

Admission Brochure 2022

BBA | MBA | Ph.D



JAYPEE BUSINESS SCHOOL

(A constituent of Jaypee Institute of Information Technology, Noida,
Declared Deemed to be University u/s 3 of UGC Act)

www.jbs.ac.in, www.jiit.ac.in





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MESSAGE OF THE FOUNDER CHANCELLOR

Education is an instrument of empowerment to equip our people to help them become economically independent and self-sustaining.

I have great pleasure in introducing you to our Jaypee Business School (JBS). The School reflects our vision to become a Centre of Excellence comparable to the best in the world for producing professionals with leadership quality in technology, innovation, entrepreneurship and management.

JBS is different from other business schools in several ways. One of the unique features is the concept of Social Internship, undertaken by the students, which sensitizes them to the social issues. The School offers opportunities to obtain major and minor specializations.

For realizing the vision, we stand committed to provide outstanding guidance, leadership, faculty, physical infrastructure and alliances with leading business schools in the world.

I invite you to experience a different business school environment and help us make a difference to our society.



Jaiprakash Gaur

Founder Chancellor of JIIT
and Founder Chairman, Jaypee Group



LEADERSHIP



Shri Manoj Gaur
Chancellor
Jaypee Institute
of Information
Technology, Noida

Executive Chairman of the Jaypee Group. An engineer by qualification, Shri Manoj Gaur is widely respected as a visionary industry captain, who has successfully mapped and executed the massive expansion of the Jaypee Group and converted it into a conglomerate of diverse industrial businesses.



Prof. S.C. Saxena
Pro-Chancellor
Jaypee Institute
of Information
Technology, Noida

Prof. Saxena has an outstanding academic record. Formerly Director, IIT Roorkee, Mentor Director, IIT Mandi, Director, TIET Patiala, Director, TCIRD Patiala, amongst host of other important assignments like Chairman, NRC, AICTE New Delhi, and independent Director (two terms) of THDCIL, a Gol and UP Govt Navaratna Public Sector company. He is Life Fellow of the Institution of Engineers (India) and Life Fellow of the IETE.



Prof. (Dr.) Yog Raj Sood
Vice-Chancellor
Jaypee Institute of
Information
Technology, Noida

Prof. Sood is an outstanding administrator, academician and researcher. Formerly Director, Chairman-Board of Governors, Chairman-Finance Committee, Chairman-building Works Committee at NIT Puducherry, Dean (Research and Consultancy), Head of the Electrical Engineering Department, Member of BOG, Member of Senate, Professor in-charge of TIFAC-CORE, CVO, Chairman-Admission Committee at NIT-Hamirpur and member of Senate-NIT Calicut.



Prof. (Dr.) Renu Luthra
Vice Provost,
Jaypee Business School

Prof. Renu Luthra is a well-known academician and administrator. She has served as the Vice Chancellor of Galgotias University, Greater Noida, till August 2019 prior to taking up the assignment as Vice Provost of JBS. She has deep respect and enthusiasm for the academic environment with a personal commitment to the value of fairness, transparency, diversity and equality.

External Advisory Members

The Jaypee Business School receives advice on significant issues from esteemed members from Academia and the Corporate Sector. Advisory Board members make sure that the programs are current and relevant to business, industry and professional development practices.

External Advisory members in the Academic Advisory Group include

1. Prof. Bharat Bhaskar, Director, IIM Raipur
2. Prof. M.P Gupta, Dhananjay Chair Professor, Deptt. of Management Studies, IIT Delhi
3. Prof. Santosh Rangnekar, Deptt. Of Management Studies, IIT Roorkee
4. Mr. Alok Gaur, Director, Jaypee Cement Corporation Limited

JAIPRAKASH SEWA SANSTHAN

(a not for profit trust)

The Jaypee Group has always believed in “growth with a humane face” and to fulfil its obligations it has set up Jaiprakash Sewa Sansthan (JSS), a “not-for-profit” trust which primarily serves the objectives of socio-economic development, reducing the pain and distress in society.

For over five decades now, Jaypee Group has supported the socio-economic development of the local environment in which it operates and ensures that the economically and educationally challenged strata around the work surroundings are also benefitted from the Group’s growth by providing education, medical and other facilities for local development. The Group also undertakes Comprehensive Rural Development Programme (CRDP) which covers a wide range of projects such as free medical camps, health check-ups for village school children, literacy campaigns, safe drinking water supply, creating huge water reservoirs in different villages, self employment which includes tailoring classes for women and animal husbandry.

JSS has translated its social responsibility into reality by building schools and training institutes that cater to the need for providing quality education to the rural masses. The Trust also helps in times of natural catastrophe to reach the affected communities in distress.

JIIT was established by the Jaiprakash Sewa Sansthan in 2001 to fulfill its goal towards providing quality higher education to the society.

JIIT SOCIETY

In 2004, the JIIT Society was formed under whose auspices Jaypee Institute of Information Technology was granted the Deemed to be University status by Ministry of HRD and UGC.

Vision of JIIT

To become a center of excellence in the field of IT & related emerging areas, education, training and research comparable to the best in the world for producing professionals who shall be leaders in innovation, entrepreneurship, creativity and management.

Mission of JIIT

- ◆ To develop as a benchmark University in emerging technologies.
- ◆ To provide state of the art teaching learning process and R&D environment.
- ◆ To harness human capital for sustainable competitive edge and social relevance.

Vision of JBS

To be the center of excellence for grooming management professionals for leadership in industries, organizations and venture into entrepreneurship.

Mission of JBS

- ◆ To offer management education for enhancing knowledge and skills across functional areas through benchmarked curriculum using innovative teaching learning methods.
- ◆ To conduct contemporary and futuristic interdisciplinary research in areas of management.
- ◆ To interact with industry and other stakeholders and establish effective linkages for professional and entrepreneurial enrichment of management professionals.

SIGNIFICANT ACHIEVEMENTS

- Established in 2001, JIIT Noida is a premier Institute of Engineering with two campuses (at Sector-62 & Sector 128) in Noida, U.P and offers B.Tech, M.Tech, M.Sc, & PhD in different streams of Engineering, and Science.
- In 2007, Jaypee Business School which currently offers full time MBA and BBA courses, was started.
- Granted Deemed to be University status under section 3 of UGC Act 1956 in 2004
- Accredited by NAAC in 2015 for 5 years
- NIRF (MHRD) All India Rankings :
 - 2016 — Ranked 60th at the national level amongst all the Govt. and private Engineering Institutions.
 - 2017 — Ranked 54th in Engineering category
 - 2018 — Ranked 70th in Engineering category
 - 2019 – Ranked 80th in Engineering category
 - 2020 — Ranked 96th in Engineering category
 - 2021 — Ranked 94th in Engineering category
- AICTE approved institution since 2018.
- 50 Research Projects worth Rs. 1130.19 Lacs completed and 14 Research Projects worth Rs. 454.11 Lacs currently running. Projects sanctioned from Government Agencies like DRDO, DST, AICTE, DBT, AYUSH etc.
- Credited with 23 Patents filed, 5 Patents published, 1 Patent granted and 1 technology transfer.
- 4 branches in B.Tech, 09 branches in M.Tech, 4 branches in M.Sc, 3 branches in Integrated M.Tech , B.B.A and M.B.A with major specialization in Marketing, Finance, Human Resource and Operations, Information Technology, Business Analytics.
- PhD in Biotechnology, CSE, ECE, Physics and Materials Science & Engineering, Mathematics, Humanities and Social Sciences and Management
- 15.65 acres campus area at Sector 62 and 6.42 acres campus area at Sector 128, Noida.
- 101 Classrooms, 102 Laboratories, 2 Auditoriums, Administrative Offices, Outdoor and Indoor sports facilities, Dispensary, 3 Swimming pools, 11 hostels accommodating 1633 boys and 914 girls in double occupancy, Pro-Chancellor, Vice-Chancellor, Director, Faculty and Staff residences.
- 284 faculty members, 75% with PhD and 100% with PG Degrees.
- About 30 National and International awards for research, received by faculty and students of the Institute.
- 249 PhD produced since 2008-09.
- MoUs with several International and National institutions for students and faculty exchange and for joint collaborative research.
- 2020 pass-out B. Tech, M. Tech & Dual students placed in 178 companies with 166% offers and 99% absolute placements. 2021 pass-out MBA students placed in 61 companies with 89% offers.
- The highest salary package offered, till Dec 2021 for 2022 batch, is INR above 50 LPA to 07 students by Google, Adobe and Atlassian. Companies like Google, Morgan Stanley, Deloitte, Nestle, SAP Labs, Intuit, BNY Mellon, ZS Associates visited the campus for 2021 batch and recruited students. The average CTC for 2022 batch till Dec 2021 is INR 10.23 Lacs and median CTC is of INR 7.30 Lacs.
- 15860 alumni including 249 Doctoral, 11976 B.Tech, 2401 M.Tech (including Dual/Integrated Degree) and 1660 MBAs.
- Participated in Unnat Bharat Abhiyan (UBA) of MHRD (GOI). Five villages adopted under UBA for their development.
- Participated in Swachh Bharat Abhiyan of GOI.
- Participated in Study in India program of MHRD, GOI for admissions of foreign students, which is available to NIRF ranked Institutions.
- Has National Service Scheme (NSS) of GOI for students.

