



BE LIMITLESS



WATCH THE
LIMITLESS JOURNEY

www.jaipuria.ac.in

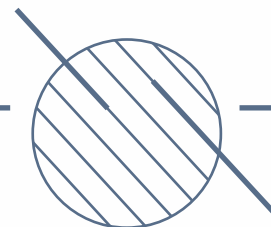
ADMISSION
GUIDE
2024-26

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

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Seth M.R. Jaipuria Schools
Jaipuria Institute of Management

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Executive Director
Ginni International Ltd.
President, Educational Committee,
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Managing Director,
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Co - Chairperson
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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

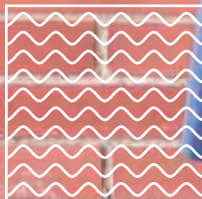
Nominee
AICTE Representative



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

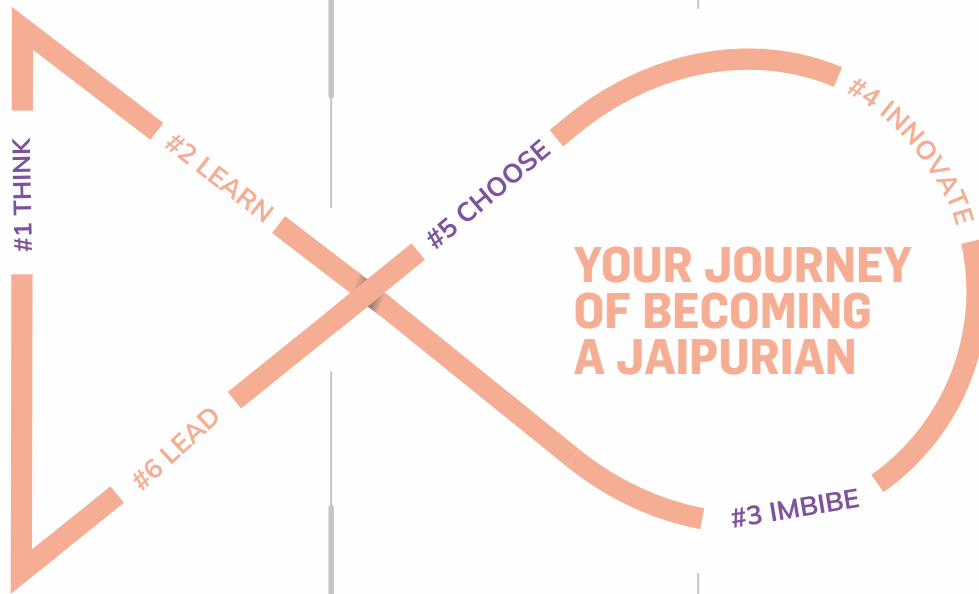
Ask questions, contemplate, explore new avenues. After all, what you think is what you become.

#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 them for future success.

Anurag
PGDM 2023-25

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



Learning **ONE** Faculty Curriculum Admissions **JAIPURIA** Experience Placements



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 fourfold 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

92nd

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)

LUCKNOW



NOIDA



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

47th

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



For Campus
Tours
Scan Here

80th

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)

JAIPUR



INDORE



PROGRAMMES OFFERED

Post Graduate Diploma in
Management (PGDM)

Fellow Program in Management (Doctoral)

Rank band

101-125th

Amongst all Management Institutes in India
(NIRF, 2023)



NBA

Accredited PGDM Programs

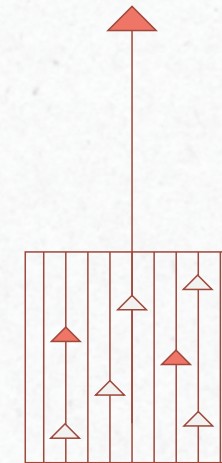
AIU Recognised PGDM equivalent to MBA



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.

