

# The ICFAI University, Jaipur

**MBA**  
2024-26





# WELCOME TO THE ICFAI UNIVERSITY JAIPUR

The ICFAI University is known for its value based & holistic education. During its 12 years of functioning, the University has focused its attention on quality of infrastructure, teaching-learning environment, quality of research of high relevance to our industries and society at large, on strong industry interface and above all on grooming our students as the professionals of the knowledge age equipped with the wisdom and skill sets embedded with a value system that makes them a class apart. The prospective students will have the great advantage of the goodwill nurtured by the ICFAI University over the years.

The University is known worldwide for its Management education, in particular the innovative pedagogies in imparting the knowledge. In keeping up with the changes in technology & policy framework, the ICFAI Business School undertakes revision of its program structure and syllabus periodically through the Board of Studies which has the participation of industry experts. The School lays strong emphasis on case study based pedagogy, project work & internships which help the students to be industry ready by the time they commence their second year of studies.

On account of strong academic & research grooming of the students, the placement portfolio of the University has been growing impressively. All students got their placement in their dream companies besides six overseas placements from the MBA Batch 2021-23 which is a matter of pride for the institution. One of the contributory reasons for excellent placements is that the Post Graduate students are prepared for their all-round personality development by providing them the desired exposure of leadership through Student Council activities, Club activities and training in Soft Skills.

The University is in the forefront of implementing the National Education Policy (NEP 2020) and all new students joining the University will have the benefit of being part of an institution which is proactive in implementation of policy framework, quality oriented in teaching-learning landscape, innovative in pedagogies and student centric in its approach. I welcome all prospective students and assure them of a different experience of excellence in their journey to success & growth in IBS, Jaipur.

**Dr. H. P. Singh**

President

The ICFAI University, Jaipur



# WELCOME TO THE ICFAI BUSINESS SCHOOL JAIPUR

Management education has witnessed radical and revolutionary changes over the recent years, not only in terms of objectives, approaches and methodologies, but in the overall context too. The business world is experiencing an altogether different focus, so as to prepare the future ready workforce that has the ability, agility and adaptability to explore and respond to these uncertainties, challenges and of course the infinite opportunities.

ICFAI Business School (IBS), Jaipur a constituent of the ICFAI University, Jaipur, offers apart from the MBA Program, many other innovative management Programs relevant to current market needs. IBS, since its inception has been attracting truly enterprising and dynamic aspirants from all parts of the country, making it an ideal destination for young learners with diverse educational and socio-cultural backgrounds. At IBS Jaipur, it is about the confluence of cultures and perspectives, the verve and vivacity of campus life, and the commitment to academic excellence and professional distinction, perfectly complemented by its beautiful natural surroundings, making it an exemplary learning environment.

With a highly experienced and proficient faculty team, optimally drawn from both industry and academia, the scholastic and co-scholastic interventions at IBS Jaipur encourage experiential learning, focusing predominantly on developing the much needed conceptual, analytical, technical, and decision making abilities in the students, catering to all levels of knowledge integration i.e. learning, understanding, application, evaluation and synthesis.

With a number of student driven clubs catering to various interests including sports, performing arts, community services, socio-cultural engagements, youth oriented activities, entrepreneurship, various events and fests, IBS ensures all-inclusive development of the students to bring in substantial transformation in their personalities.

IBS Jaipur has been recognized as a Centre for Excellence that has groomed a brilliant cadre of highly competent managers and leaders year after year, serving in various sectors across diverse profiles, remarkably contributing to strengthen the socio- economic fabric.

In the dynamic global scenario, we provide the students with plethora of opportunities to pursue rewarding careers and create inspiring success stories. We welcome you to become a part of these unparalleled success stories being scripted at IBS Jaipur.

## **Dr. Shweta Jain**

Program Head  
IBS Jaipur





# ICFAI UNIVERSITY JAIPUR

ICFAI Business School (IBS) Jaipur is a constituent of the ICFAI University, Jaipur. The ICFAI University, Jaipur was established in 2011 and was notified as a State Private University by the Act of the Government of Rajasthan.

The University believes in creating and disseminating knowledge and skills in core and frontier areas through innovative educational programs, research, consulting and publishing, and developing a new cadre of citizens with a high level of competence and deep sense of ethics and commitment to the code of professional conduct.