JAYPEE BUSINESS SCHOOL

Jaypee Business School offers a two year full time Master of Business Administration program and a three year full time Bachelor of Business Administration program.

The MBA and BBA programs of JBS train students to successfully manage, lead, organize and adapt in the changing business scenario. The programs equip the students with practical skills as well as theoretical knowledge. Students from all streams, including science, commerce, humanities etc. are eligible for admissions. JBS equips its students with an innovative mindset and also with necessary skills and knowledge to make informed decisions.

Jaypee Business School ensures that syllabus is contemporary and does not remain aligned to previously existing job markets. The curriculum focuses on competence that better prepares the students for long term learning and shifts in society and work. The eco system of JBS focuses on development of competence that will provide the students the flexibility to move over new areas/ jobs as the need arises. Technology and its use play a big role in the education system and the instructional process.

As JBS begins to prepare for post-pandemic life, it has focused on chasing progress with more urgency. At JBS we focus on 'learning how to learn' which is essentially an attempt to continuously reskill the students.

The MBA program prepares the students for the following changes in the work environment :

- Online learning through Google Meet and evaluation through Mettl platform.
- Change in the nature of work due to technological innovation
- Rising demand for new competencies, for eg. Digital skills, Analytical skills
- Changing employer expectations
- Changing labour demographics
- Managing diversity
- Regulatory changes in the business environment.

JBS follows a student centric instruction model that focuses on measuring student performance through outcomes. Focus of classroom delivery is sought to be achieved by embedding identified learning outcomes in each course. The Outcome

Based Education (OBE) model measures the progress on three parameters:

- (i) Program Educational Objectives (PEOs) — statements that describe the career and professional accomplishments that the graduates are expected to achieve after 4-5 years of graduation.
- (ii) Program Outcomes (POs) — statements that describe what students are expected to know and able to do by the time of graduation
- (iii) Course Outcomes (COs) — statements which describe the measurable parameters which evaluate each student's performance for each course that he/ she studies.

After adopting OBE, JBS has structured the curriculum, assessment and reporting practices in education to reflect the achievement of higher order learning.

Information Technology Integration

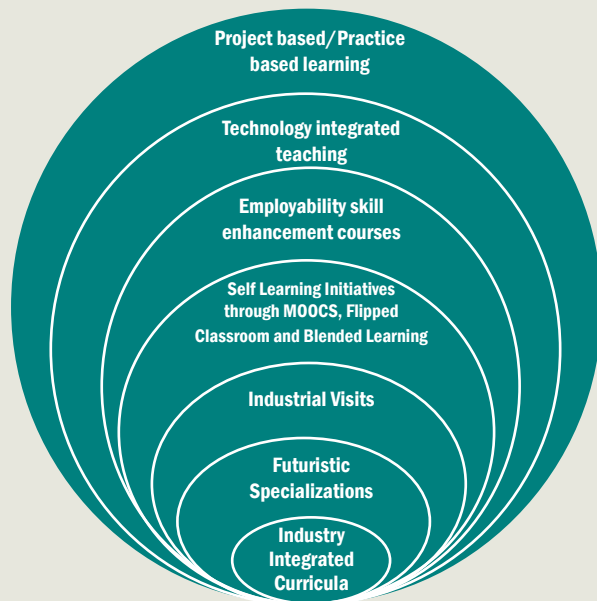
At JBS, faculty use technology to facilitate content delivery in a number of courses to enhance the students learning experience. Information Technology is integrated by the following methods:

- Online marketing tools and social media
- Use of Massive Open Online Courses (MOOCs), Webinars
- You Tube Videos
- SPSS
- AMOS
- SAP
- Open Source Analytics software such as R, Python, Tableau, SQL, Industry database like ACE Equity
- Language Labs

Case Study Methodology: Learning by doing

At JBS, the use of the case study approach makes the learning more meaningful and application oriented. The students are trained to explore new ways to identify a problem and consider possible solutions.

USP of JBS



PROJECT BASED / PRACTICE BASED LEARNING

JBS is acclaimed for the quality and openness to multidisciplinary research. It promotes and provides support to the students and faculty for interdisciplinary and collaborative projects. JBS is dedicated towards conducting research that is recognized by Scopus Indexed, International and National journals. JBS encourages the assimilation of teaching and research by involving its management students in multi disciplinary projects.

MAJOR AND MINOR SPECIALISATION

Students can opt for a major specialisation across the five areas of Marketing, Finance, Human Resource Management, Operations Management, Information Technology and Business Analytics. In addition to this, they can choose a minor

specialisation by choosing from a wide range of electives under the choice based credit system. Courses both core and electives in the areas of Business Analytics, Artificial Intelligence in Business, Internet of Things Applications, Fraud Analytics and Human Resource Metrics Analytics address the requirements of the Corporate World.

CORPORATE INTERNSHIP

The highlights of the 8 week corporate internship program are:

- It allows students to practice the skill and theoretical knowledge they acquired in the classroom.
- The students acquire relevant work experience which the employers seek in management graduates who otherwise do not have experience of the professional world. The students are thereby able to enhance their resumes through relevant experience.
- The students get opportunities to network with corporate executives which helps to enhance their professional career.

SOCIAL INTERNSHIP / COMMUNITY INITIATIVES

The students at JBS are encouraged to engage with neighbourhood communities with the aim of improving the quality of education, health and sanitation and sensitizing about gender issues. The students are actively involved with NSS activities. In addition, JBS offers a 2 credit course on Social Entrepreneurship which is taught by Prof. Patrick McNamara from University of Nebraska, USA.

A unique component of the MBA programs offered at JBS is a mandatory 4 week Social Internship with an NGO. The benefits of the social internships are:

- These social internships are important as the students get an opportunity to contribute to the betterment of society. This helps in character building as it sensitizes the students about social problems and encourages them to be part of the solution to societal issues of underprivileged sections of society.
- Qualities of empathy, humility, patience and optimism, respect for an individual's dignity and professional ethics are fostered in the students.

- The students gain a first hand experience regarding the use of culturally sensitive practices with diverse populations.
- The social internship develops in the students awareness about government policies and practices.

EMPHASIS ON SELF LEARNING INITIATIVES THROUGH MOOCs, FLIPED CLASSROOMS AND BLENDED LEARNING

MASSIVE ONLINE OPEN COURSES: At JBS, the use of the Massive Open Online Courses (MOOCs) offered by SWAYAM/ NPTEL is actively encouraged for the students. The main benefits of MOOCs are:

- (i) With its open access, the user has more knowledge available.
- (ii) Access to courses offered by professors from top schools.
- (iii) The learner's performance can be monitored easily.

FLIPPED CLASSROOM

At JBS, the flipped classroom instructional strategy reverses the traditional learning environment by delivering the instructional content (often online) outside the classroom. Students gain necessary knowledge before the class and subsequently the instructors actively and interactively clarify and guide students in the application of the concepts.

BLENDED LEARNING

The blended learning pedagogy used at JBS combines both formal (traditional classroom) and non-formal (online courses) methods. Blended learning integrates technology to boost learning.

The Learning Management System at JBS facilitates the blended learning process. The students can prepare from the downloaded material before the commencement of the class as the instructors send them video links and other online reading materials prior to a scheduled class.

EMPLOYABILITY SKILL ENHANCEMENT COURSES

1. The management education imparted at JBS equips the students to be adaptable, flexible entrepreneurial and adept at the use of technology applications for business.
2. Critical lifelong learning skills are imparted through courses on
 - (i) Effective Self Management
 - (ii) Employability Skills such as communication, self management, problem solving , team work, analytical and technical skills.

INDUSTRIAL VISITS

Industrial visits to reputed organisations are organised for students of BBA/ MBA. These visits enable students to observe how the theoretical concepts are applied in work settings.

FACULTY MENTORS

Each student is assigned a faculty mentor who facilitates his/her personal and professional development throughout the program.

INDUSTRY MENTORS

Each student is also assigned a mentor from the corporate/ industry. The industry mentorship program provides the students with opportunity to learn from experienced professionals. This helps the students to further develop their professional skills and generates increased awareness of the skill sets and personality attributes required by the corporate world

TEACHING METHODOLOGY

To prepare students for the new age digital economy JBS regularly re-examines the methods used to impart education. COVID Pandemic has also added another challenge to the teaching learning process. Faculty members at JBS were able to make a smooth transition from off-line to on-line teaching.