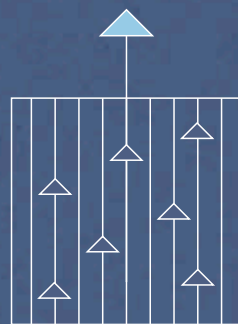
BE LIMITLESS WITH OUR INTERNATIONAL EXPOSURE



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

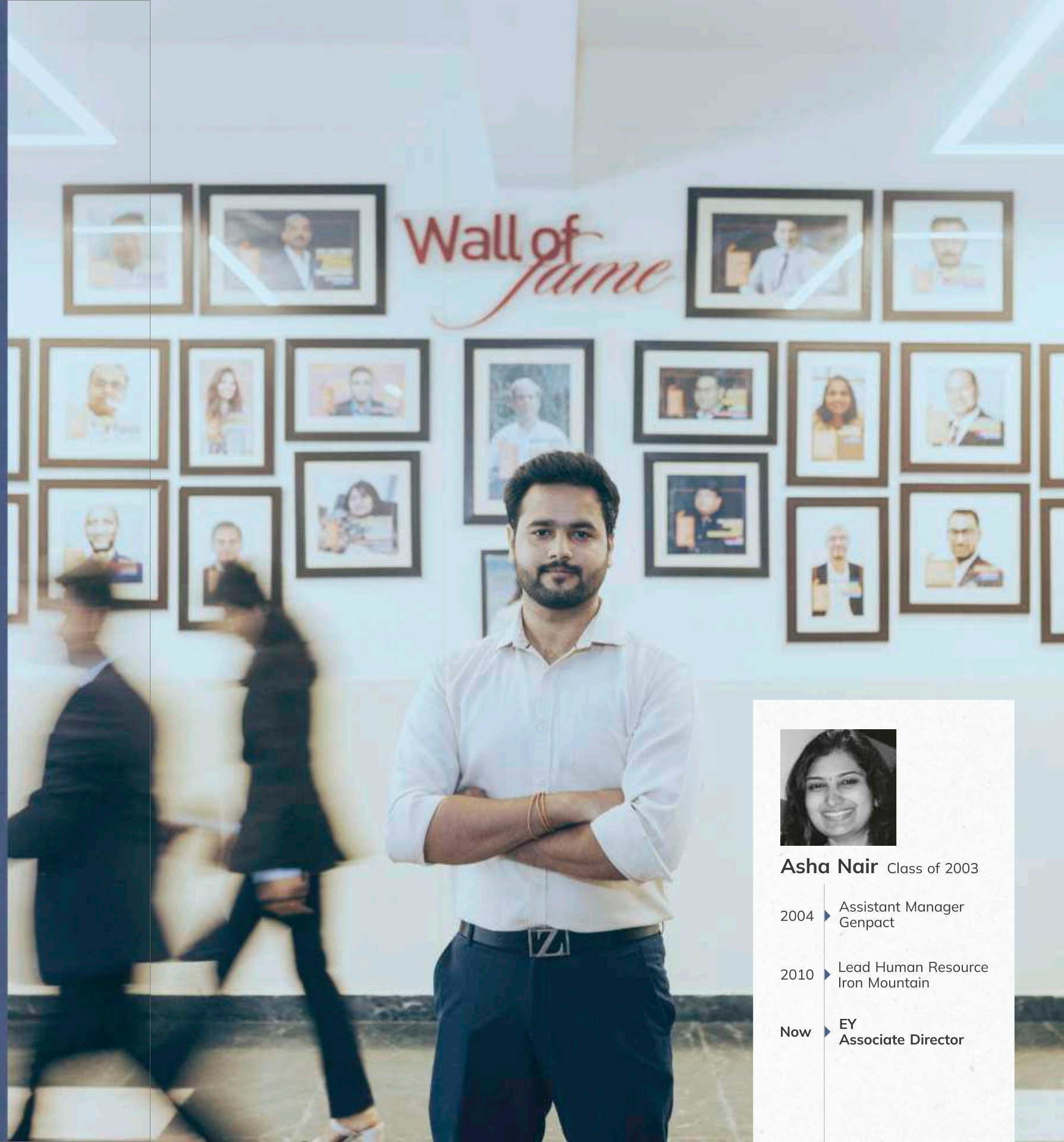




**GAIN A
LIMITLESS
NETWORK
WITH 14000+
ALUMNI**



To watch
alumni story
scan or click
the code



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

LEADING ALUMNI FROM MARKETING

Scan to watch
our alumni story



Pradeep Naithani
Class of 2005

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



Himanshu Trivedi
Class of 2002

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



Shilpa Malik
Class of 2017

- 2017 ▶ Sr. Ex. -
Product Mgmt.
Orient Electric
- Now ▶ Brand Manager
Total Energies