## Campus Infrastructure

The campus is spread over 40 acres of land. It has 3.4 lakhs sq. ft. of built-up area with academic blocks and classrooms which are well-equipped with latest audio-visual equipments and there are facilities for well-equipped library, labs and computer center.

## Semester System

Semester system of education is followed for the MBA Program of IBS Jaipur. Each academic year consists of two semesters. Internal evaluation, mid-semester and end semester examinations are conducted during each semester.

## Undergraduate Programs

B.Tech
B.Tech (Lateral Entry)
BBA
BBA (FinTech)
BBA (Business Analytics)
B.Com (Hons.)
BCA
BCA (Data Science)
BCA (Artificial Intelligence & IoT)
BCA (Cyber Security)
BCA (Cloud Computing)
BCA (FinTech)
B.Sc. (Forensic Science)
B.Sc. (Hons.) Mathematics and Physics
BPT
Integrated BBA-LL.B (Hons.)
Integrated BA-LL.B (Hons.)   LL.B
BA (Political Science)
BA (Psychology)
BA (Economics)

## Postgraduate Programs

MBA
MCA
MTech

## Doctoral Program

Ph.D Program (Full-time / Part-time)

## Diploma Programs

Mechanical / Civil /  
Mech. (Electric & Hybrid Vehicles)



# MBA PROGRAM

The two year MBA Program prepares the students with the knowledge, skills and strategic perspectives essential to business leadership and a managerial career.



## Eligibility

Bachelor's degree from any discipline with 50% and above marks (English medium).  
Final year degree students awaiting results are also eligible.

## Award of Degree

Students who successfully complete the MBA Program will be awarded the Master of Business Administration degree by The ICFAI University, Jaipur subject to University regulations.



## Program Structure

The program comprises of 29 courses [of which 21 are compulsory courses and 8 are elective courses which are to be selected on the basis of chosen specialization(s)], and a summer internship program. These courses are spread over four semesters.

### Year I

#### Semester I

- Accounting for Managers
- Managerial Economics
- Financial Management
- Organizational Behavior
- Information Systems For Managers
- Marketing Management
- Business Communication
- Business Analytics - I

#### Semester II

- Macroeconomics & Business Environment
- Advanced Financial Management
- Personal Effectiveness Management
- Human Resource Management
- Advanced Marketing Management
- Operations Management
- Business Analytics - II
- Legal Environment of Business

### Year 2

#### Summer Internship Program

#### Semester III

- Business Strategy
- Business Process Integration
- Soft Skills
- Elective I
- Elective II
- Elective III
- Elective IV

#### Semester IV

- Business Ethics & Corporate Governance
- Management Accounting & Control
- Elective V
- Elective VI
- Elective VII
- Elective VIII

*The program structure is tentative and subject to change.*



## Electives

The students are encouraged to choose eight elective courses from four specialization streams namely, Marketing, HRM, Finance and IT & Systems. Students will have the flexibility in choosing more than one course from these elective streams. Students will also have the facility for dual specialization. Elective courses will be offered subject to a minimum number of 10-15 students enrolling for a particular elective.





## Admission Scholarships

**IBS offers scholarships to top performers of IBSAT 2023**

- **IBSAT Top Performers**
- **Wards of Defence & Paramilitary Personnel (In-service & Retired)**
- **Physically Challenged**
- **Wards of IBS Alumni**

## Student Assistantships

**IBS offers Digital Marketing Assistantships with stipend to students who have flair for digital and social media.**



# EDUCATION METHODOLOGY



**Pedagogy** The pedagogy adopted by ICFAI Business School (IBS) Jaipur encourages independent thinking and helps the students develop holistic perspectives, strong domain knowledge, contemporary skill sets and positive attitudes.

**Classroom Instruction** Students receive full time classroom instruction, which helps them learn and consolidate their understanding of the subjects.

**Independent Study** Quality courseware is available in the library. This helps students to achieve a prescribed level of knowledge through self-study.

**Case-based Learning** IBS uses case study method as a very important teaching and evaluation tool. The students are tested for case studies in each subject. The case based learning is integrated as a dominant tool in the education methodology which reinforces the students' understanding of the concepts and their ability to apply them in real life and practical business situations. To be an effective professional, the student has to think and act like one. Case studies of reputed Indian and international companies are used. These cases help students understand the complexities in various business, political, legal and social environments.

**IT Lab :** Assignments related to computers will require the students to spend significant time in the lab. All students will have access to well- equipped computer lab, for their practical work in IT courses.

