class of 1999

- 1999 ▶ HR Manager  
Espire Infolabs
- Now ▶ Associate VP  
HCL Technologies



**Joshita Tandon**  
Class of 2008

- 2008 ▶ HR Business  
Partner  
SRF Ltd.
- Now ▶ Vice President  
& Head  
Corporate HR  
SRF Ltd.

## LEADING ALUMNI FROM HUMAN RESOURCE



**Vishal Mittal**  
Class of 2005

- 2005 ▶ Asst. Manager  
Talent Acquisition  
SBI Life Insurance
- Now ▶ Director-HR  
Vancouver  
Aquarium



**Stuti Chadha**  
Class of 2018

- 2018 ▶ Management  
Trainee  
CNH Industrial
- Now ▶ HR Employee  
Partner - HCL Tech



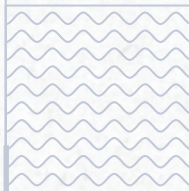
**Garima Shukla**  
Class of 2008

- 2008 ▶ Management  
Trainee Reliance  
Nippon Life  
Insurance
- Now ▶ VP-HR  
Reliance General  
Insurance



**Sanch Choudhary  
Joshi**  
Class of 2014

- 2014 ▶ HR Executive  
Eninov
- Now ▶ Senior Consultant  
International HR  
IRIS Software



**Radhika Tyagi**  
Class of 2016

- 2016 ▶ Assistant Manager  
Aditya Birla Retail
- Now ▶ Human Resource  
Business Partner  
Paytm



**Sabina Tanwar**  
Class of 2000

- 2000 ▶ HR Executive  
Panacea Biotech
- Now ▶ General Lead HRM  
UNO Minda







Scan to watch our alumni story



**Abhinaw Sinha**  
Class of 2010

- 2010 ▶ SME Sales  
Reliance Comm.
- Now ▶ Assistant Director  
Ecommerce  
Samsonite



**Sanchit Lakhtakia**  
Class of 2010

- 2010 ▶ Sr. Department  
Manager - Big Bazar
- Now ▶ Sr. Business Manager  
Lifestyle International



**Shreya Srivastava**  
Class of 2016

- 2016 ▶ Department Manager  
Shoppers Stop
- Now ▶ Sr. Retail  
Merchandiser  
Quest Retail

# LEADING ALUMNI FROM RETAIL



**Tariq Shabbir**  
Class of 2009

- 2009 ▶ Management Trainee  
Future Group
- Now ▶ HR Business Partner  
Reliance Retail



**Ankit Bhatt**  
Class of 2012

- 2012 ▶ Area Executive  
ITC Ltd.
- Now ▶ Branch Manager  
TTK Prestige



**Girish Chapple**  
Class of 2018

- 2018 ▶ Management  
Trainee  
Landmark
- Now ▶ Business Retail  
Analyst  
GMG, Dubai



**Vishakha Jain**  
Class of 2022

- Now ▶ Talent Acquisition  
MAISON D' AURAIINE



**Isha Nayyar**  
Class of 2017

- 2017 ▶ Boutique Sales  
Associate - TUMI
- Now ▶ Store Manager  
H&M



**Kopal Saxena**  
Class of 2016

- 2016 ▶ Management  
Trainee - HR  
Aditya Birla Fashions
- Now ▶ HR Manager  
Aditya Birla Fashions



Scan to watch our alumni story



**Abhishek Gupta**  
Class of 1999

- 1999 ▶ System Engineer  
Mark IV Automotive
- Now ▶ Vice President  
Cloud Operations  
American Express



**Sidhant Nayyar**  
Class of 2002

- 2002 ▶ Systems Executive  
Procurement  
Samsung
- Now ▶ Director  
Procurement  
JLL



**Gyanesh Kumar**  
Class of 2003

- 2003 ▶ Sales Manager  
Bajaj Allianz Life  
Insurance
- Now ▶ Vice President  
Partnership Distribution  
Tata AIA Life Insurance



## LEADING ALUMNI FROM OPERATIONS



**Nidhi Goswami**  
Class of 2012

- 2012 ▶ Sales Manager  
Deutsche Bank
- Now ▶ AVP  
Kotak Mahindra  
Bank



**Jamaal Nasir**  
Class of 2014

- 2014 ▶ Associate Consultant  
KPMG
- Now ▶ Associate Director  
KPMG



**Sarvesh Mishra**  
Class of 2008

- 2008 ▶ Key Accounts  
Manager  
HCL Infosystem
- Now ▶ Director  
Deloitte



**Shwetank Tripathi**  
Class of 2009

- 2009 ▶ Sales Executive  
Bajaj Electrical Ltd.
- Now ▶ AGM - Operations  
Lead -JioMart Digital



**Wrick Roy**  
Class of 2011

- 2011 ▶ Associate  
Implementation  
Consultant - GT Nexus
- Now ▶ Solution Architect  
IBM



**Deeksha Gubreyey**  
Class of 2017

- 2019 ▶ Senior Project  
Manager  
HCL Technologies
- Now ▶ Consulting Project  
Manager  
Microsoft



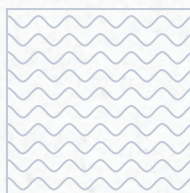


Scan to watch our alumni story



**Nishant Mohnot**  
Class of 2002

2004	▶	Research Analyst Network Stock Broking
Now	▶	<b>Director</b> McKinsey



**Manoj Pandey**  
Class of 1999

1999	▶	Entrepreneur Metaphor Software
Now	▶	<b>Sr. Director- Data &amp; Analytics</b> Cisco