Many new initiatives were taken to meet students' expectations for multiple modes of engagement. To enhance the students experiential learning the

following pedagogy is also used:

- Google Meet used to deliver lectures and online assignments / project.
- E-study material, live classes and video recording of classes.
- Mettl platform for conduct of online proctored examination and evaluation.
- Webinars by industry experts on topical management issues.
- MOOCs and flipped classrooms to encourage student centric self-learning.
- Increased use of technology in the teaching-learning process.
- Business case studies including Harvard Business Cases.
- Problem based learning.
- Multidisciplinary projects.
- Blended learning.
- Experiential learning.
- Research based learning.
- Role plays/ simulations.

EXAMINATION AND EVALUATION

The evaluation comprises of three examination and teachers' assessment. These examinations are conducted as T1, T2 and end term examinations with a weightage of 75% for all courses. The teachers' assessment component includes assignments, quizzes, projects, case presentation etc. carries a weightage of 25%. During the pandemic the institute has conducted on-line tests. These proctored tests are conducted on Google platform for T1 and T2 tests, and Mercer-Mettl platform for end semester examination for all batches.

SMART CLASSROOMS

The lecture theatres are technologically enhanced with specialised software, audience response technology and audio/visual facilities. As a result of this technology enhancement, the class environment becomes interactive.



ACADEMIC PROGRAMS AT JBS

Bachelors of Business Administration (BBA) Program

The 3 years full time BBA curriculum is imaginative and flexible and is comprised of creative combinations of disciplines of study. Innovative and stimulating pedagogical practices stimulate the students' learning experience. The BBA program aims at developing in the students a set of broad based competencies, an understanding of the social and human context and instil in them strong ethical values.

The broad goal of the BBA program is to provide the students multi-disciplinary education that provides learning in multiple disciplines along with in-depth knowledge of the management discipline. In this way the students are prepared to deal with complexity, diversity and change. Value added courses on communication, analytical and problem solving skills and theatre equip the students with the ability to apply knowledge and skills in the real world settings.

Successful graduates of this course can opt for a range of jobs from sectors like finance, marketing, sales, management, government, HR, data analytics, health and education

The curriculum of this 3 years undergraduate BBA program is designed with the options of specialization in Finance, marketing, HR, IT applications in Management and Data Analytics. The curriculum is spread over six semesters with each semester having sixteen weeks that includes teaching and evaluation. Last two semesters of the programs makes provision for choice of discipline specific electives for specialization.

Two important stages of learning apart from acquiring knowledge is practicing and performing and it is these two aspects that JBS focuses on. Learning by doing is the norm wherein the students apply theoretical knowledge in real world to generate tangible outcomes.



Program Educational Objectives (PEOs) :

- 1 Provide knowledge of management concepts and theories to pursue professional career and or take up higher education.
- 2 Enhance self awareness, team work, technological, communication and research skills.
- 3 Apply tools and techniques for making informed decisions.
- 4 Sensitize students about the social, ethical and environmental issues of business.
- 5 Equip the students with skills to adapt to change and develop an orientation towards lifelong learning.

Programme Outcomes:

- 1 Acquire knowledge and understand fundamental principles and concepts of business management.
- 2 Apply the concepts to solve day-to-day business problems.
- 3 Communicate effectively with all the stakeholders of the organisation.
- 4 Develop entrepreneurial mindset and interpersonal skills.
- 5 Imbibe life-long learning skills to contribute as responsible citizens.

Salient Features of the BBA Program

- The ability to read the country's economy -
 - o While economics is routinely treated as a subject, at JBS it is considered a skill to equip the students with ability to read and interpret the economic state of the nation and the world.



- An entrepreneurial approach -
 - o An entrepreneurial mindset that is imbibed at JBS equips the students with the skill of evaluating an idea and the importance of hard work both of which are highly valued in the business world.
- Communication and networking skills -
 - o Emphasis on communication skills both written and verbal ensure that students gain confidence in public speaking and protocols of digital and social media communication. Events and guest lectures from industry professionals improve networking skills of students.
- Analytical and problem solving skills -
 - o The courses on Business Analytics teach students to analyse data which is critical to decision making and problem solving. Real world scenario planning and case studies enable students to weigh situations and consider probable outcomes.
- Use of IT tools in the teaching of all courses -
 - o Technology integrated teaching in all courses enhances the student learning experience.
- Skill enhancement courses -
 - o A number of skill enhancement courses such as Introduction to Spreadsheets, Computing Tools and Programming, and Data Insights using Dashboards, ensure that the students are equipped with the necessary skill sets required to succeed in the digitised era.
- Social consciousness and awareness of ethical issues in business -
 - o The value added courses on India's Diversity and Business, Social Media and Society, Political Process in India, and Gender Studies and a field project on "Community Initiatives" generate civic consciousness, care for society and an appreciation of ethical issues.
- Massive Open Online Course (MOOCs) -
 - o Students are encouraged to register for MOOC which are interactive courses and inculcate in students the mindset of learning for life.
- Integrated Research Project -
- An interdisciplinary research project encourages the students to collaborate in teams of students from different disciplines.

Master of Business Administration (MBA) Program

MBA Curriculum at JBS is designed to pave the way for a successful career in the business/corporate world and sow the seeds of entrepreneurship. The MBA curriculum at JBS offers both rigour and flexibility. The core curriculum is cross functional wherein fundamental business courses on Marketing, Business Analytics, Economics, Finance and Accounting, Statistics, Human Resource Management, Business Communications, Information Technology and Operations are offered.

In the second year, the students can choose from a wide range of electives to suit their interest and aptitude. The students opt for one area of major specialisation and one area of minor specialisation. The curriculum is constantly evolving with inputs from faculty members, industry professionals, alumni, students and academic professionals from reputed organisations.

The MBA program at JBS equips students to think logically and work in diverse teams and enables them to integrate knowledge across functional areas. The program aims to build socially sensitive managers through its four week mandatory social internship in an NGO.

The eight weeks corporate internship at the end of the first year enables the students to gain firsthand experience of working in the real world.

To ensure that our management graduates are not only adept at using technology for making decisions but are also able to understand how to advance their knowledge across multiple technologies, JBS has introduced Technology in Management Courses in the core areas. Courses on Internet of Things, Artificial Intelligence in Business are part of the core curriculum.

In addition, through courses such as Data Visualisation, Analytical and Technical Skills (Lab) and Data Analytics for Business Decisions, JBS ensures that students learn to design and implement database management systems.

JBS offers Major and Minor specialisations across the following domains*

• Marketing Management	• Information Technology & Business Analytics
• Financial Management	• Financial Service
• Operations Management	• Digital Marketing
• Human Resource Management	• International Business

* The courses offered may change as per the requirements of the industry.

Major and minor specialization will be offered subject to minimum number of students opting for specializations/courses. For details of courses offered in BBA and MBA, please visit our website www.jbs.ac.in & www.jiit.ac.in.

Note: An elective will be run if a minimum of 10% of students opt for the course.

Programme Educational Objectives:

- 1 To impart extensive knowledge of management theories, concepts and models to solve business problems and create new opportunities for successful professionals.
- 2 To inculcate self-awareness, discipline and team-work, leadership, effective communication skills and research orientation.
- 3 To sensitize students about social issues and develop them as socially conscious managers and leaders.
- 4 To infuse a spirit of innovation and entrepreneurship for personal and societal well-being.



Programme Outcomes:

- 1 Management Knowledge: Demonstrate in-depth knowledge of various domains of Management, including broader global perspectives, with an ability to discriminate, evaluate, analyse and synthesize existing as well as new knowledge, and integrate the same for enhancement of knowledge
- 2 Critical Thinking: Exhibit critical awareness to develop strategies and solutions to current business problems
- 3 Application: Apply the knowledge of management to manage projects in the work environment efficiently and develop effective and innovative business strategy.
- 4 Communication Skills: Communicate simple and complex managerial activities confidently and effectively through reports and effective presentations.
- 5 Independence: Demonstrate that they can function independently and/ or take responsibility for managing professional practices, in highly complex environments.
- 6 Collaboration and Leadership: Collaborate and lead teams across organizational boundaries and demonstrate leadership qualities to maximize the usage of diverse skills of team members.
- 7 Innovation: To identify timely opportunity to create value and wealth for the stakeholders of the society for sustainable development.
- 8 Ethics and Entrepreneurship: To identify the contemporary social problems, explore the opportunities for social entrepreneurship, design business solutions, exhibit value based leadership.

- 9 Life-long Learning: Observe and examine critically the outcomes of one's actions, make corrective measures, and learn from mistakes without depending on external feedback.

JBS was quick to find an opportunity during the crisis caused by the Corona Pandemic to bring about changes in its pedagogy, delivery mechanisms and behavioural modifications required for intensive technology integrated teaching and learning.