Sachin Kapoor
Class of 2002

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



Nitika Agrawal
Class of 2007

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



Neelesh Kesarwani
Class of 1997

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



Soumyajyoti Ghosh
Class of 2000

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



Prashant S.
Class of 2010

- 2010 ▶ Territory Manager
HSIL
- Now ▶ Business Head
Experience Digital
Microsoft Business
Sol.



Akanksha Srivastava
Class of 2011

2011 ▶ Analyst - Nomura
Now ▶ AVP
Credit Suisse



Riku Garg Acharyya
Class of 2014

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



Rajul Bhargava
Class of 2006

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



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

Scan to watch
our alumni story



Ashok Joshi
Class of 2000

Now ▶ Senior VP
Axis Bank



Avnish Bhatnagar
Class of 1999

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



Arijit Dutta
Class of 2004

2004 ▶ Executive
HDFC Bank
Now ▶ Vice President
HSBC



Mamta Singh
Class of 2006

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





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

Scan to watch
our alumni story



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
(THR) - Aditya Birla
Retail Ltd.
- Now ▶ Human Resource
Business Partner
Paytm



Sabina Tanwar
Class of 2000

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



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

Scan to watch
our alumni story



Girish Chaple
Class of 2018

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



Vishakha Jain
Class of 2022

- Now ▶ Talent Acquisition
MAISON D' AURINE



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



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



Abhishek Gupta
Class of 1999

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



Sidhant Nayyar
Class of 2009

- 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

Scan to watch
our alumni story



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 Gubrey
Class of 2017

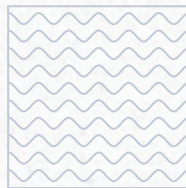
- 2019 ▶ Senior Project
Manager
HCL Technologies
- Now ▶ Consulting Project
Manager
Microsoft



Nishant Mohnot
Class of 2002

2004 ▶ Research Analyst
Network Stock
Broking

Now ▶ Director
McKinsey



Manoj Pandey
Class of 1999

1999 ▶ Entrepreneur
Metaphor Software

Now ▶ Sr. Director-
Data & Analytics
Cisco, Washington



Urvashi Jain
Class of 2010

2010 ▶ Senior Analyst
Nomura

Now ▶ AVP -
Project Manager
Barclays

LEADING ALUMNI FROM BUSINESS ANALYTICS

Scan to watch
our alumni story



Shalini Dudani
Class of 2000

2000 ▶ Trade Finance &
Depository
HDFC Bank

Now ▶ Head of Business
Strategy
TCS



Divya Singh
Class of 2012

2012 ▶ Market Intelligence
Analyst - Beroe Inc

Now ▶ Business Analysis
Manager
Cisco, Washington



Zaryab Ahmar
Class of 2010

2010 ▶ Analyst - BlackRock

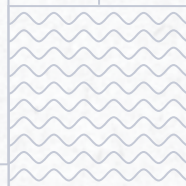
Now ▶ Associate Director
S&P Dow Jones
Indices



Arpan Sanyal
Class of 1999

1999 ▶ District Manager
Cipla

Now ▶ Associate Director
PwC



Madhukar P
Class of 2003

Now ▶ Senior Associate
Director
KPMG



Akhil Gupta
Class of 2000

2002 ▶ Systems Executive
DSS MOBILE COMM.