**Urvashi Jain**  
Class of 2010

2010	▶	Senior Analyst Nomura
Now	▶	<b>AVP Project Manager</b> Barclays

## LEADING ALUMNI FROM BUSINESS ANALYTICS



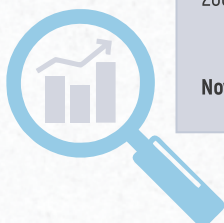
**Shalini Dudani**  
Class of 2000

2000	▶	Trade Finance & Depository HDFC Bank
Now	▶	<b>Head of Business Strategy</b> TCS



**Divya Singh**  
Class of 2012

2012	▶	Market Intelligence Analyst - Beroe Inc
Now	▶	<b>Business Analysis Manager</b> Cisco



**Zaryab Ahmar**  
Class of 2010

2010	▶	Analyst - BlackRock
Now	▶	<b>Associate Director</b> S&P Dow Jones Indices



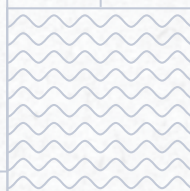
**Akhil Gupta**  
Class of 2000

2002	▶	Systems Executive DSS MOBILE COMM.
Now	▶	<b>Vice President</b> Bank of Singapore



**Arpan Sanyal**  
Class of 1999

1999	▶	District Manager Cipla
Now	▶	<b>Associate Director</b> PwC



**Madhukar P**  
Class of 2003

Now	▶	<b>Senior Associate Director</b> KPMG
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# IMMERSE IN A LIMITLESS LEADERSHIP OPPORTUNITIES

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**30+ CLUBS**  
**100+ EVENTS**  
**110+ CONFERENCES**







Alumni Relation Committee  
International Relations Committee  
CSR Committee  
HR Club  
Student Council  
Startup Cell

Innovation Hub  
Retail Club  
Business Analytics Club  
Finance Club  
Marketing Club  
Annual Cultural Fest

Excursion Trips  
Global Exchange Program  
Student Internship Programs - SIP  
Model United Nation  
Career Development Cell  
Student Excellence Council



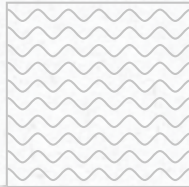


# EMBRACE LIMITLESS GROWTH THROUGH ACTIONABLE CAMPUS ENGAGEMENT

Standard education often focuses on theory but we go beyond—unveiling your unique self. Immerse in a dynamic blend of peer-led and industry-centric events on campus, fostering your growth as a team player, innovator, and leader from the start.







The PGDM programme at Jaipuria propels leadership into real-world scenarios, shaping professional for an impactful future. Beyond textbooks, the PGDM programme at Jaipuria transforms students into leaders blended with practical skills and global perspective. Learning beyond management starts here.

**Anchal**

PGDM 2022-24



Annual Fest - Jai Utsav at Indore Campus



Annual Fest - Abhyudaya at Jaipur Campus



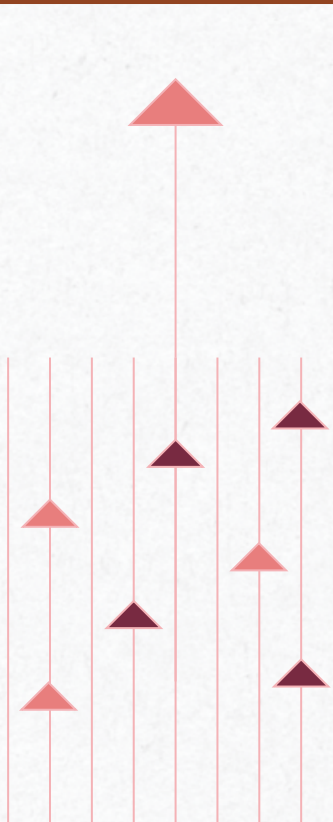
Annual Fest - Ojas at Lucknow Campus



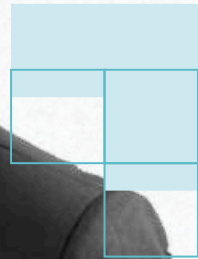
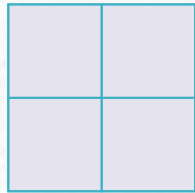
International Conference "Seeds" at Noida Campus



Scan to watch the campus events.







STEP INTO  
LIMITLESS LEADERSHIP  
THROUGH  
**INDIVIDUAL  
DEVELOPMENT  
PLAN (IDP)**

Think beyond a career.  
Plan for your  
transformation as an  
individual and a leader  
with a step-by-step  
mentoring program  
designed to give you a  
winner's edge.







Scan to watch the transformation journey



## ASSESSMENT

Profiling through tests and interviews by an expert panel, evaluation of passion, knowledge and application, assessment of interest areas.



## ANALYSIS

SWOT analysis for outlining skills, ranking on a 5 point scale, needs GAP analysis for intervention.



As a PGDM student, the mentoring program has proven invaluable, aligning my strengths and aspirations for a purposeful academic journey. It has refined my abilities and charted a strategic course for success.

**Darshika**  
PGDM 2022-24

## ACTION



Structured, focused and time - bound plans based on needs & capacities.



1050 hours of classroom training



200 hours of industry exposure



180 hours of industry readiness training



100 hours of IDP  
(Individual Development Program)



60 days of summer internship



# 5 PROGRAMMES. 6 SPECIALIZATIONS. 100+ ELECTIVES TO CHOOSE FROM.

PGDM

PGDM (Marketing)

PGDM (Service Management)

PGDM (Retail Management)

PGDM (Financial Services)





Designed by  
academic experts  
and industry  
stalwarts

Industry  
tailored program  
for the future  
of work

Intense  
and  
innovative  
delivery

Experiential  
program for  
sector-wise practical  
industry training

Case-study  
method to apply  
skills in real business  
challenges

Enriched by  
current research &  
insights for evolving  
business landscape

Updated to  
bridge skills  
gap in the  
industry

Immersion  
programmes for  
international  
exposure

New age  
courses for  
the changing  
world





# CHART NEW PATHWAYS WITH HANDS-ON LEARNING

Find a program that gives you more than just a degree - the ability to think on your feet, challenge your ideas, take risks and test your learning with real world challenges in business and life. When you step out, you are no longer a newbie - you are trained and tested for the real world.