**Soft Skills Lab:** Special emphasis is given to impart soft skills to meet the corporate requirements. The exclusive design and the right mix of training processes of Soft Skills help the students add a new dimension to their personality.

**Language Lab:** Students who are weak in English will be taught English language to improve their proficiency in oral and written skills.

## Projects

Students are encouraged to pursue live projects in each of the courses to enhance their learning by applying theoretical concepts to industry situations. This is done under the guidance of experienced faculty to ensure proper focus and implementation.

## Evaluation

Student performance in each course will be assessed by means of continuous evaluation. Students will be evaluated on the basis of assignments, presentations, seminars, case discussions, projects and tests.

## Summer Internship

The Summer Internship is undertaken after the second semester of the program and is faculty supervised. It enables the students to experience the rigor of business environment and combine the concepts learnt in classroom with the real-life situations in organizations. The broad objectives of summer internship are:

- To provide students with opportunities to apply the concepts learnt in the classroom to real life situations.
- To sensitize students to the nuances of a work place by assigning time bound projects in a company.
- To provide students a platform to work and develop a network which will be useful to enhance their career prospects.

## Industry Interaction

IBS Jaipur consciously encourages industry interaction with a wide cross section of professionals in the industry. Summer projects, industry interaction programs, guest-lectures, seminars, etc., organized in association with the industry offer students an opportunity to exhibit their organizational and communication skills, analytical abilities and awareness of contemporary issues to leading recruiters.









### Library Facilities

The campus has well-stocked library with more than 20,000 books, 98 magazines/journals, over 800 DVDs, and IP based access to DELNET, Ebsco, JStor Database, Marketline Database & Cabell's Directories. Through these resources, students have access to the finest selection of contemporary books and journals which supplement the prescribed reference books and textbooks. The library is augmented with books, periodicals, journals, magazines and other publications on a regular basis.



## Faculty

The faculty brings their extensive knowledge, professional experience and advanced education to their task. The faculty members have very good academic backgrounds and sound conceptual knowledge in their respective disciplines.

## Computing Facilities

The campus is provided with the necessary latest hardware and software infrastructure to cater to the computing needs of all students and faculty and the training needs of information technology related courses. It is equipped with servers and multiple terminals with multiple operating systems enabling a client server environment. High speed Internet connectivity is provided to all students.

## Laptops

It is essential that students joining the MBA Program need to have their own laptops during the study period, since digital approaches are extensively used as part of the curriculum at IBS Jaipur. Hence it is mandatory that students make their own arrangements to bring the same, when they join the program.

## Hostel Facility

Separate Hostels for boys and girls managed by the University (Inside the campus) will be allotted on first come first served basis. In addition, the University administration helps the students to find a suitable PG accommodation near the campus. Wi-Fi enabled, multi facility equipped hostels are built amidst picturesque surroundings with adjoining Mess facilities.

## Seminars

Students are encouraged to participate in seminars on management topics and make presentations of the same in class. These are done under the guidance of the faculty to hone the interpretation, summarization and presentation skills of the students besides inculcating reading habits in the students.

## Guest Lectures

Guest lectures play an important role in the learning and development process of the students. Eminent academicians and practicing professionals are invited for guest lectures where students get an opportunity to interact closely with them and understand the practical applications of various management concepts and ideas.

## ATM

ATM facility is available at the campus for students and staff.

## Medical Facilities

Essential medical facilities are available on campus along with 24 hours transport facilities for medical emergency.

## Security Services

Round the clock gated security services are well placed at the University.



# PLACEMENTS

IBS Jaipur gives utmost importance to assist students in getting suitable placements after successful completion of the program. The placement team positioned at the campus conducts placement activities on a full-time and continuous basis. Staffed by senior professionals and placement executives, the placement team initiates and maintains the University-Industry dialogue and manages the Summer Internship Program and final placement activities. The team evaluates student performance levels and ensures relevant preparation for their corporate placements.