Now ▶ Vice President
Bank of Singapore

IMMERSE IN A LIMITLESS LEADERSHIP OPPORTUNITIES

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



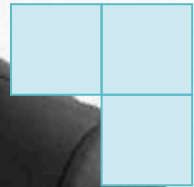
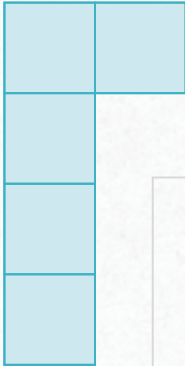
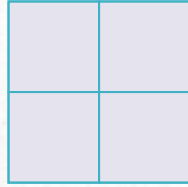
Annual Fest - Ojas at Lucknow Campus



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



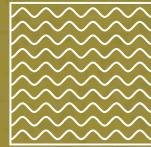
180 hours of
industry readiness
training



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 (IDP) 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.

15 CORE COURSE

15 ELECTIVE COURSES

6 WORKSHOP MODE EXPERIENTIAL COURSES

SUMMER INTERNSHIP PROGRAMME (8-12 WEEKS)

COURSE
STRUCTURE



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.

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.



Anurag
PGDM 2022-24

Jaipuria's PGDM is a standout choice. With a bouquet 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.



Scan to get an
overview
of 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

WIDEN YOUR POSSIBILITIES

MARKETING

FINANCE

HUMAN
RESOURCES

RETAIL
MANAGEMENT

OPERATIONS
MANAGEMENT

BUSINESS
ANALYTICS



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



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Anubhav Mishra
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
Associate Dean - SA
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 (Management),
PGDM (Marketing)

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

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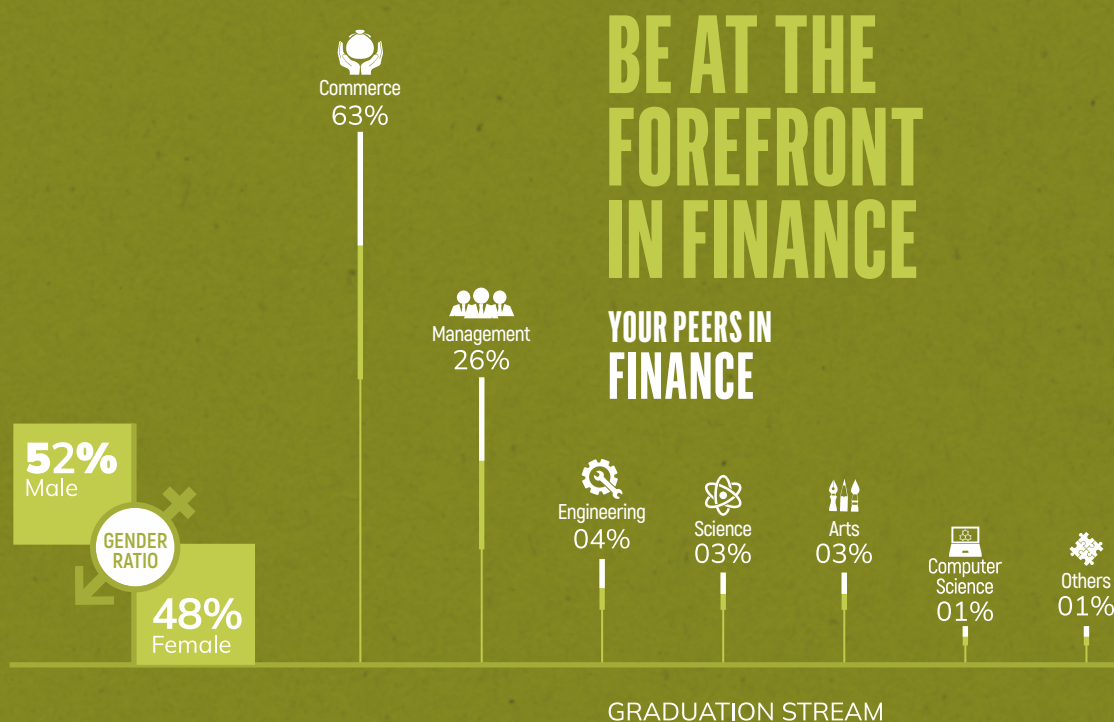
Indra Nooyi
Former Chairperson & CEO,
Pepsico