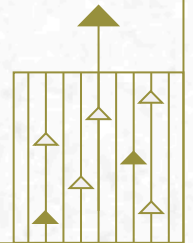
## YEAR ONE OF SETTING YOUR FOUNDATION AND INDIVIDUAL DEVELOPMENT

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



## SUMMER INTERNSHIP FOR A TASTE OF THE REAL WORLD

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



### COURSE STRUCTURE

15 CORE COURSE

15 ELECTIVE COURSES

6 WORKSHOP MODE EXPERIENTIAL COURSES

SUMMER INTERNSHIP PROGRAMME (8-12 WEEKS)

## ▶ YEAR TWO OF GROWTH AND GLOBAL OPPORTUNITIES

The Jaipuria offers you a choice to study at another campus for a trimester. You can enhance your learning as you collaborate and learn from peers as well as from faculty. The second year, thus, is a preparation for future challenges. You get to choose from electives and specialize for the industry in domain of your choice. In year two, Jaipuria literally gives you wings to fly. Jaipuria's international tie-up help you acquire global exposure and become ready for the global stage.



**Anurag**  
PGDM 2022-24

Jaipuria's PGDM is a standout choice. With a boquet of core courses from diverse domain, 100+ electives to choose, The programme emphasis on realworld challenges through case-studies, it's a transformative and industry-aligned experience.

## PLACEMENT SUPPORT TO HELP YOU FIND YOUR WINGS

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



Scan to get an  
overview  
on Program







## CORE COURSES



**ACCOUNTING FOR BUSINESS**



**EMOTIONAL INTELLIGENCE**



**MANAGERIAL ECONOMICS**



**MARKETING MANAGEMENT**



**BUSINESS RESEARCH METHODS**



**ESSENTIALS OF BUSINESS ANALYTICS**



**MANAGING HUMAN RESOURCES**



**OPERATIONS MANAGEMENT**



**CORPORATE FINANCE**



**MACROECONOMICS AND ECONOMIC ENVIRONMENT OF BUSINESS**



**MANAGEMENT ACCOUNTING AND CONTROL**



**ORGANISATIONAL BEHAVIOUR**



**PUBLIC SPEAKING AND PERSUASION**



**SALES MANAGEMENT AND BUSINESS DEVELOPMENT**



**STATISTICS FOR MANAGEMENT**



**STRATEGIC MANAGEMENT**



## ONLINE MODULES

Creativity and Innovation | Problem Solving | Planning & Decision Making  
 Result Orientation | Design Thinking | Delegation and Empowerment  
 Responsible Sustainable Leadership | The Sales Mastery | Vision & Strategic Orientation  
 Business Analytics | Building High Performance Team



# WHAT LEADERS NEED TODAY

- ▶ Cross - cultural understanding
- ▶ Interdisciplinary knowledge
- ▶ Critical thinking
- ▶ Intuition with analysis
- ▶ Creativity
- ▶ Holistic problem solving
- ▶ Social responsibility
- ▶ Global awareness
- ▶ Future ready mindset
- ▶ Machine Learning & Artificial Intelligence

BE READY WITH THESE SKILLS

## BE OUT OF THE BOX WITH WORKSHOP-MODE EXPERIENTIAL COURSES



Design Thinking



Business Simulations



Business Environmental and Social Sustainability



Entrepreneurship



Professional Ethics

## LIBERAL ARTS ELECTIVES

A life of happiness and fulfilment

Society and Culture

Indian philosophy

Modern history of India

A Life of Happiness and Fulfilment

Culture, Creativity and Market

French Language

Foundations of Positive Psychology

Science of Well Being

Social Norms & Social Change

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

# WIDEN YOUR POSSIBILITIES

MARKETING

FINANCE

HUMAN  
RESOURCES

RETAIL  
MANAGEMENT

OPERATIONS  
MANAGEMENT

BUSINESS  
ANALYTICS

Note: The elective courses under specialisation may change as per the industry requirements and AICTE guidelines.









# MARK YOUR LEADERSHIP IN MARKETING

## YOUR PEERS IN MARKETING



## OUR ELECTIVES IN MARKETING

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

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





## MENTORED BY KNOWLEDGE MAKERS

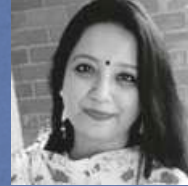


**Anubhav Mishra**  
Associate Professor  
Ph.D ( IIM L)

**Research Area:** Marketing

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

**Experience:** 6 years in Academics &  
11 years in Industry



**Rekha Attri**  
Associate Professor  
Ph.D., PGDM

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

**Teaching Area:** Marketing

**Experience:** 17+ years in academician



**Deepak Halan**  
Associate Professor  
Ph.D., PGDM

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

**Teaching Area:** Market Research

**Experience:** 9 years in Academics & 17 years in  
leading research agencies



**Vinita Srivastava**  
Assistant Professor  
Ph.D, MBA

**Research Area:**

Pharmaceutical Marketing,  
Social Marketing in Public  
Health, Consumer Behaviour

**Teaching Area:** Marketing  
Management, Consumer  
Behavior, Retail Marketing  
and Sales Management and  
Business Development

