

Admission Brochure 2021



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.

A handwritten signature in black ink, reading "Jaiprakash Gaur".

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. (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.



Prof. S.C. Saxena
Vice-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.

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 OF JBS/JIIT

- 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
- AICTE approved institution since 2018.
- 43 Research Projects worth Rs. 927.28 Lacs completed and 13 Research Projects worth Rs. 407.65 Lacs currently running. Projects sanctioned from Government Agencies like DRDO, DST, AICTE, DBT, AYUSH etc.
- Credited with 7 Patents filed, 6 Patents published, 1 Patent granted and 1 technology transfer.
- 4 branches in B.Tech, 09 branches in M.Tech, 5 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.
- 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, 108 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, Vice-Chancellor, Director, Faculty and Staff residences.
- 273 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.
- 226 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 193 companies with 161% offers and 97% absolute placements. 2020 pass-out MBA students placed in 61 companies with 98% offers.
- The highest salary package offered, till now for 2021 batch, is INR 30 LPA to 10 students by Amazon. Morgan Stanley has offered a salary package of INR 25 LPA to 5 students. Companies like Google, Morgan Stanley, Deloitte, Nestle, SAP Labs, Intuit, BNY Mellon, ZS Associates visited the campus for 2021 batch and recruited students. During the current placement season, 39 other companies have offered salary package of INR 6 LPA & above to 332 students.
- 14543 alumni including 230 Doctoral, 10870 B.Tech, 1365 M.Tech (including Dual/Integrated Degree) and 1601 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 competences 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

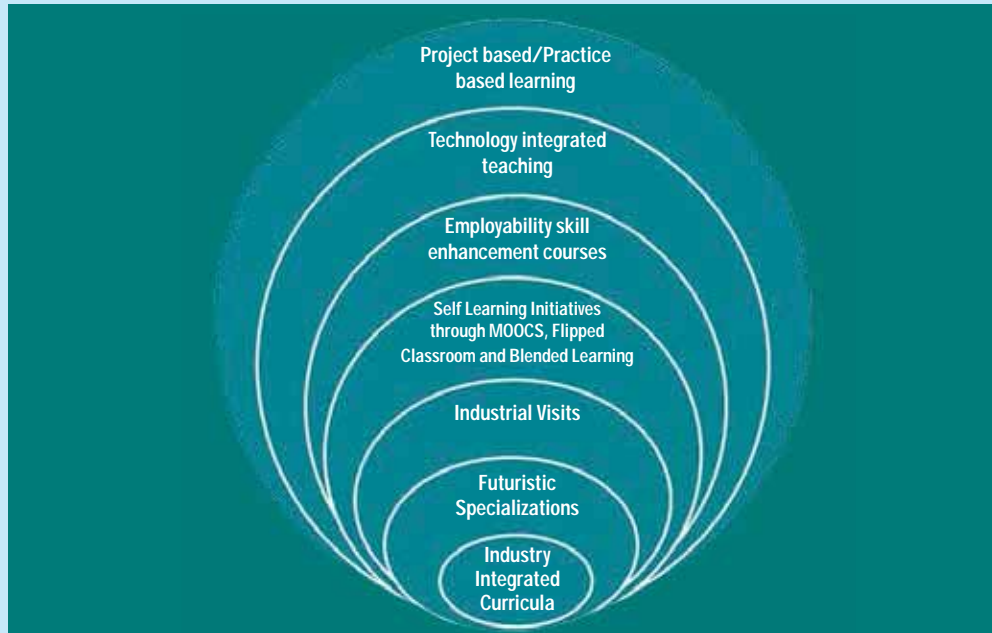
At JBS, faculty use technology to facilitate content delivery in a number of courses to enhance the students learning experience. Information Technology is integrated by the following methods:

- 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 inter-disciplinary 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 neighborhood 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 sensitises 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 firsthand 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, FLIPPED CLASSROOMS AND BLENDED LEARNING

Massive Open Online 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.

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.

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.

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 of 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

Bachelor of Business Administration (BBA) Program

The 3 year 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 instill 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 year 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



Salient Features of the BBA Program

- **The ability to read the country's economy -**
 - 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 -**
 - 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 -**
 - 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 -**
 - 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 -**
 - Technology integrated teaching in all courses enhances the student learning experience.
- **Skill enhancement courses -**
 - 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 -**
 - 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 (MOOC) -**
 - 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

The 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 week corporate internship at the end of the first year enables the students to gain first hand 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, Integration of Information Systems 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.

Salient Features of the 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 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. The LRC is continuously augmented with the latest books and journals to help the students

keep themselves updated with current and contemporary issues.

LRC has approximately 80000 books with more than 27000 titles journals and apx. 333500 online journals (National and International).

JIIT has three libraries to cater for the needs of students and faculty.