The MBA program of JBS also offers futuristic specializations in Business Analytics, Digital Marketing and International Business.

Salient Features of MBA Program

- The MBA program at JBS is focussed on developing in the students flexible rather than industry specific skills.
- Regular review and upskilling of curriculum ensures that students are equipped with skills needed not only now but also in future.
- Technology integrated teaching learning process makes the learning experience for the students more meaningful.
- A problem solving mindset and ability to search for innovative solutions is developed by the use of case studies in all courses.
- Emphasis on development of interpersonal skills, social sensitivity, emotional intelligence, persuasion and negotiation skills.
- Use of virtual learning and evaluation technology improves academic delivery and ensures flexibility.

Doctoral Program in Management (Ph.D.)

JBS offers full time and part time Ph.D. program in management. Currently research scholars are pursuing their doctoral research work in the areas of marketing, finance, human resource, operations and general management. The scholars are expected to successfully complete a stipulated course work and to carry out research in the chosen field. The award of Ph.D. degree is in recognition of high academic achievements, independent research, creative and productive inquiry and application of knowledge to the solution of problems in business and management. Full time research scholars are provided with assistantship.

Each Ph.D. scholar is required to publish a minimum of three research papers in SCI/ SCIE/SSCE/SCOPUS indexed journals for the fulfilment of requirements before submission of the dissertation for the award of Ph.D. degree.



LEARNING RESOURCE CENTRE (LRC)

The Learning Resource Centre (LRC) is an excellent repository of learning resources. It can accommodate about 700+ users at a time. It has more than 80 computer nodes with high speed Internet & Intranet connectivity. LRC is well-stocked with Indian and International books and journals covering all areas of Business and Management and Engineering & Technology to meet the needs of students, faculty and research scholars.

LRC has approximately 80,600 books with more than 27300 titles and E-Resources Approximately 3,50,000 (National and International).



JIIT has two libraries for the students and faculty

Central Library : Located at Sector 62 Campus, having 23931 title and 64,331 volumes

Departmental Library at Sector 128 : having 3360 titles and 16,257 volumes

The salient features of the libraries are:

- Fully integrated with the latest barcode technology and international standard open source Library Management Software "KOHA".
- Accessibility to bibliographic details of LRC resources through OPAC anywhere.
- Latest collection of textbooks as well as reference books and national and international peer reviewed journals, magazines and electronic resources.
- LRC has membership of DELNET, National Digital Library and INFLIBNET.
- LRC has dynamic website <https://www.jiit.ac.in/lrcjiit/>
- LRC has subscribed Anti-Plagiarism web tools to enhance the quality of research.



FACULTY

Full time faculty members at JBS have the right blend of industry and academic experience averaging approximately 10 years. Select courses and modules are taught by international faculty/guest faculty from the industry. Brief profile of the faculty members are as follows:

Dr. Renu Luthra : PhD. and MBA from Lucknow University.

Area of Specialization – HR & OB, 37 Years of Teaching Experience.

Dr. S.C. Bansal : PhD, M.Phil, M.Com, B.Com from Delhi University; was awarded a Teacher Fellowship by UGC to research and teach in Delhi School of Economics.

Area of Specialization – Finance and Accounting, 40 years of teaching and research experience.

Dr. Rajnish Kumar Misra : PhD. from VBS, Purvanchal University, M.Psy. HRDM Allahabad University.

Area of Specialization – HRM, 21 Years of Teaching Experience.

Dr. S. Suresh : Ph.D. from IIIT, Noida, MBA from IIM Calcutta.

Area of Specialisation – Marketing, 13 Years of Teaching & 10 Year Industry Experience.

Dr. Sujata Kapoor: Ph.D. from IIIT, Noida, MBA from Abdul Kalam Tech. University, U.P.

Area of Specialization – Corporate Finance, 15 Years of Teaching Experience

Dr. Shriram A. Purankar : Ph.D. from IIIT, Noida, MBA from Symbiosis International Pune, B.Tech from Purdue University, USA.

Area of Specialization – Financial Services, 7 Years of Teaching & 5 Years of Industry Experience.

Dr. Charu Sijoria : Ph.D. from IIT Kharagpur, MBA from IIIT Allahabad.

Area of Specialisation – Marketing, 2 Years of Teaching Experience.

Dr. Vishal Gupta: Ph.D. from IIIT, Noida, MBA from University of Lucknow.

Area of Specialisation – Operations, 6 Years of Teaching & 10 Years of Industry Experience.

Ajit Kumar : FPM (Submitted) from NITIE Mumbai, MBA from DSM, DTU and B.Tech from CUSAT, Kochi,

Area of Specialization – Business Analytics, 6 years of Industry experience and 2 years of teaching experience.

Dr. Mitushi Singh: Ph.D from Institute of Management Studies, BHU, Varanasi. MBA from Banasthali Vidyapith, Rajasthan.

Area of Specialization – HRM, 9 Years of Teaching

Dr. Archana Shrivastava : Ph.D from RTM Nagpur University, MS in Computer App from Govt Engineering College Jabalpur, PGDBM from Jammu University, MA Economics from RTM Nagpur University

Area of Specialization – Marketing Management, 18 Years of teaching experience.

Dr. Sweta Goel : PhD. from IIIT Noida, MBA from Lucknow University, Lucknow.

Area of Specialization – Finance, 12 years of teaching experience.

Dr. Priyanka Tandon: PhD from MNNIT, Allahabad, MBA from AKTU, Lucknow, UGC-NET qualified

Area of Specialization – Financial Inclusion, Financial literacy, Capital market, 3 years of Teaching Experience.

Dr. Garima Srivastav: Ph.D. from Birla Institute of Technology Mesra, Ranchi; Executive Certificate Programme in Marketing Analytics and Customer Valuation – IIM KASHIPUR

Area of Specialization – Marketing Analytics, Social Media Marketing, Work experience of 12 years

Dr. Shakshi Singhal: PhD, M Phil, M Sc, B Sc (H) Delhi University

Area of Specialization – Operations Research and Management Science



Dr. Divya Goel : PhD from Jamia Millia Islamia, New Delhi; MBA from Kurukshetra University, UGC-NET qualified.

Area of Specialization – HR and OB, 18 years of teaching experience.

Dr. Ruby Sangar : PhD from IIT Roorkee, MBA from PTU, Jalandhar, and B.Tech. from University of Rajasthan, Jaipur.

Area of Specialization – HRM, 10 years of Teaching Experience.

Dr. Mansi Khurana : PhD, M.Sc. in Statistics from Banasthali University, Rajasthan, Common Wealth Scholarship holder for a research project at Concordia University, Canada.

Area of Specialization – Statistics, Analytics, 11 years of experience in teaching and research.

EMINENT GUEST SPEAKERS

Guest lectures play an important role in stimulating diverse learning for the students at JBS. 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.

The following eminent management professionals from overseas, academia and industry have delivered lectures and interacted with the students in previous years.

Speakers from Overseas

Prof. Deepak Khazanchi : Associate Dean for Academic Affairs, College of Information Science & Technology, University of Nebraska at Omaha, USA

Dr. Patrick McNamara: serves as Director of the International Studies Program. He received his Ph.D. from the School of Public Administration at the University of Nebraska, Omaha. Dr. McNamara teaches in the areas of conflict resolution and negotiation, sustainable development, sustainable development, social entrepreneurship, and civic leadership.

Prof. Michael Leslie: University of Florida, Prof. Leslie teaches in the area of Social and Professional Skills.

Dr. Shivani Kapoor : Associate Professor, NDIM Delhi

Dr. Prashant Das: Ecolehoteline de Lusanne, Switzerland

Dr. Ivan Coste Maniere: SKEMA Business School, France

Prof. Robert D. Hisrich: College of Business Administration, Kent State University

Prof. Achal Mehra: Associate Professor and Director of the Communications Program, Albright College, Reading Pennsylvania, USA; Visiting Professor, Humanities and Social Sciences, IIT Gandhinagar

Ms Marlise Karlin: CEO & Founder, SOS Method, USA

Dr Rameshwar Dubey: Reader- Operations Management, Liverpool University, UK.

Prof. Raj Desai, Associate Prof., Edmund A. Walsh School of Foreign Service, Georgetown University, USA.