Placements		
Class of	2022	2023
Students Placed	99%	99%
Average Salary*	6.91	8.53
Highest Salary*		
National	11.00	9.00
International	22.16	23.31
Average Salary* (Top 10%)	14.72	16.99
Average Salary* (Top 25%)	11.26	12.06
Recruiters	29	25

\* ₹ in Lakhs



### Recruiters (A Partial List)

- Aavas Financiers Limited
- ANZ Support Services
- Asian Paints
- Bandhan Bank Limited
- BNM Business Solutions LLP
- Digit General Insurance
- Emirates Logistics India
- G R Infra Projects
- Grow4Sure Consulting
- HDFC Bank
- ICICI Bank
- ICICI Home Finance Company
- ICICI Lombard General Insurance Co
- ICICI Securities
- Jaro Education
- Khimji Ramdas (Int. Placement)
- Lloyds Venture
- Loyalty Juggernaut Inc
- Mars Wrigley India
- Prop tiger
- Property Pistol
- Rolling Arrays Consulting
- Tata AMC (mutual fund)
- Unicorp Technology LLC
- Utkarsh Small Finance Bank



# CO-CURRICULAR ACTIVITIES

Continuous efforts are made to strike an appropriate balance between the classroom activities and extracurricular activities. Students work hard in class, and also channelize their energies into diverse co-scholastic activities such as organizing seminars and workshops, guest sessions and panel discussions on contemporary issues, industry conclaves etc.

Students are also encouraged to form groups and clubs based on their areas of interest, share information, and exchange ideas. Students manage and coordinate various clubs related to sports & yoga, performing arts like music, dramatics and dance, fine arts, photography, social works and community services, youth empowerment, entrepreneurship, languages, economics and business, finance, marketing and digital media, HR and several others. Participation and coordination of various events under the aegis of these clubs help the students develop leadership abilities, management skills and group behaviours.

With excellent sports facilities at campus, students get lot of opportunities to organize intra and interdepartmental sports tournaments along with intercollegiate sports meets. With first-rate indoor and outdoor sports facilities including football and cricket grounds, badminton and basketball courts, along with gymnasium and other recreation facilities, the campus is an ideal place for sports and fitness enthusiasts.

The students get numerous opportunities to organize inter-collegiate sports and cultural meets, which offer them an opportunity to interact closely with their peers from various institutions. Prominent activities organized during the year are: fresher meet and farewell, sports week, management games, elocution, seminars, group discussions, cultural meet, management forums, debating, skit & play, business quiz, digital marketing and entrepreneurship workshops, motivational seminars, corporate lectures, business plan competitions and panel discussions, to name a few. Industry visits and immersion programs are organized to provide real time learning experience to the students. Also continuous activities in association with IBS Alumni Federation are conducted like IBSAF Awards and Alumni Meets. Students are encouraged to contribute in “PROWESS”, the bi-annual magazine of IBS Jaipur and “KSHITIJ”, the quarterly newsletter of the University on continuous basis.







## IBS Alumni: A growing fraternity

IBS has a consolidated growing alumni base of around 66,500 currently pursuing rewarding careers across the globe. Their success in the corporate arena is a powerful testimony to their skills, abilities and hard work, as well as to the quality and rigor of business education at IBS. In addition to building the reputation of IBS with their success, the alumni remain in touch with their peers and their alma mater through IBS Alumni Federation (IBSAF).





### Dr. Shweta Jain

EPHRM (IIM-Calcutta), PGDBA (HR), Ph.D.  
Dean & Program Head



Dr. Shweta Jain has over 20 years of experience as Educationist, Academic Administrator and Soft Skills Trainer. She has a versatile academic milieu including Ph.D. (Management), Executive Program in Human Resource Management from IIM-Calcutta, Executive Program in HR Analytics from XLRI-Jamshedpur, PGDBA-HR, Diploma Training & Development (ISTD), MCA and M.Sc. (Comp. Sc.). Her Ph.D. research was on Behavioral Training Interventions in Telecom Sector. She has also earned Certificate of Achievement from Dale Carnegie & Associates Inc, USA and is a Certified Trainer from All India Management Association (AIMA). Her publications include research papers in national and international journals and case study registered with The Case Centre, UK. Her academic interests include Organizational Behaviour, Competency Frameworks and Labour Economics. She is an active learning and development professional associated with reputed organizations.

### Dr. Archana Rathore

M.Sc. (Hons.), Ph.D. (Economics) BITS Pilani  
Associate Dean & Academic Coordinator



Dr. Archana Rathore has 18 years of experience in teaching and research at BITS Pilani, IBS Pune, and IBS Jaipur. She has presented and published a range of research papers at distinguished platforms including prestigious journals and various national and international conferences. Her areas of research interest are Environmental Economics, Applied Econometrics and Applied Microeconomics.

### Dr. Shiv Kumar

M.Phil., MCA, Ph.D.