## INSPIRED BY CHANGEMAKERS



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

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

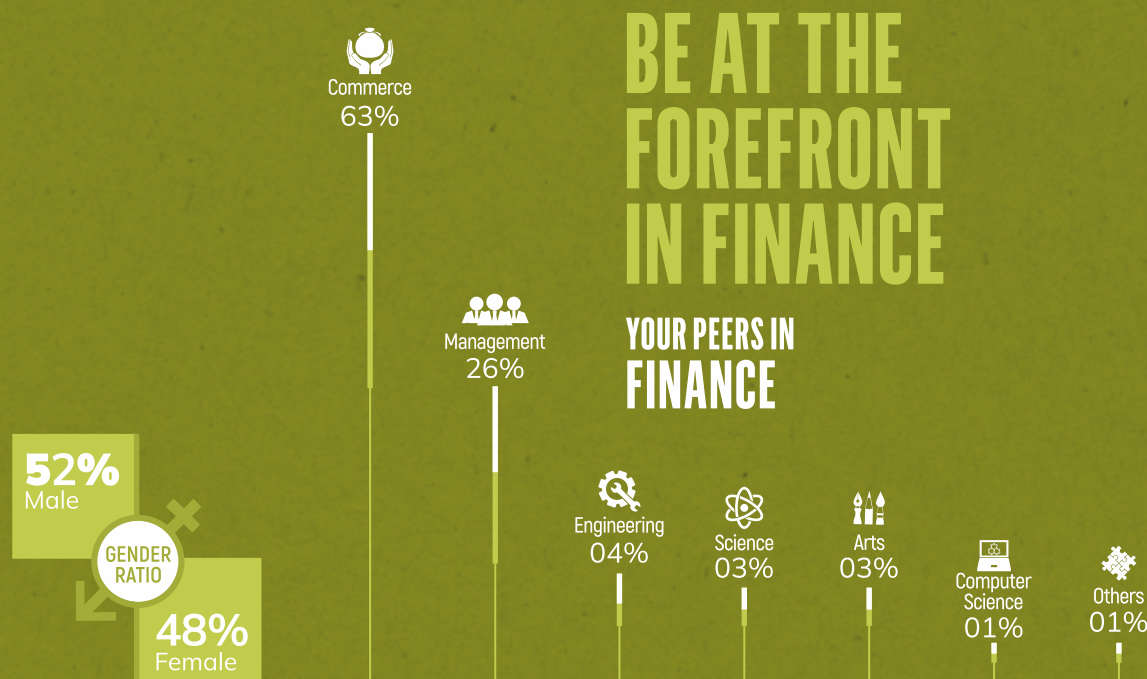


Listen to our  
changemaker here.



To get a  
sneak peak of  
the specialisation  
scan or click  
the code





## GRADUATION STREAM

## OUR ELECTIVES IN FINANCE

Actuarial Sciences  
 Advanced Corporate Finance  
 Advanced Financial Statement Analysis and Valuation  
 Applied Econometrics  
 Banking Operations  
 Banking Systems  
 Block chain & Machine Learning  
 Business Valuation  
 Corporate Banking  
 Corporate Restructuring  
 Corporate Tax Planning  
 Corporate Valuation  
 Credit Analysis  
 CRM in Banking and Financial Services  
 Equity Portfolio Management  
 Equity Research  
 Financial Derivatives & Risk Management  
 Financial Management  
 Financial Markets & Institutions  
 Financial Markets & Services  
 Financial Modeling & Analysis  
 Financial Planning  
 Financial Statement Analysis

Fixed Income Securities  
 Insurance Accounting  
 Investment Banking  
 Investment Management  
 Management of Banking & Financial Services  
 Market Micro structure  
 Micro Finance  
 Principle of Life Insurance  
 Principles of General Insurance  
 Private Equity & Venture Capital  
 Product and Service Costing  
 Project Finance  
 Retail Banking  
 Risk Management in Commercial Banks  
 Rural Banking  
 Treasury Management  
 Underwriting & Claim Management  
 Wealth Planning  
 Working Capital  
 International Finance  
 Behavioral Finance  
 Finance Econometrics using R





## MENTORED BY KNOWLEDGE MAKERS



### Sandeep Varshneya

Associate Professor  
Ph.D (NUS Singapore),  
PGDBM (XLRI Jamshedpur)

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

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

**Experience:** 20 years of work experience



### Amit Shrivastava

Professor  
Ph.D, PGDFM  
M.Com.

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

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

**Experience:** 22 years in Academics



### Rashmi Chaudhary

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

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

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

**Experience:** 20 years in corporate and academic experience



### Varda Sardana

Assistant Professor  
Ph.D. (pursuing);  
M.Phil

**Teaching Area:**  
Finance and Accounting

**Experience:** 5 years



To get a sneak peak of the course scan the code

## INSPIRED BY CHANGEMAKERS



### Radhika Gupta

MD & CEO,  
Edelweiss  
Mutual Fund & VC,  
AMFI

Be Limitless to your aspirations and consider every obstacle as a steppingstone towards personal and professional growth. May your MBA experience be truly transformative.