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

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sneak peak of
the specialisation
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the code



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



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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

Professor
Ph.D., M.B.A (Finance)

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

Associate Professor
Ph.D. (pursuing);
M.Phil (Finance);
M.Com; B.Com (H)

Teaching Area:
Finance and Accounting

Experience: 5 years



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Radhika Gupta

MD & CEO,
Edelweiss
Mutual Fund & VC,
AMFI

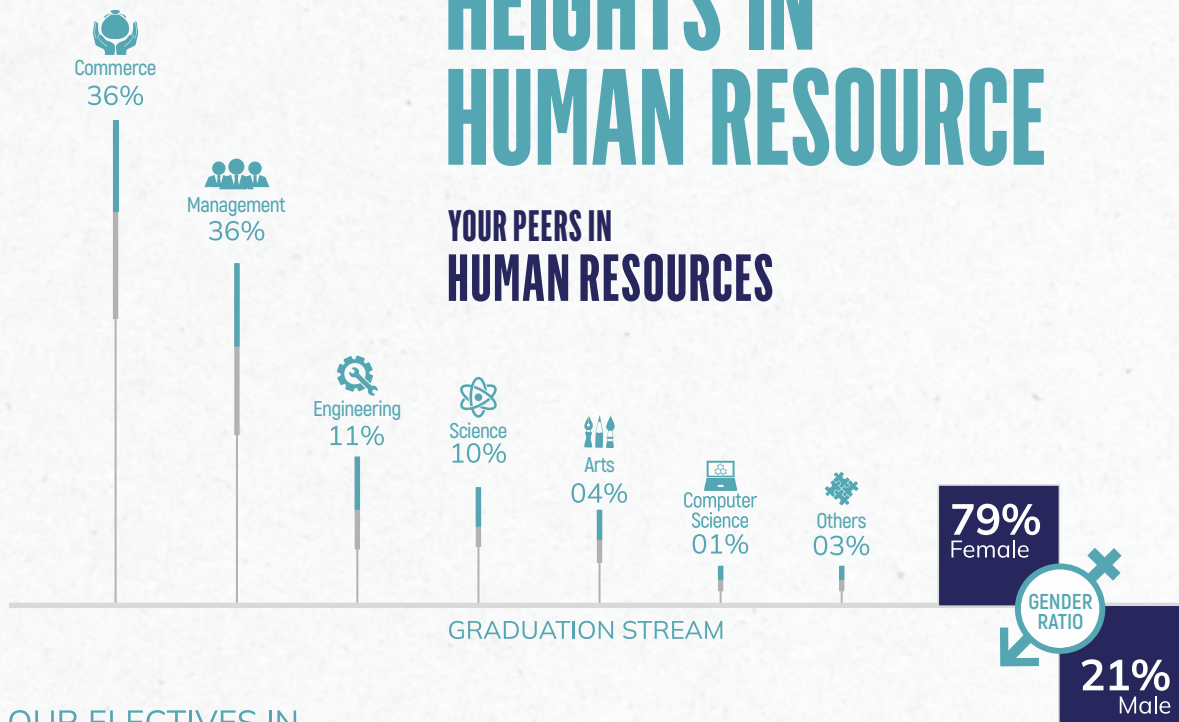
Be Limitless to your aspirations and consider every obstacle as a steppingstone towards personal and professional growth. May your MBA experience be truly transformative.

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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



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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
Fellow (MDI), 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



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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.

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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



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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



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Suresh Narayanan
CMD,
Nestle India

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

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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



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Anupam Saxena

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

Research Area: Sustainability aspects in Operations Management

Global Sourcing and Assessing the Business Value of Information Systems

Teaching Area: Operations Management, Business Research Methods



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 [Statistics]