Guest Speakers from Academia

- **Dr. Vinay, Sharma,** Professor (Marketing), IIT Roorkee
- **Dr. Ram Singh,** Professor (Marketing), IIFT, New Delhi
- **Dr. Subir Verma,** Professor (OB and HR), Fore School of Management, New Delhi
- **Prof. Chandan Sharma,** Professor- Business Environment, IIM Lucknow
- **Dr Ravindra Tripathi,** Head & Associate Professor (Accounting & Finance), MNIT, Allahabad
- **Dr Vinay Kandpal,** Assistant Professor, School of Business, UPES, Dehradun
- **Prof Neerja Pandey,** IIM Lucknow (Noida Campus)

Guest Speakers from Industry

- **Ms. Anchal Kaushal,** Head of Customer Marketing DIAGEO INDIA (North Region)
- **Mr.Rahul Balyan,** Chief Digital Officer of Radio Mirchi.
- **Mr Arun Shukla,** Manager, Securities and Exchange Board of India, Mumbai
- **Mr T. Gopinath,** Director, Dept of Economics and Policy Research, RBI
- **Mr Pradeep Naithani,** Vice President, HSBC Mutual Fund
- **Mr Abhishek Kumar Sinha,** Product Consultant with Sapiens, Bangalore,
- **Ms. Pankhuri Verma,** Process Lead/ Team Lead at Ameriprise Financial
- **Mr Alok Gaur,** Executive President, Jaypee Group
- **Mr Aquil Busrai,** Chief Executive Director, Aquil Busrai Consulting
- **Mr D.S.Rao,** Executive Director, NTPC
- **Mr. S.Y. Siddiqui.** Chief Mentor- Maruti Suzuki, India
- **Mr. Sanjay Chaturvedi,** Head HR, Volvoline Cummins Pvt. Ltd
- **Mr D.V.Shastry,** Executive Director, Natural Gas Society, Noida,

- **Dr Ritesh Batra**, Certified Trainer and Coach
- **Mr. Sachin Goyal**, President-MSME and Start Up Forum-UP
- **Dr Nayan Bheda**, Chairman National board of advisor MSME and Startup Forum Bharat,
- **Mr. Niranjan Jain**, Chairman-National Advisory Board at MSME and Startups Forum, Ahmedabad – Bharat,
- **Mr Amit Parikh**, Vice President Gujarat Chapter,
- **Mr Kamal Chabra**, Head North America Chapter,
- **Ms Preeti Srivastav**, National Vice President Public relations and training
- **Mr Waris Sarwar Imam**, Group Director (Sales & Amp, Service)
- **Ms. Ritu Marya**, Editor in Chief, Entrepreneur Media
- **Dr. A.V. Surya**, CEO, Convergentview INC. India
- **Mr. Abhishek Kumar**, Product Consultant, Sapiens International Corporation
- **Mr Ritesh Batra**, Trainer and Consultant
- **Harsh Vardhan Singh** Chauhan, Academic Counsellor at UpGrad,
- **Shomya Shukla**, HR at Planetspark.
- **Ms. Shagun Gupta**, Market Insight Analyst, Webhelp

Visiting Faculty

- **Mr. Sunil Bhatia** – Ex-Director Finance, Engineers India Limited
- **Mr. Kumar Biswas** – Ex-GM, Indian Oil Corporation
- **Mr S. Balasubramaniam** – Ex-Director Finance, Zensar Technologies
- **Prof. S.S. Khanka** – Retired Professor, Delhi University
- **Mr. Awadhesh K.Tiwari** – Faculty Member, Allahabad University
- **Mr. Gautam Prakash** – Senior Executive - TCS
- **Dr. Navneet Gera** – Associate Professor, Bharti Vidyapeeth Institute of Management and Research
- **Dr. Roshni Jolly Sethi** – Faculty Member – Faculty Member, Amity University

WEBINARS/TALKS/CDP/SDP

- Panel discussion on “Marketing - Yesterday, Today and Tomorrow” - 28th January 2021.
- Panel Discussion on “HR Challenges for the New World Order” – 27th February 2021.
- Webinar on “Opportunities in Entrepreneurship for Management Students” – 5th March 2021.
- Panel Discussion on “Gender Sensitivity” – 17th March 2021.
- Executive development Programme on “Business Analytics” – 8th to 29th May 2021.
- Competency Development Program on Research Methodology and Data Analysis” – 20th -26th June 2021.
- Panel discussion on “Building personal and organizational resilience” – 15th July 2021
- Executive Development Program on “Emerging Marketing Technologies” – 23rd July to 7th Aug 2021.
- Finance conclave on “Contemporary issues in financial services” – 4th to 6th Aug 2021.
- Faculty Development Program on “Data Analysis using Statistical Tools” – 13th to 18th Sept 2021.
- Guest lecture on “Employability Skills” – by JBS alumni – 13th -25th Sept 2021.
- Workshop on “Principle: Effective communication for everyone - 7th to 9th Oct 2021.
- Workshop on “The success saga of MSME & Start-ups: The growth engine of the Indian economy” – 18th to 22nd Oct 2021.
- Alumni talk: Online session on “Understanding the industry vis-à-vis Financial position in Indian market” – Introduction to Business Verticals -27th to 28th Oct 2021.

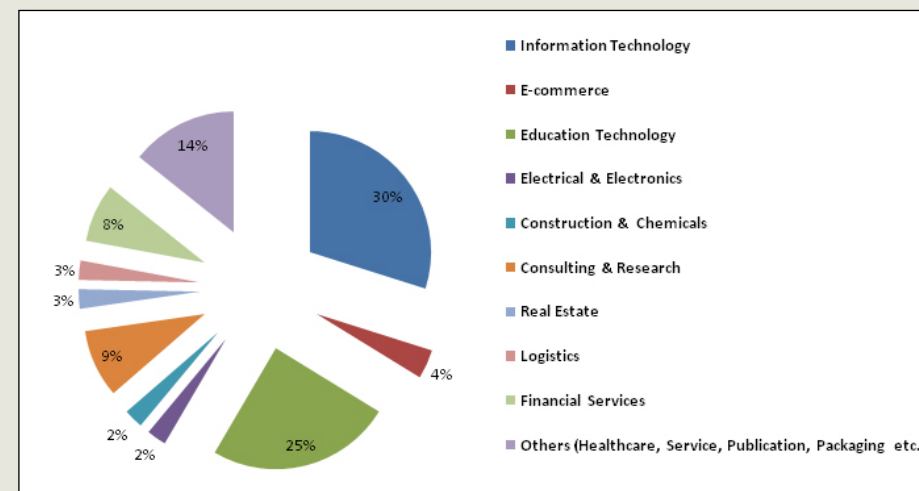
TRAINING & PLACEMENT

The Training & Placement department is operated by competent officers having close links with the corporate / industry. The T & P cell has modern infrastructure and organizes pre-placement talks, written test, interviews and group discussions for the visiting companies. The system is fully geared-up to conduct placement process online during the difficult times of pandemic, thereby, ensuring the safety of students and other stakeholders.

The placement process commences with pre-placement training module, guest lectures and workshops by experts from industry / corporate. This aims at ensuring that the students are geared up to face the campus placement drives effectively. The soft skills employability training program conducted by experts at JBS makes the transition from campus to corporate a seamless process.

A team of pre-final year students assist the placement efforts and coordinates the various events of the campus placement drives.

Sectoral Distribution-Final Placement MBA 2019-21



RECRUITING COMPANIES FOR MBA 2019-21

Infoedge (Naukri.com)
HCL Technologies
Nagarro
Byju's
Blueweave Consulting
Global E-auction &
E-procurement
DMart
SPi Global
Jaypee Group
Square Yards
Cordova Group Of Companies
UFlex
Zomato

Indian School Finance Company
Regalo Kitchens
Camions Logistics Solution
Gxpress
Kotak Life Insurance
Integre Solutions
People Square
Crowe Horwath IT Services
DXC Technology
Navtara Group
Zycus
TCS
Velocitai Digital
PoSist Technologies

Opstree
KeyIdeas Infotech
To The New Digital
Mediology Software
Wingify
Finesse IT Labs
Kratikal Tech
Learningshala.in
Servetel Communication
UdyogYantra Technologies
Voice OC
Tech Mahindra
EPEA International
Ebizon Digital
Career360
Zyla Health
Amway

FinEdge
Repos Energy
ST Microelectronics
Step Industries Private
Limited
Dare2Compete
Intellipat
Camp K12
Swiflearn
Transweb Educational
Services
WhiteHatJr
Skill Vertex
Learning Routes
Planet Spark
Jaro Group
Servosys

Hike Education
K12 Techno Services
Daloopa
ixamBee.Com
Uolo Edtech
UpGrad
PayTm
IndiaMart
GATI-KWE
Posterity Consulting
NeerInfo Solutions
Agile Plunze Technology
KSK Consultants
My Inbox Media
Market Reach LLP
Berger Paints
IDFC First Bank

PROMINENT ALUMNI

JBS maintains an excellent relationship with its alumni. The bond between JBS and the alumni is strengthened by Alumni participation in mentoring JBS Students and preparing them for a foray into the professional world. JBS Alumni members are regularly invited to share their corporate experiences with the students and to give them an insight into real life workplace situations. JBS also maintains an alumni portal which helps to form a community of like-minded people who can benefit from interaction with each other, and subsequently generate opportunities for the current students of the institute.