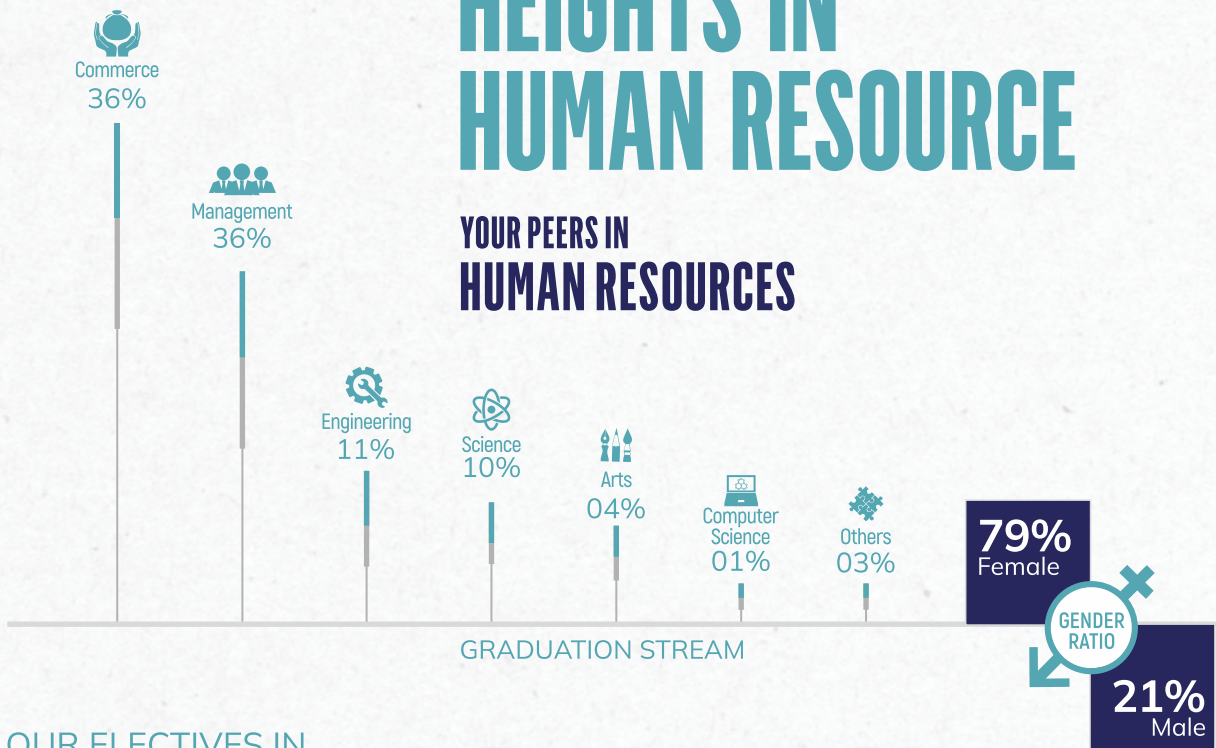
Listen to our changemaker here.





# REACH NEW HEIGHTS IN HUMAN RESOURCE

## YOUR PEERS IN HUMAN RESOURCES



## OUR ELECTIVES IN HUMAN RESOURCES MANAGEMENT

- Advanced HRM
- Compensation Management
- Competency Mapping & Assessment
- Cross Cultural Sensitivity
- Employee Relation and Labour Law
- Human Resource Information System
- Industrial Relations & Labour Laws
- Interpersonal Skills & Team Management
- Leadership and Change Management
- Learning & Development

- Organisation Change & Development
- Performance Management System
- Talent Acquisition
- Panchtantra and Management
- Management Wisdom as in Indian Scripture
- Developing Resilience Skills
- Life Skills for Career Success
- Psychological Communications
- International Human Resource Management





## MENTORED BY KNOWLEDGE MAKERS



### V P Singh

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

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

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

**Experience:** 30+ years in Industry



### Shalini Srivastava

Professor  
Ph.D., MA

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

**Teaching Area:** Marketing

**Experience:** 17+ years in academician



### Pallavi Srivastava

Associate Professor  
PGDM

**Research Area:** HR-IT interface, employer branding,  
Travel psychology, sustainable HRM

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

**Experience:** 19 years in Academics



### Pragya Gupta

Associate Professor  
Ph.D, MBA

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

**Teaching Area:** HR-OB

**Experience:** 11 years  
in Academics and  
13 years in Industry



To get a  
sneak peak  
of the course  
scan the code

## INSPIRED BY CHANGEMAKERS



### Shiv Shivakumar

Group Executive  
President  
Corporate Strategy,  
Aditya Birla Group

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

Listen to our  
changemaker here.





# EMPOWER WITH RETAIL EVOLUTION

## YOUR PEERS IN RETAIL MANAGEMENT



## OUR ELECTIVES IN MARKETING AND RETAIL MANAGEMENT

- Consumer Behaviour
- Customer Relations Management
- Demand Forecasting
- Distribution & Channel Management
- Excellence in Retailing
- Franchising and Global Retailing
- Luxury Marketing
- Mall Management and Event Management
- Merchandise and Category Management for Retailers
- Merchandising
- New Store Planning

- Product and Category Management
- Retail Buying
- Retail Marketing
- Retail Store Management
- Rural Retailing
- Store Designing and Visual Merchandising
- Store Operation
- Warehousing Design Management
- Merchandise Buying
- Retail Analytics
- Managing Private Labels





## MENTORED BY KNOWLEDGE MAKERS



**Reeti Agarwal**  
Associate Professor  
Ph.D, PGDM

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

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

**Experience:** 16 years in Academics



**Shalini Nath Tripathi**  
Associate Professor  
Ph.D, MBA

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

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

**Experience:** 16 years in Academics



**Shubhendra Parihar**  
Associate Professor  
Ph.D, MBA

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

**Teaching Area:** Marketing and General Management

**Experience:** 13 years in Academics



**Himanshu Misra**  
Associate Professor  
Ph.D, M.I.B.A

**Research Area:** Technology and its applications in marketing, Consumer decision making, Brand and market behavior, Rural markets