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

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Aditya Ghosh

Co Founder, Akasa Air

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

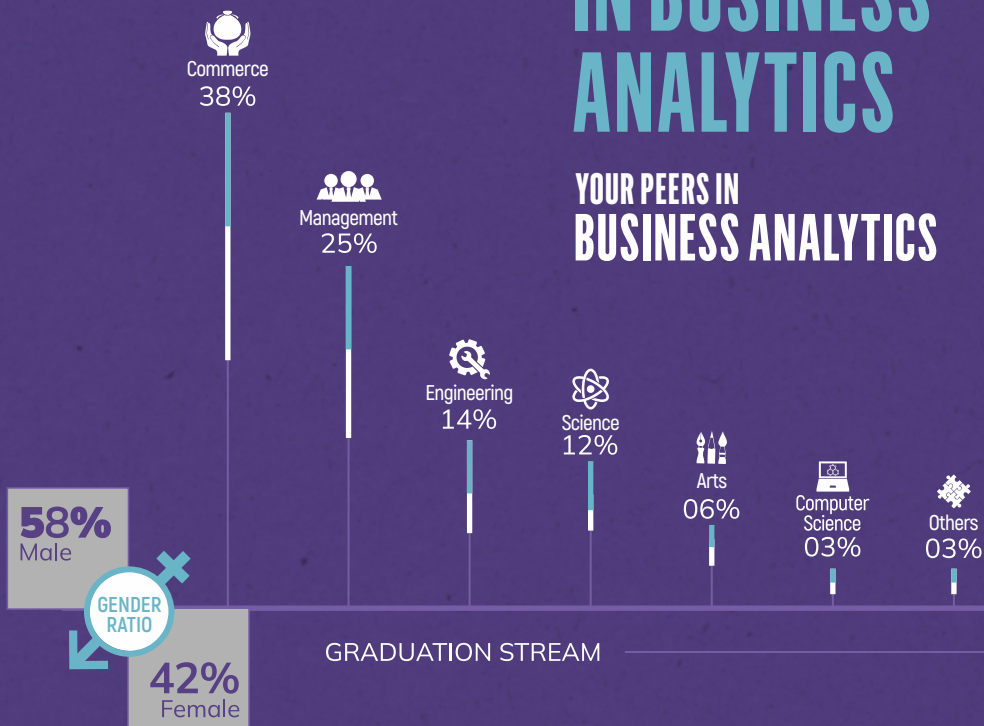
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BE THE CHANGEMAKER IN BUSINESS ANALYTICS

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



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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. (IIT-Kharagpur)

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. - SOMAAS, Jiwaji University, Gwalior