1. Central Library : Located at Sector 62 campus, having 19221 Titles and 54788 volumes

2. Departmental Library at Sector 128 : having 3360 titles and 16257 volumes.
3. Departmental Library for JBS having 4528 titles and 8604 volumes

All students have access to all the three libraries

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, thus providing 24 hours access.
- Latest collection of textbooks as well as reference books (more than one lakh) national and international peer reviewed journals, magazines and electronic resources.



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:

Renu Luthra : Ph.D. and MBA from Lucknow University.

Area of Specialization – HR & OB, 36 Years of Teaching Experience.

Gopal Krishna Agarwal : FCA, CS and CMA.

Area of Specialization – Finance, 11 Years of Teaching & 34 years of industry experience.

Rajnish Kumar Misra : Ph.D. from VBS, Purvanchal University, M.Psy. HRDM Allahabad University.

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

Shantanu Kumar Biswas : PhD from UTU, Uttarakhand, PGDM from XISS, Ranchi.

Area of specialization – HRM, 2 Years of Teaching & 35 years of Industry Experience

Govind Gopal Mitra : CA from ICAI, ICWA, M.Com.

Area of Specialisation – Finance, 2 years of Teaching & 33 Years of Industry Experience.

Rahul Sharma : Ph.D. from B.R.Ambedkar University, M.Com from B.R.Ambedkar University.

Area of Specialization – Finance, 18 Years of Teaching Experience

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

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

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

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.

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

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

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.

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

Area of Specialization - HRM, 9 Years of Teaching

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.

Sweta Goel : Ph.D. from IIIT Noida, MBA from Lucknow University, Lucknow.

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

EMINENT GUEST SPEAKERS FROM INDIA

Guest lecturers play an important role in stimulating diverse learning for the students at JBS. Eminent academicians and practicing professionals are invited for guest lecturers 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.

Mr. P Dwarkanath, Chariman, Glaxo Smithkline Beecham
Mr. Sudhakar Yadav, Assistant Vice President in Cyfuture India
Mr. Abhishek Jain, Capgemini Technology Services India
Mr. Gaurav Raj Mittal, FCA
Ms. Avni Bhatia, Social Campaign Manager— ITC-Vivel
Mr. A.V. Surya, CEO, Kantar Public, Delhi
Mr. Santosh Desai, CEO, Future Brands
Mr. Sumeet Soni, Ex Director Commercial Benetton Group
Mr. Anupam Misra, GM-Sales North BFSI Technology, Oracle
Prof. (Dr.) Santosh Rangnekar, Department of Management Studies, IIT Roorkee
Prof. Barnali Chaklader, Professor— Finance and Accounting, IMT, Ghaziabad.
Mr. Kartik Raina, Former CEO, Dabur Foods
Mr. Amit Shukla, Head-Corporate Strategy, GMR Group
Mr. Sameer Soni, Times of India
Mr. Zaffar Kamil, DGM, RBI
Mr. Punish Oberoi, Vice President – Corporate Finance & Infrastructure Banking, Yes Bank
Mr. Manav Munjal, Director, PayMe India Financial Services P.Ltd.
Ms. Swati Shital Sinha, Training Manager-Insurance
Mr. Gautam Khazanchi, Advocate
Mr. Sunil Bhatia, Director Finance, Engineers India Ltd
Ms. Kalpana Sinha, Entrepreneurship Trainer
Mr. Himanshu Arora, Bombay Stock Exchange
Ms. Anshu Raheja, Bombay Stock Exchange
Mr. Rishek Sinha, Bombay Stock Exchange
Mr. Anuj Agarwal, Chairman, Centre for Research on Cyber Crime and Cyber Law
Mr. Atul Agarwal, CA
Mr. M.G. Gupta, CA

Mr. Samrat Sharma, Senior Correspondent – Politico-economic, Socio-economic Journalist, Financial Express of Indian Express Group.
Prof. Bharat Bhaskar, Director IIM Raipur
Mr. Manoj Kulshreshtha, Managing Director, MK Kulshreshtha & Associates
Dr. Tuhin Chattopadhyay, Founder & CEO, Tuhin AI Advisory
Mr Mayank Gupta, Founder & CEO, To Be Honest (TBH) – India's fastest growing vegetable snack company.
Mr. Himanshu Jaisinghani, Regional Manager – Sales & Marketing, Mercedes Benz, Pune
Dr. Asha Kaul, Professor, Communications, IIM Ahmedabad
Prof. Sanjay Verma, Professor, Information Systems, IIM Ahmedabad
Mr Anubhava Mittal, Founder of Aroma Teas
Mr Shriprakash Shukla, CEO, Aerospace & Defence, Mahindra & Mahindra Ltd
Mr Sunil Alkalgi, Head of Sales and Accounts Management, Airport IT, APAC, Amadeus IT Group
Dr Ram Singh, Professor, Indian Institute of Foreign Trade, Delhi
Mr Jayant Krishna, Group CEO, UK-India Business Council
Mr R. Anand, Principal Consultant & Advisor-HR, HCL Technologies
Prof. V.P.Singh, Advisor in Corporate Relation and Development
Prof. B.Chandra, Professor, IIT Delhi
Dr. Radha Sharma, Professor, MDI Gurgaon
Mr D.V.Shastry, Executive Director (Training, R&D, and Start Ups, GAIL (India)
Prof. M.P.Gupta, Professor & Head of Management Department, Information Systems, IIT Delhi
Prof. Vijay Kaul, Professor, Business Economics, University of Delhi
Prof. C.P.Gupta, Professor in Department of Financial Studies, South Campus, University of Delhi.
Mr. Sandeep Gupta, Senior Manager of Consultancy, AI TAYOR Group
Mr. Raghu Vilasagaram, AGM, SEBI