**Teaching Area:** Marketing

**Experience:** 18 years in Academics



To get a sneak peak of the course scan the code

## INSPIRED BY CHANGEMAKERS



**Suresh Narayanan**  
CMD,  
Nestle India

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

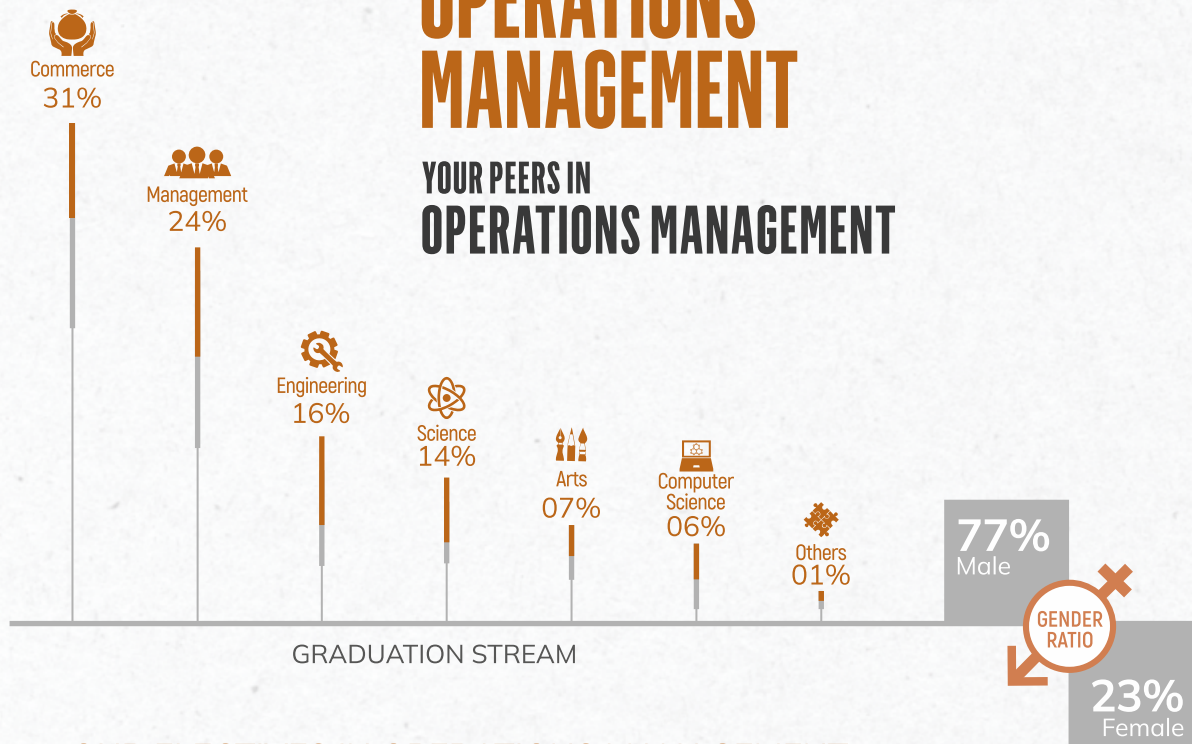


Listen to our changemaker here.



# OPTIMISE OPPORTUNITY WITH OPERATIONS MANAGEMENT

## YOUR PEERS IN OPERATIONS MANAGEMENT



### OUR ELECTIVES IN OPERATIONS MANAGEMENT

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

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





## MENTORED BY KNOWLEDGE MAKERS



### Anupam Saxena

Associate Professor  
Post Doctoral  
Fellow in Management - IIM-B ,  
Fellow in Management - MDI, Gurgaon  
PGDM

**Research Area:** Sustainability aspects in Operations Management, Global Sourcing and Assessing the Business Value of Information Systems

**Teaching Area:** Operations Management, Business Research Methods, Service Operations Management, Logistics Management



### Yogesh Agarwal

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

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

**Teaching Area:** Operations research, game theory, computer simulation, & network modeling

**Experience:** 30 years in Academics with IIM Lucknow



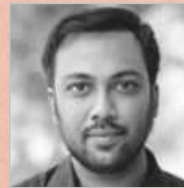
### Richa Srivastava

Assistant Professor  
Ph.D, NET, M.Sc.