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

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

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

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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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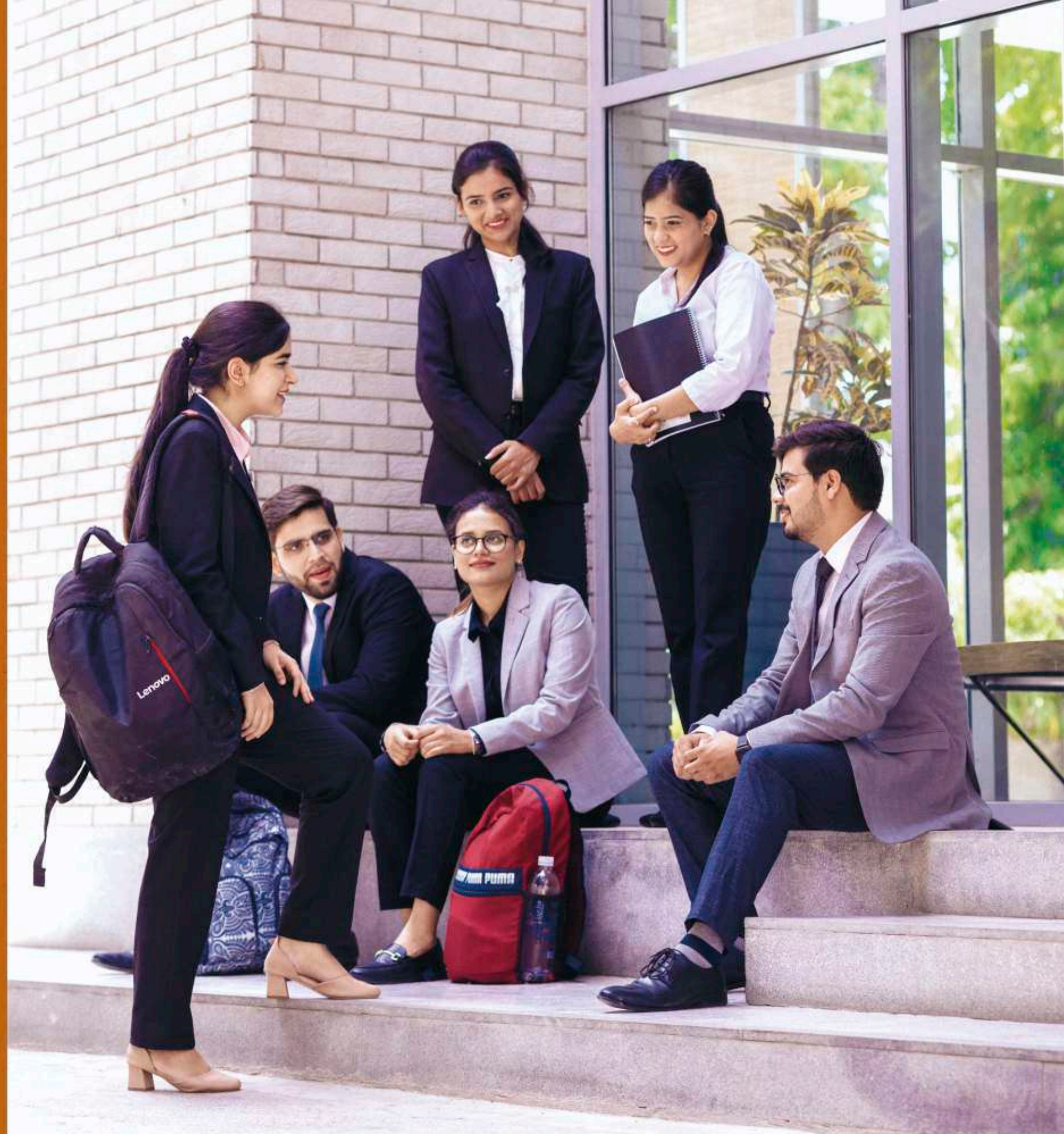