Mr. Surya Kant Sharma, Sr Consultant, AMFI
 Mr. Anup Agarwal, AVP, NSDL
 Mr. Anish Kumar, Warehouse Incharge, Flipkart
 Mr. Rajeev Dalmia, CFO, Dish TV
 Dr. Niti Nandini Chatnani, Associate Professor, Accounting & Finance, IIFT
 Mr. S. Balasubramaniam, Former Executive Vice President & CFO, Zensar Technologies
 Mr. Kumar Biswas, Advisor (Business Strategy- City Gas Distribution)
 Dr. Shivani Kapoor : Associate Professor, NDIM Delhi

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. 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



WEBINARS

- Indian Economy during COVID-19 times by Mr Samrat Sharma, Senior Correspondent, The Financial Express, The Indian Express Group – held on 20.4.20.
- Maintaining Quality in Teaching Learning Practices when Imparting Online Education by Prof. Bharat Bhaskar, Director, IIM Raipur – 23.4.20.
- Emerging Opportunities for Budding Entrepreneurs and MBAs in the Post Covid Period by Mr Manoj Kumar Kulshreshta, Managing Director, MK Kulshreshta & Associates – 30.4.20.
- Applications of Business Analytics and Artificial Intelligence in the Industry by Dr Tuhin Chattopadhyay, Founder CEO, Tuhin AI Advisory – 4.5.20.
- Discussion on Impact of Covid -19 on Small and Medium Business by Mr Mayank Gupta. Founder and CEO, To Be Honest – 12.5.20.
- Getting Aspired and Creating Inspirations by Mr Himanshu Jaisinghani, Regional Manager- Sales & Marketing, Mercedes Benz, Pune – 16.5.20.
- Decoding Leadership: The Mahabharata Way by Prof. Asha Kaul, IIM Ahmedabad, and Prof. Sanjay Verma, IIM Ahmedabad – 18.5.20.
- Entrepreneurial Journey of Anubhav Mittal, Founder of Aroma Teas – 23.6.20.
- Strategies for Effective e-learning: Theoretical Foundations and Best Practices by Prof. Deepak Khazanchi, Professor of Information Systems and Quantitative Analysis in the College of Information Science & Technology, University of Nebraska at Omaha; and Prof. Achal Mehra, Professor of journalism at IIT Gandhinagar and Editor of Little India- a magazine for overseas Indians – 7.7.20.
- Disruptions: Are you ready? by Mr Shriprakash Shukla, President and CEO, Mahindra & Mahindra Aerospace and Defense – 11.8.20.
- Covid Unlock and Conducting International Business by Mr. Sunil Alkalgi, Head of Sales and Account Management, Airport IT, APAC, Amadeus IT Group - 29.8.20.
- Impact of New Education Policy-2020 on Management Education by Prof. Renu Luthra, Vice Provost, Jaypee Institute of Information Technology, Noida – 4.9.20.
- Sourcing, Operations and Supply Chain Management of Retail Industry by Mr Sandeep Gupta, Senior Manager of Consultancy, AI Taylor Group – 12.9.20.
- Seminar on “Disruptive Marketing” by Dr Ram Singh, Professor, Indian Institute of Foreign Trade, New Delhi; and Mr. Jayant Krishna, Group CEO, UK India Business Council – 23-24 Oct 2020.
- Skills Required in the Era of Digital Transformation by Dr Teena Bagga, Professor, Amity University, Noida – 31.10.20.
- Strategies for Managing Personal Finance including Mutual Funds During and After COVID-19 by Mr Raghu Vilasagaram, AGM, SEBI; Mr Surya Kant Sharma, Senior Consultant, AMFI; Mr Anup Agarwal, AVP, NSDL – 9.11.20.
- Warehouse Management by Mr Anish Kumar, Warehouse Incharge, Flipkart – 5.12.20.
- Cash flow for business continuity by Mr Rajeev K Dalmia, CFO, Dish TV, Pune – 7.12.20.
- Growth in Indian financial markets and current scenario by Dr Niti Nandini Chatnani, Associate Professor- Accounting & Finance, Indian Institute of Foreign Trade – 8.12.20.
- How AI is changing the financial landscape by Mr S. Balasubramaniam, Former Executive Vice President & CFO, Zensar Technologies – 9.12.20.