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

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

**Experience:** 8 years in Academics



### Saumyaranjan Sahoo

Associate Professor  
Ph.D, MBA

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

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

**Experience:** 11 years in Industry with companies like Suzlon Energy Limited, Hindustan Coca-Cola Beverages



To get a sneak peak of the course scan the code

## INSPIRED BY CHANGEMAKERS



### Aditya Ghosh

Co Founder, Akasa Air

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

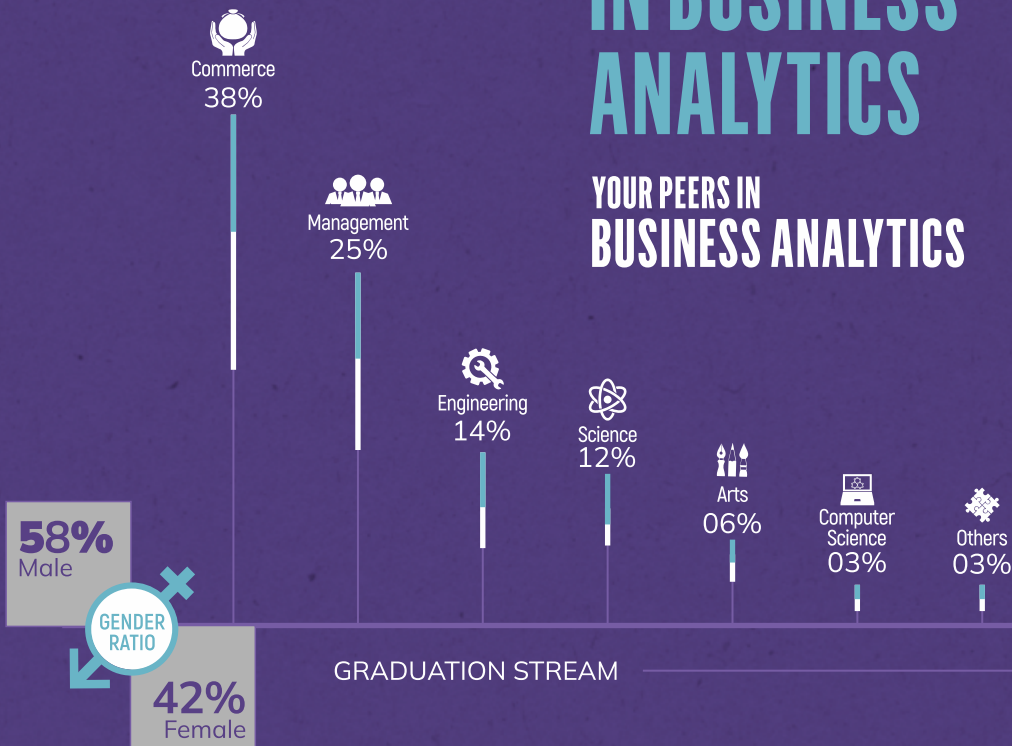


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# BE THE CHANGEMAKER IN BUSINESS ANALYTICS

## YOUR PEERS IN BUSINESS ANALYTICS



## OUR ELECTIVES IN BUSINESS ANALYTICS

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

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





## MENTORED BY KNOWLEDGE MAKERS



**P. Mary Jeyanthi**  
Assistant Professor  
Ph.D, MCA

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

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

**Experience:** 10+ years in Industry and 5+ years in Academics



**Amit Kumar Trivedi**  
Associate Professor  
Ph.D.

**Research Area:** Portfolio Optimization, Valuation, Machine Learning

**Teaching Area:** Analytics Technique For Business

**Experience:** 12 years in Industry, consulting, Entrepreneurship, and Academia



**Nitin Merh**  
Associate Professor  
Ph.D.

**Research Area:** Business Analytics, Times Series Forecasting, Predictive Analytics

**Teaching Area:** Management Information Systems, Data Mining, Business Analytics, Business Forecasting.

**Experience:** 22 years in Academics



**Shivani Bali**  
Professor  
Ph.D.  
MBA

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

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

**Experience:** 17 years in Academics

## INSPIRED BY CHANGEMAKERS



**▶ Apurva Purohit**  
Former President,  
Jagran Prakashan Ltd

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



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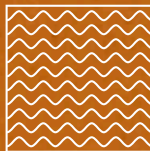