Distinguished JBS Alumni

The JBS alumni are part of the continuum of its past, representation of its present and a road map to its future. Our alumni are our brand ambassadors and we at JBS are extremely proud of their significant achievements as corporate professionals, entrepreneurs and high contributing, civic conscious and socially responsible citizens. Alumni events are organised which our former students attend with nostalgia and pride. In addition the alumni are invited as guest speakers. They mentor the students and provide valuable career guidance. JBS makes a concerted effort to foster alumni relations and cherishes this relationship.

Some of the JBS Alumni are well placed in organisations like McKinsey, HCL, Reliance, SAP, Hyatt, Asian Paints, Godre and Boyce, Wipro, Jaypee Greens, Accenture and Hindustan Unilever Limited. Given below are the names of some of JBS's well placed alumni.

1	Akshi Verma	2017-19	HCL
2	Shomya Shukla	2017-19	Nopaperforms.com
3	Harsh Vardhan Singh Chauhan	2017-19	99acres.com
4	Amit Prakash	2017-19	Indus Valley Partners
5	Deepali Agarwal	2016-18	Amazon.com
6	Chirag Jain	2016-18	IHS Markit

7	Vaishali Agarwal	2016-18	Naukri.com
8	Radhika Sharma	2014-16	Mycom OSI
9	Heena Maheshwari	2012-14	HCL Technologies
10	Kunal Verma	2012-14	Google
11	Nikisha Gupta	2011-13	Reliance Broadcast Network
12	Vidur Shailendra Bhatnagar	2011-13	SAP
13	Ayushi Agarwal	2011-13	Hyatt Regency
14	Aanchal Verma	2011-13	Asian Paints
15	Priyanka Bhardwaj	2011-13	McKinsey India
16	Suyash Mitra	2009-11	Godrej & Boyce
17	Anshul Pachauri	2009-11	KPMG Strategy Group
18	Himanshu Jaisinghania	2009-11	Honda Siel
19	Savneet Khangura	2009-11	IMRB
20	Ritu Chaudhary	2008-10	Wipro
21	Neha Batta	2008-10	Jaypee Greens
22	Rohit Marwah	2008-10	TMC, Regina, SK, Canada
23	Saurabh Swami	2008-10	Panasonic India Ltd
24	Kumar Nishant	2008-10	BBC World Service Trust
25	Shreya Amba	2008-10	Hindustan Unilever Ltd
26	Abhishek Parihar	2007-09	Accenture
27	Vivek Madan	2007-09	Hindustan Unilever Limited
28	Harsh Singh	2007-09	Samsung Mobile India
29	Shailja Singh	2007-09	Ford Motors
30	Chirag Kansal	2007-09	Whirlpool

The faith imposed by the Alumni in JBS strengthens the institute's resolve to move ahead towards providing quality education to its students.

Alumni Success Stories

Jaypee Business School is not just an institution for education but a place to learn, nurture and grow. I am thankful to all faculty members of JBS for their continuous efforts and support. Faculties not only taught us but they also mentored us throughout our journey, be it pre COVID or post COVID. Even during online classes they kept the zeal to learn and study alive. They have provided placement assistance even after the completion of our course. This course has helped me to fetch a respectable job in a reputed organisation. I'm grateful to be part of JBS family.

– **Shreya Chaturvedi**, Assistant Officer, EC's Secretariat,
Jaiprakash Associates Limited

I am definitely proud to be A JBS alumnus. JBS Noida is a vital fragment in shaping my personality. At Jaypee Business School I realized that the MBA is not just about management studies but there is so much more to acquire knowledge in Operations Management, Business Analytics, IT, Marketing Management, HR, Finance etc. The best thing about the faculty here is that they take two steps for every step of yours so that you may stretch to take three. Additionally, there is tremendous support and accessibility from faculty in all-area, even after you leave campus. So there is never a sense that you need to find solutions all on your own when there is always a knowledgeable pillar to learn on. JBS Noida gave me a chance to start my first job in marketing at Jaypee cement (Jaypee group) as assistant officer (marketing & sales).

– **Sandeep Singh**, Assistant Officer (Marketing & Sales),
Jaypee cement, MBA-2019-21 batch

I am Apoorv Sharma, currently working as Associate Manager for YouTube Growth and Management at Grade Stacks Pvt. Ltd (GradeUp). I am proud and privileged that I have done my MBA in Marketing and Business Analytics from such a prestigious college i.e. Jaypee Business School.

In my two-year beautiful journey with Jaypee Business School I learnt the most from my well experienced faculty and with the best peers and colleagues surrounding me, who always challenged me to be positive and always be innovative in my work.

I came to JBS with an expectation of getting just an MBA degree but left with so much of knowledge, confidence, experience and much more.

– **Apoorv Sharma**, Batch 2018-2020

I am Jyoti Yadav, currently working as Functional Consultant at Crowe Horwath. I feel immensely proud and privileged that I did my post graduation with Operations as major and Marketing as minor from Jaypee Business School. Here I learnt from the greatest in the field and with the best and the brightest surrounding me, who always challenged me to think about new topics or to have all round perception. They prepared me to face the real world and strive for excellence no matter what.

– **Jyoti Yadav**, Batch 2018-2020

I am currently working as consultant for US based company Crowe Howrat. I graduated from Jaypee Business School in year 2018-20. My faculty mentors played a very important role in shaping my personality. I am thankful to my mentors for teaching me the corporate culture.

– **Priyanka Shahi**, Batch 2018-2020

The two year MBA program at JBS has not only imparted professional skills and confidence in me but also I had a lifetime experience at JBS. The professors here are true mentors that any student could wish for.

"Encouraging us to be more independent and the freedom to think and act on our own. This, I would say, is the best thing I felt about JBS. I have seen people adopting best practices and transforming into better management professionals."

– **Shreya Saxena**, MBA 2015-17 Senior Executive Infoedge

"Domain nourishment and instilling of moral values are the two foremost fundamentals of this institute". This program transformed me into an excellent Sales Management Professional. I know experience speaks more but the core values imbibed in me here helps a lot to cross the difficult roads."

– **Pawan Kaushik**, MBA batch 2015 -17, Area Sales Head,
Mother Dairy Fruit and Vegetable Pvt Ltd.

"JBS provides an astonishing platform for overall growth and development. The campus has excellent infrastructure with a perfect blend of nature and student-friendly amenities. The faculty members always encourage us to learn through projects, latest industry trends, leadership exercises and proactive thinking. It's been a privilege to be a part of this esteemed University"

– **Esha Singh**, MBA Batch 2017 -19 Associate Risk Analyst - EY

"JBS is one of the most remarkable and memorable journeys of my life. JBS taught me success, awareness, action, attraction, accomplishment and authority. It has taught me all these traits and values and groomed me professionally"

– **Shushank Arora**, MBA batch 2013-15, Wipro Associate Consultant

"The faculty has always been supportive and inspiring guides, and also challenging taskmasters. The peer group at JBS was intellectually stimulating, and with some, I have made friends for life. "

– **Kumar Nishant**, MBA Batch 2008-10, Research Officer,
BBC World Service Trust, New Delhi

"The only place in India where education is not business. Talent is nurtured by the great professors, who had devoted their lives to the Corporate world and now in a Self-actualization mode to help Young India."

– **Himanshu Jaisinghania**, MBA Batch 2008-10, Area Manager,
Honda SIEL Car India Ltd., Chennai

"JBS has nurtured me and made me what I am today. JBS made me more disciplined and helped me to grow not only professionally but holistically...as a good human being."

– **Mansi Pandey**, MBA Batch 2009-11. Research Analyst,
Grail Research, Gurgaon)

"My experience with JBS was extremely wonderful, especially in the marketing area. Practical examples and cases, which were discussed in the class, are helping me a lot in the Industry."

– **Saurabh Swami**, MBA Batch 2008-10: Samsung India Ltd., Lucknow

"JBS has excellent campus and faculty. Studying here after working for some time helped improve my capability and skill."

– **Radhika Rohatgi**, MBA 2007-09, Headstrong, London)

"JBS certainly helps you expand your knowledge horizon and I would always be grateful to JBS for giving me a multi-dimensional learning by providing the apt mix of academics, Industry exposure, attitude and leadership'.

–**Anupum Vadehra**, Manager, PTC India Limited,
New Delhi, Batch: MBA 2007-09

Life at JBS was a wonderful journey to be cherished. It is the best example of quality education and personality building. It trained students to be corporate ready professionals/entrepreneurs . It's a milestone in the journey of my life which I would cherish till the very end. I am glad to share that I still utilize values and concepts gained here in my business venture and never hesitate to take suggestions from the experienced faculty."