Dr. Shiv Kumar has 22 years of experience in academics and administration. He has significant research publications to his credits, primarily in the areas viz. E-Commerce, Management Information Systems, Information Security and ERP Systems. In the recent years, he has ventured into the field to Business Analytics. Besides his academic contribution, he has been felicitated at various platforms for actively promoting art and culture.

### Dr. Avinash Gupta

M.Com, MBA, PGDHRM, Ph.D.



Dr. Avinash Gupta has 15 years of experience in academics and industry. He earned his Ph.D. from University of Rajasthan, Jaipur in the area of Project Management. He was associated with Aditya Birla Group, positioned in the Cost Planning and Control Management Division, followed by his services at Polymedicure Group. His areas of specialization include Accounting and Project Management. He has significant research contribution in his domain, across prestigious national and international platforms.

### Dr. Vidhu K. Mathur

MBA, UGC-NET, Ph.D



Dr. Vidhu K. Mathur has over all 25 years' experience, of which 23 years in academics, and 2 years is in the industry. His research and teaching interests are Marketing, Strategic Management and Leadership in Small and Medium Enterprises. He was awarded the Doctor of Philosophy (Ph.D.) on Corporate Entrepreneurship in Small and Medium Enterprises. He has qualified UGC-NET in Management. He has published his research in various national and international journals, and attended various seminars and conferences. Notable among them are "Social Entrepreneurship and Institutional Environment in an Emerging Economy" published in the International Journal of Social Entrepreneurship & Innovation and 'Urban Solid Waste Management in India – A Case Study of Nagpur City' at 'Waste – The Social Context Conference', organized jointly by the Edmonton Waste Management Centre, the City of Edmonton and University of Alberta at Edmonton, Canada. He has also worked as a Consultant to development organizations focusing on urban development issues

### Dr. Priyanka Jain

MBA, M.Sc., Ph.D.



Dr. Priyanka Jain has a rich experience of 15 years in academics. She has presented number of papers in national and international conferences including 1st PAN IIM World Conference, 5th Conference on Excellence in Research and Education (IIM Indore), India Accounting & Finance Conference (IIM Lucknow) and others. She has several publications in Scopus indexed journals like Journal of Advances in Management Research (Emerald), International Journal of Law and Management (Emerald), International Journal of Entrepreneurship and Small Business (Inderscience), etc. to her credits. She has been a reviewer to journals published through Elsevier, Emerald, Inderscience and Taylor & Francis. Her research interests include Behavioral Finance, Corporate Social Responsibility, Socially Responsible Investments, Financial Markets & Institutions and Portfolio Management. Dr. Priyanka is SLET qualified.

### Dr. Ruchi Gupta

MBA, UGC-NET, Ph.D.



Dr. Ruchi Gupta is UGC-NET qualified with over 8 years of academic experience. She has presented research papers in various international and national conferences organized by distinguished institutions like IIM Ahmedabad, IIM Raipur, IIM Kozhikode etc. Her areas of research interest are Social Responsibility & Ethics, Corporate Governance and Banking. She is predominantly involved in teaching courses related to Financial Accounting, Cost and Management Accounting, Financial Services and Security Analysis & Portfolio Management.

### Dr. Shivangani Rathore

M.Com, BBA, Ph.D.



Dr. Shivangani was awarded Ph.D in Human Resource Management. Her Ph.D research was on the topic entitled "An Empirical Evaluation of Accredited Social Health Activist Sahyoginis in Rajasthan". She has presented papers at national & international conferences and seminars. She has received number of Best Research Paper Awards at various international conferences. She has published research papers in reputed national and international journals. Her academic interests include General Management, Professional Communication Skills, Human Resource Management, and Organizational Behaviour.

### Prof. Sukriti Khatri

CA, ISA, M.Com (ABST),  
NET (Commerce), Ph.D (pursuing).



Prof. Sukriti Khatri is pursuing her research studies on the topic 'Digitalization of State Transport Services'. Her area of specialization include Accounting and Finance. She has significant research contributions in her domain across prestigious national platforms.

### Dr. Kunal Vijay

B.Com, B.Ed, M.Com, NET, Ph.D



Dr. Kunal Vijay has earned his Doctorate in the area of 'Corporate Social Responsibility'. He has published/presented significant research papers in reputed national and international journals and conferences. His specialization is in Financial Accounting, Cost Accounting, Taxation and Financial Management.







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