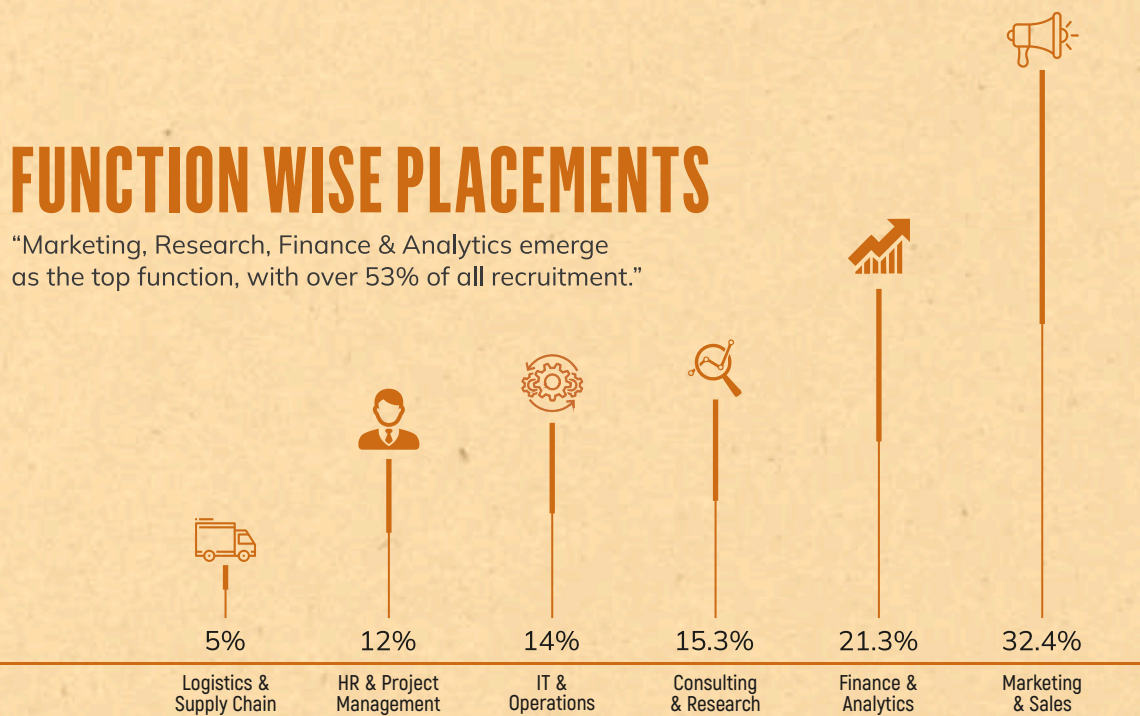
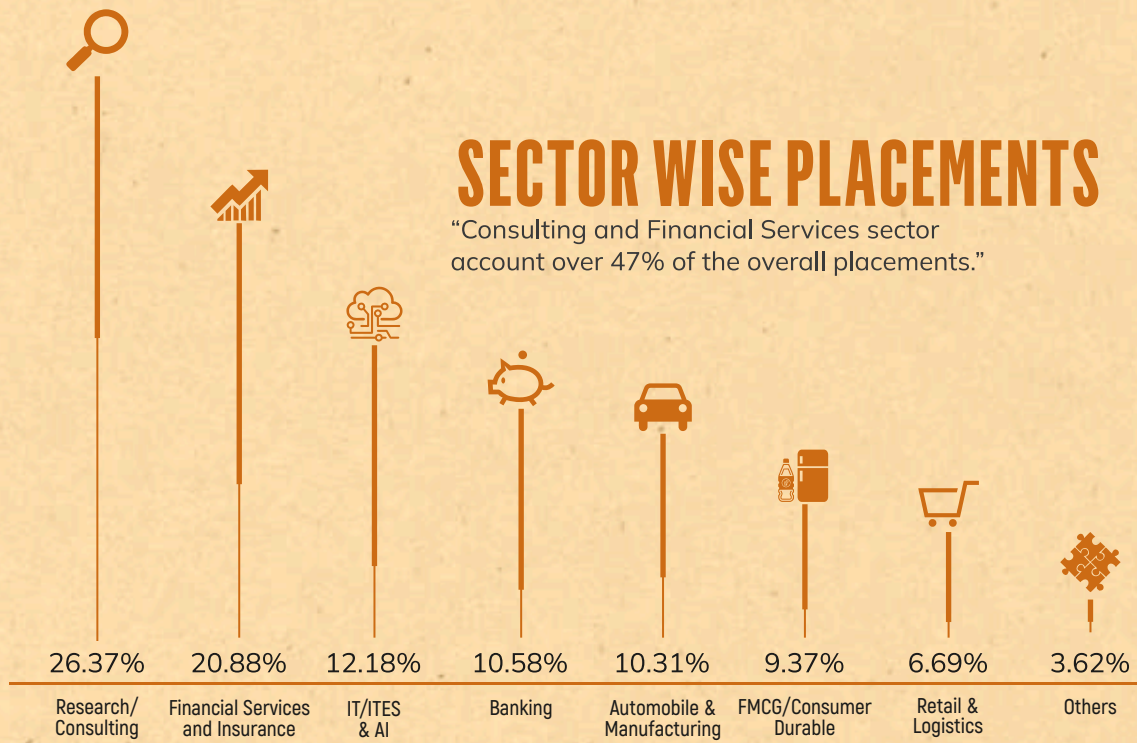
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peak of the
specialisation
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WITH
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FINANCE



and many more...

HUMAN RESOURCE



and many more...

RETAIL



and many more...

OPERATIONS MANAGEMENT



and many more...

BUSINESS ANALYTICS



and many more...

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HOW TO APPLY

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



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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 , than 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 group discussion 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[#], 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
Total Fees	1350000	1450000	1275000	1175000

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[#]

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 tied up with several banks nationally for facilitating educational loan to its students. Jaipuria is one of the approved institutions 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

[#]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

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





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