– **Bhavuk Garg**, MBA 2014-16, Entrepreneur

I am thankful to the entire JBS faculty for teaching us business strategies and concepts, in theory and in absoluteness. All of them made a point that each of us surely learns to use our skills in reality. "

– **Kanika, Batch**, DDM 2005-10, Research Analyst, Gerson Lehrman Group

I started my Journey with BTech CS at Noida branch, got selected for one of the first dual degree BTech + MBA batch. My five years at Jaypee University were incredible and a memory to value for lifetime. It was loaded with learning and preparing oneself. It allowed me a chance to meet distinctive sorts of individuals and educated numerous things. I am grateful to all the resources, coaches and placement cell. Overall it was an incredible encounter and lifetime memory which I am still carrying with my mail id: JIIT.RAHUL.

–**Rahul Yadav**, Supply Chain Excellence Head @ Britannia Industries Limited
Linkedin profile: <https://www.linkedin.com/in/rahul-yadav-92a36b46/>
Batch 2004-09 (BTech+MBA)

An epitome institute which not only provided a complete change to your career but also provided you with lots of valuable life experience with best memories. Wish to live those moments again! If I could ever get an opportunity to study further without any doubt JBS would be the first and only choice. Thanks for shaping our life, career and providing us with best memories in life. Kudos .

– **Swati Karakoti**, Senior Associate Moody's , MBA Batch 2013-15

This is a glorious moment for me when I am writing few words about Jaypee Business School. JBS has provided me a wonderful environment and opportunity to learn and grow myself academically as well as to secure a place in the corporate world. The faculty always motivated me to empower myself and were very friendly, enthusiastic, ready to help, encouraging, and supportive. JBS has moulded me to become a future executive and I'm sure it's really a boon to all MBA aspirants.

– **Nikhil Sharma**, Human Resources, Jaypee Greens Golf and Spa Resort, Greater Noida, Batch 2015-17

I am Nishtha Chaturvedi, a proud alumnus of JBS, Noida and now a project management professional working in HCL Technologies Ltd. Jaypee Business School is an institution which not only made me shine with my true worth but also taught how to ignite that everlasting spark. It is and will always be a privilege to express my gratitude towards the JBS family. The institute has played a vital role in enlightening me with a wide spectrum of knowledge, management concepts, practical insights, skillset, values, and personality development. Throughout my journey, the faculty have been immensely supportive. The knowledge enriching sessions, digital learning and mentorship followed by doubt clearing sessions helped me to deliver remarkable performance in my academics, presentations and placement drives.

– **Nishtha Chaturvedi**, Project management professional in HCL Technologies Ltd. Batch 2018-2020

INFRASTRUCTURE

Buildings, Classrooms, Laboratories and Equipment

JBS has a high quality infrastructure that facilitates better instruction and improves student outcomes.

- IIIT/JBS is a centrally air conditioned campus.
- World class campus which has an intellectually vibrant ambience in a serene and lush green environment.
- Eco friendly and environmentally sustainable buildings
- Smart classrooms and Seminar halls equipped with modern teaching aids such as internet connectivity, computers, LCD projectors, magnetic boards and public address systems.
- Computer laboratories aesthetically designed and regularly upgraded.
- A 1800 seating capacity centrally air conditioned auditorium

Hostels

Well furnished boys and girls hostels to accommodate 2547 students on campus (1633 boys and 914 girls)





IT SUPPORT SERVICES

- There exists a Central IT Infrastructure Centre for IT support to the entire campus for teaching, research and recreational purposes.
- A dedicated team of trained IT professionals maintain the IT infrastructure (services, desktops, data security, network) and provide support to the Institute's 5000 users consisting of undergraduates, post graduates, research scholars, faculty and staff. The ERP solutions used at JIIT-JBS for all services like finance, payroll, examination results, MIS reports and electronic attendance system.
- The entire campus is interconnected through a highly secured Virtual Private Network where over 3600 PCs are connected to the internet through Internet Leased Link connections whilst 36 hi-end servers power the network.
- The university's Local Area Network (LAN) is a state-of-the-art switched network with Fiber Optics Backbone. The internet connectivity is provided in academic areas, laboratories, hostels, libraries, faculty offices and guest house. JBS-JIIT campus has 1.2 Gbps (1:2) leased circuit from BSNL NKN (1 Gbps) and Airtel (200 Mbps) on OFC.

The Institutional Resource Planning is a scalable ERP solution which is used at JIIT/JBS to integrate all the processes such as:

- Counselling and Student Master Data Creation
- Student Information System
 - Hostel Management
 - Exam Centre Management
 - Enrolment number generation
 - Subject/ elective registration
 - Student disciplinary record
 - Student Feedback Survey
 - Results
 - Student Webkiosk : All students receive a login ID and password to access the Web- kiosk at JIIT website to access information on attendance, examination date sheets, their results, marks obtained- SGPA/CGPA and fee details etc.

Temple

JBS/JIIT have a temple on the campus. All festivals such as Deepawali, Janmashtami, Navratre pooja, Holi, etc. are celebrated. The temple creates a pious atmosphere and reminds everyone of faith in the Almighty.



Medical Facilities

- The First Aid Centre provides medical care to the students round the clock. OPD consultation and treatment are provided during working hours.
- The First Aid Centre has two experienced Senior Medical Officers including a Physician and a Lady Doctor who is a gynaecologist. A visiting Psychologist provides counselling to students.
- Emergency medical facility like nebulisation, oxygen delivery apparatus, suction apparatus and all emergency drugs are available. Male and female wards for patients for observation and stabilisation are available.



- A well equipped ambulance with oxygen cylinder and emergency drugs is available at the dispensary round the clock.
- The Jaypee hospital, Fortis hospital-Noida and other hospitals in the vicinity are easily accessible.

Other Facilities

- On campus ATM of ICICI Bank
- Laundry services - A state-of-the-art laundry with 4 washing machines, 3 hydro machines, 3 dryers and 8 steam press ensures that the 2600 hostellers, faculty and staff living on the campus are provided efficient service.
- Wifi enabled and a air conditioned hostel
- Annapurna I — The air conditioned mess — At Annapurna I, a nutritious and balanced vegetarian menu is served. Approximately 2800 students, faculty and staff partake of the meals on a daily basis. 7 dining halls and a separate dining area with a capacity of 60 seating for faculty and staff provide a comfortable dining experience.
- Annapurna II — The air conditioned cafeteria

- Annapurna III — In campus store for daily consumption items
- Swimming pool — Three swimming pools, one for girls and two for boys
- Facilities for differently abled persons
- CCTVs at strategic locations for security
- Photocopier Outlet — A photocopier outlet provides photocopy, printing, compiling and binding facilities for students.



CO-Curricular and Extra-Curricular Facilities

The sports complex is equipped with modern gymnasiums, Swimming pools (separate for boys and girls), squash courts, table tennis, basket ball courts, volley ball courts, badminton courts, pool and billiards tables.



Student Hub Activities

In addition to academic pursuits, extracurricular activities make up a valuable part of the University experience. At JBS, the students can develop their social and interpersonal skills by participating in any of the following students hubs:

- 1) Jhankaar: The Dance Hub
- 2) The Thespian Circle: Theatre Hub
- 3) Radiance: The Techno-Culture Hub
- 4) Crescendo: The Music Hub
- 5) Parola: The Literacy Hub
- 6) Page Turner Society Hub: The Book Hub
- 7) iCreate: The Sketching Hub
- 8) Kalakriti: The Rangoli Hub
- 9) Expressions: The Painting Hub
- 10) Graphics: Computer Graphics Hub
- 11) JPEG: The Photography Hub
- 12) Sports Hub
- 13) Adwitya Hub
- 14) Economics and Business Hub
- 15) It's our Earth Hub
- 16) Abhivyakte: The Dramatics Hub
- 17) Corporate Presentations Hub
- 18) Business Live Hub
- 19) Corporate Internship Hub
- 20) Business Quiz Hub
- 21) Money Matters Hub
- 22) Multi Media and Game Design Hub
- 23) Ribose: The Biotechnology Technical Hub
- 24) KNUTH Programming Hub
- 25) Icrocontrol Based System and Robotics Hub
- 26) The Creativity and Innovation Cell of Electronics Hub
- 27) Developer Student Hub
- 28) Yoga and Health Hub

Green Campus

- Energy Efficient building architecture
- Centralized Air Conditioning system
- PNG based centralized hot water system
- Solar Water heating system
- Use of LED lights in entire campus
- 1060000 ltrs water storage capacity
- RO treatment water plant
- Re-cycled waters used in harvesting to maintain the green belt
- Proper waste management including e-waste
- Water harvesting by continuous recharging of ground water table through network of storm water drain



ADMISSION PROCESS

M.B.A

Eligibility – Bachelor's Degree or its equivalent in any discipline from a recognized University with at least 50% aggregate marks or equivalent CGPA. Candidates graduating by 31st July, 2022 can also apply but must prove their eligibility latest by 30th September, 2022. The admission will remain provisional till all eligibility documents are submitted. If all documents are not submitted by scheduled date, i.e 30th September 2022, the student will be de-registered from the program

Selection Process – Applicants seeking admission are required to have valid CAT/MAT/CMAT/XAT/GMAT/ATMA score. Short-listed applicants only (on the basis of relative merit from received applications) will be called for Group Discussion (GD) and Personal Interview (PI). Submission of application does not automatically qualify the candidate for GD/PI and no refund of application fee is permissible on any account.