To get a sneak peak of the specialisation scan the code





To watch  
success stories  
Scan  
the code



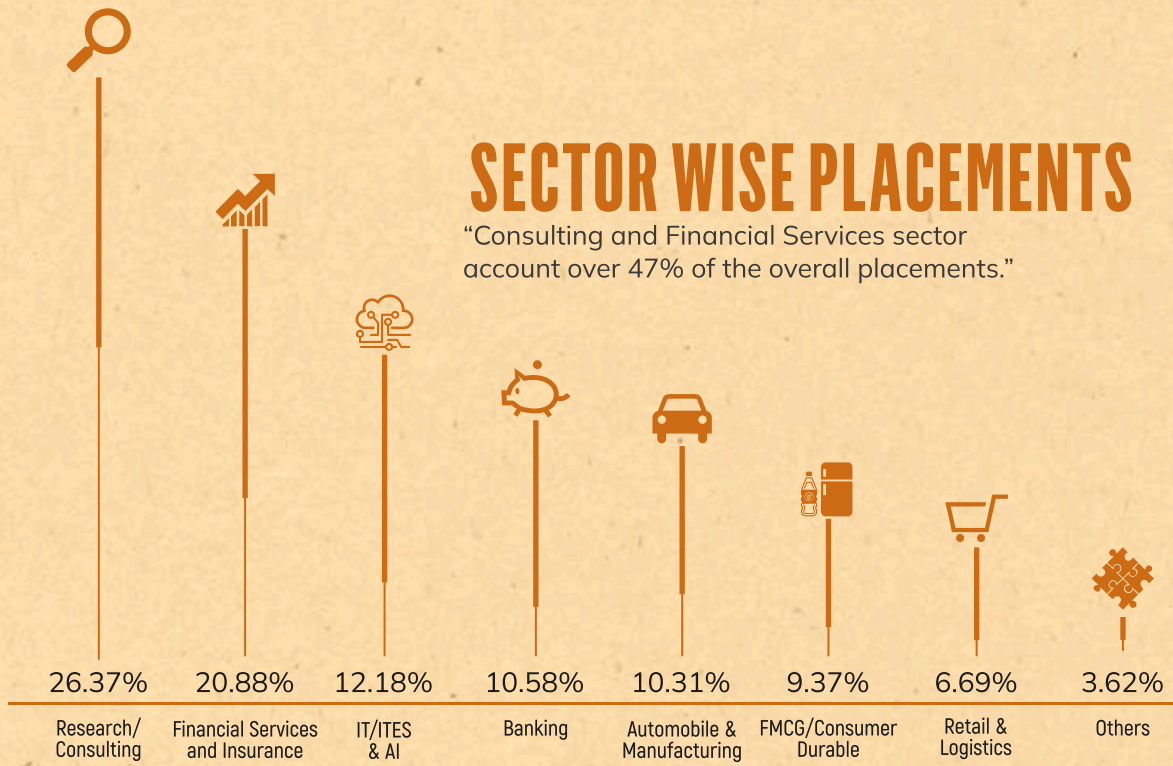
**BE READY FOR  
LIMITLESS  
OPPORTUNITIES.  
WITH  
350+ RECRUITERS.**





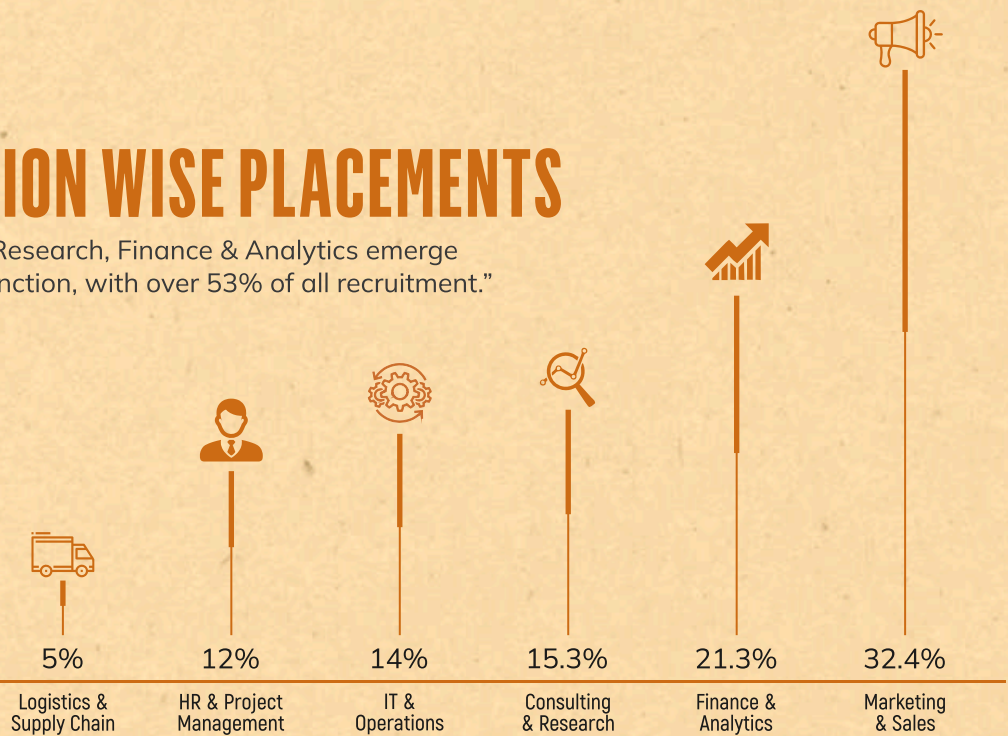






## FUNCTION WISE PLACEMENTS

“Marketing, Research, Finance & Analytics emerge as the top function, with over 53% of all recruitment.”





# OUR PROMINENT RECRUITERS

## MARKETING



and many more...

## FINANCE



and many more...

## HUMAN RESOURCE



and many more...

## RETAIL



and many more...

## OPERATIONS MANAGEMENT



and many more...

## BUSINESS ANALYTICS



and many more...



# TIME TO BE LIMITLESS. APPLY NOW.



To apply scan the code

## HOW TO APPLY

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

### Check the eligibility criteria

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

If you are appearing for the final examination for the Bachelor's degree (or equivalent examination) and are expected to complete all requirements for obtaining the Bachelor's degree by 30th June 2024, then you can also apply, in such cases the admission is provisional and subject to furnishing evidence to that effect latest by 1st October 2024; otherwise, you may be asked to withdraw from the programme.

### Understand the Selection Process

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

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

### The Selection Weightages

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

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

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





## Apply Online

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

### Step 1

Register with your credentials



### Step 2

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



### Step 3

Fill the application form with your personal and academic details.

## SPEAK TO OUR COUNSELLOR

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

You will receive an admission decision/offer letter within two weeks, including decisions on any financial assistance/scholarship. You have to submit required documents along with the first-trimester fee to confirm your admission.

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

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

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

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

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

For details of hostel fees visit:  
<https://www.jaipuria.ac.in/admissions/>

CAMPUS	LUCKNOW	NOIDA	JAIPUR	INDORE
Particulars	PGDM/FS/RM	PGDM/M/SM	PGDM/SM	PGDM
1st Year Fees	680000	730000	650000	595000
2nd Year Fees	670000	720000	625000	580000
<b>Total Fees</b>	<b>1350000</b>	<b>1450000</b>	<b>1275000</b>	<b>1175000</b>



## Scholarship

in order to reward outstanding achievement and to ensure that fears about finance do not constrain our prospective students from considering study at Jaipuria Institute of Management, we are pleased to offer a number of prestigious scholarships\*.

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

parts one for each academic year.

An awardee shall be eligible to receive the scholarship in the second year only if he/she maintains a requisite CGPA at the end of the first year. In addition, Jaipuria also offers a sibling scholarship of Rs 1 lac. spread across two years. Overall Jaipuria offers scholarship of more than 5.5 crores to deserving students based on different parameters.

## Alumni Membership

At Jaipuria you will get an opportunity to network with alumni across four campuses. Be a member of the Alumni Association and reap lifelong benefits from the largest alumni network spread across the globe.

The registration fee for the lifetime membership is Rs. 2500/- plus applicable tax to be paid separately in favour of respective campus alumni associations.

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

IDFC FIRST Bank MBA scholarship is a need-based scholarship where ₹2,00,000 is granted for two years of full-time MBA education to students that have secured admissions in B-schools on their own merit and have a family income of less than 6 lakhs per annum. This scholarship aims to make post graduate education in Business studies accessible to those who are meritorious but are unable to afford it due to financial constraints.

## Education Loan

Jaipuria has made arrangements with all major national, private banks, and NBFCs for education loans at lowest possible interest rate.

Jaipuria is one of the approved institution for

**SBI scholar loan.**

Visit website for detail.

## Refund Policy

The refund policy of the Institute in case of withdrawal/cancellation of admission in the MBA equivalent PGDM courses is as per the rules of

AICTE vide its Public Notice Advt. No.  
AICTE/Legal/04(01)/2007

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

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









M. +91 8800495724  
E. admissions@jaipuria.ac.in

LOCATE US



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