The final selection will be based on the test score, language proficiency and performance in the GD and PI

Application Process –

Online - Application form is available at <http://www.jbs.ac.in>, <http://www.jiit.ac.in> and <http://www.getadmissions.com/jaypee>

Application Fee – Rs. 1000/- to be paid online through Debit Card/Credit card/Netbanking. Print out of the submitted application form alongwith the photocopy of valid CAT/MAT/XAT/CMAT/GMAT/ATMA score card, to be sent to Registrar, JIIT, A-10, Sector-62, Noida, U.P. E-brochure is available on <http://www.jbs.ac.in>

Offline –(i) Application form is available at Admission Help Desk / Registrar's Office at JIIT, A-10, Sector-62, Noida, U.P.

Application Fee – Rs. 1000/- in cash /through card.

The filled application form, alongwith the photocopy of valid CAT/MAT/ XAT/CMAT/ GMAT/ ATMA score card, to be submitted to JBS Help Desk/ Registrar's office.

The application form (PDF format) can be downloaded from the website <http://www.jbs.ac.in>

Filled application form to be submitted (by hand / by post) alongwith a demand draft of Rs. 1000/- in favour of "Jaypee Business School " payable at Noida, and alongwith the photocopy of valid CAT/MAT/XAT/ CMAT/GMAT/ATMA score card, to Registrar, JIIT, A-10, Sector-62, Noida.

FEE STRUCTURE FOR ADMISSIONS IN ACADEMIC SESSION 2022-23

The Total Institutional fee for the 2-year MBA program for batch to be admitted in 2022 is Rs. 9.38 lacs i.e. Rs. 4.69 lacs per annum (without hostel). The fee structure for academic year 2022-24 is given as below:

Fee (per annum)	Fee Structure for 1 st year		Fee Structure for 2 nd year	
	Sem-I	Sem-II	Sem -III	Sem-IV
Tuition Fee	1,84,800/-	1,84,800/-	194000/-	194000/-
Development Fee	44000/-	44000/-	46200/-	46200/-
Caution Money \$	10000/-	0	0	0
Study Material	15000/-	0	15000/-	
Total	2,53,800/-	2,28,800/-	2,55,200/-	2,40,200/-

\$ Refundable after completion or leaving the program

On receipt of admission offer letter and to secure the seat a partial academic fee for semester-1 as mentioned in the Admission Offer Letter, is required to be deposited.

Payments can be made by opting for any of the following process, as per convenience:
Through Demand Draft in favour of "Jaypee Business School" payable at Noida / Delhi
OR

Through RTG S/ N E FT as per the details Account Name: Jaypee Business School; Account Number: 200102000000286; Bank Name: IDBI Bank Ltd.; Branch : Sector-63, Noida; IFSC Code : IBKL0000200, Account Type : Current Account . While transferring the fees, name and father's name of the student must be mentioned and the full details must be sent through e-mail to fees@jiit.ac.in. with your Unique Reference Number (URN).

The balance fee for semester-1 shall be payable on the day of registration. Fee for every semester shall be payable on the registration dates as per academic calendar.

If a student does not register on the specified date in 1st semester, he/she will have no claim on the seat.

B.B.A

Eligibility – 10+ 2 or its equivalent in any discipline from a recognised Board with at least 60% aggregate marks or equivalent CGPA. Candidates appearing in 10+2 examination in 2022 can also apply but must prove their eligibility latest by 30th September, 2022. The admission will remain provisional till all eligibility documents are submitted. If all documents are not submitted by the scheduled date, i.e 30th September 2022, the student will be de-registered from the program

Selection Process – Short-listed applicants only (on the basis of relative merit from received applications) appear for a personal interview and will be offered provisional offer letter, if selected.

Submission of application does not automatically qualify the candidate for admission and no refund of application fee is permissible on any account.

Application Process –

Online — Application form will be available at <http://www.jbs.ac.in>, <http://www.jiit.ac.in> and <http://www.getadmissions.com/jaypee>

Application Fee — Rs. 500/- to be paid online through Debit Card/Credit card/Netbanking

Print out of the submitted application form alongwith the photocopy of 10+2 score card, to be sent to Registrar, JIIT, A-10, Sector-62, Noida, U.P. E-brochure is available on <http://www.jbs.ac.in>

Offline — Application form is available at Admission Help Desk / Registrar's Office at JIIT, A-10, Sector-62, Noida, U.P. Application Fee — Rs. 500/- in cash/through card

Filled application form to be submitted, along with the photocopy of 10+2 score card, at JBS Help Desk / Registrar's office

The application form (PDF format) can be downloaded from the website <http://www.jbs.ac.in>

Filled application form to be submitted (by hand / by post) along with a demand draft of Rs. 500/- in favour of "Jaypee Business School" payable at Noida, and along with the photocopy of 10+2 mark sheet, to Registrar, JIIT, A-10, Sector-62, Noida.

FEE STRUCTURE FOR ADMISSIONS IN ACADEMIC SESSION 2022-23

The total Institutional fee for the 3-year BBA program for batch admitted in 2022 is Rs. 5.41 lacs i.e. Rs. 1.80 lacs per annum. The fee structure for academic year 2022-25 is given as below:

Fee (per annum)	Fee Structure for 1 st year		Fee Structure for 2 nd year		Fee Structure for 3 rd year	
	Sem-I	Sem-II	Sem-III	Sem-IV	Sem-V	Sem-VI
Tuition Fee	69300/-	69300/-	72750/-	72750/-	76400/-	76400/-
Development Fee	16500/-	16500/-	17300/-	17300/-	18250/-	18250/-
Caution Money \$	10,000/-	-	-	-	-	-
Total	95800/-	85800/-	90050/-	90050/-	94650/-	94650/-

On receipt of admission offer letter and to secure the seat a partial academic fee for semester-1 as mentioned in the Admission Offer Letter, is required to be deposited.

Payments can be made by opting for any of the following process, as per convenience:

Through Demand Draft in favour of "Jaypee Business School" payable at Noida / Delhi

OR

Through RTG S/ N E FT as per the details Account Name: Jaypee Business School; Account Number: 200102000000286; Bank Name: IDBI Bank Ltd.; Branch : Sector-63, Noida; IFSC Code : IBKL0000200, Account Type : Current Account . While transferring the fees, name and father's name of the student must be mentioned and the full details must be sent through e-mail to fees@jiit.ac.in. with your Unique Reference Number (URN).

The balance fee for semester-1 shall be payable on the day of registration. Fee for every semester shall be payable on the registration dates as per academic calendar.

If a student does not register on the specified date in 1st semester, he/she will have no claim on the seat.

\$ Refundable after completion or leaving the program

Refund Policy

If a student leaves the program, fee shall be refunded as per the directions of GOI / UGC / AICTE issued from time to time.

THE JAYPEE GROUP

Engineering & Construction, Cement, Power, Real Estate, Expressways, Fertilizer, Hospitality, Healthcare, Education (not-for-profit)

The Jaypee Group is an infrastructure conglomerate with a strong belief in the country's huge potential. Transforming challenges into opportunities has been the hallmark of the Jaypee Group, ever since its inception five decades ago. The Group is a diversified conglomerate with business interests in Engineering & Construction, Cement, Power, Real Estate, Expressways, Fertilizer, Hospitality, Healthcare, Sports and Education.

Engineering & Construction

The Engineering & Construction wing of the Group is an acknowledged leader in construction of multi-purpose river valley and hydropower projects.



Cement

Jaypee Group is one of the largest cement producer in the country. The cement division of the Group has a comprehensive and rich experience of over 3 decades in producing quality cement through its state-of-the-art cement plants.



Power

The Group has a diversified portfolio of power generation in hydro & thermal power sectors.

Hospitality

The Group owns and operates five properties spread across New Delhi, Uttar Pradesh and Uttarakhand.

Healthcare

The Jaypee Hospital has been set up with a vision of promoting world-class healthcare amongst masses by providing quality and affordable medical care.

Real Estate & Expressways

The Group is a pioneer in the development of golf centric premium township in the country.

The Group has constructed 165 km, Noida to Agra, 6/8 lane Yamuna Expressway, Zirakpur Parwanoo section of NH-5 and package-III of Eastern Peripheral Expressway.





JAYPEE BUSINESS SCHOOL

A CONSTITUENT OF
JAYPEE INSTITUTE OF INFORMATION TECHNOLOGY

(Declared Deemed to be University u/s 3 of the UGC Act 1956)

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