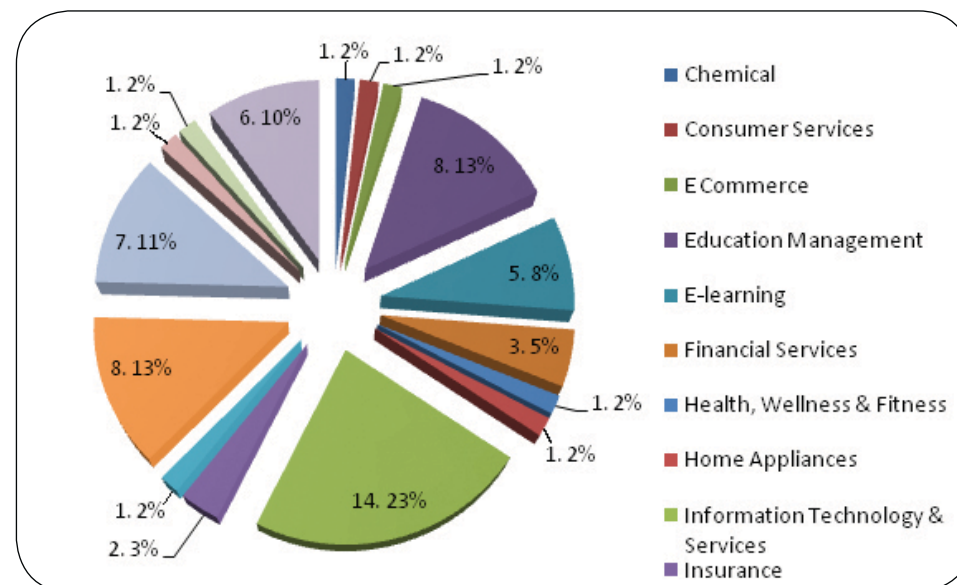
TRAINING & PLACEMENT

The Training and Placement Cell of JBS is operated by professionals with work experience in the industry and academics. The T&P cell has modern infrastructure facilities and provides support such as arrangement for pre-placement talks, written tests, interviews and group discussions to the visiting companies.

JBS has an all inclusive placement process which commences in the first semester when the T&P cell arranges for pre-placement training sessions by both internal and external experts to ensure that when the students join the corporate world, they hit the ground running. The soft skills employability training programs conducted by experts make the transition from campus to corporate extremely smooth.

A team of faculty and students assist the T&P officials for preparing the job aspirants and disseminating information about the companies visiting the campus.

Sectoral Distribution-Final Placement MBA 2018-20



RECRUITING COMPANIES FOR MBA 2018-20

Company's Name

99Acres

Axiom Technologies

Befikr

Bench Mark Six Sigma

Berger Paints

BlueWeave Consulting & Research

Byjus

Careers360

Cease Fire

Chapter Vitamins

Crowe Horwath IT Services

Cvent

Dure Tech

Edique

Electronica Finance Ltd.

ExtraMarks

FinEdge

Future Generali

Gradeup

GreyB

HCL

Hike education

Home First Finance

Home Town (Future Group)

Inalsa

Indus Valley Partners

Infoedge/Naukri.Com

Intellipaat

Investo Xpert

Jaro Group

Jsimple

Justdial.com

Kotak Life Insurance

Learning Routes

Learningshala.in

LIDO

Magicbricks

Mckinley & Rice

Medtrail

Neer Info Solutions

New Age TechSci Research

Nivesh Global

No Paper Form

Peluche

Phronesis Partners

POSist Technologies

Posterity Consulting

Prop Tiger

PropShop

Protivity

RGF India

Scry Analytis

Square Yards

Success Mantra

Synergy Consultants Group

Tech Matrix Consulting

To The New Digital

Transweb

Triedge (Mirus)

Write Ignite

Zycus

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 Speak

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 JyotiYadav , currently working as Functional Consultant at Crowe Horwath. I feel immensely proud and privileged that I did my post graduation with Operations as major while 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**, Batch, MBA 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: 2008-10, Area Manager, Honda Sael 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 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 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**, Batch: MBA 2007-09, Manager,
PTC India Limited, New Delhi

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, 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.

- JIIT/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 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 Clubs

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) Microcontrol 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 recognised University with at least 50% aggregate marks or equivalent CGPA. Candidates graduating by 31st July, 2021 can also apply but must prove their eligibility latest by 30th September, 2021. The admission will remain provisional till all eligibility documents are submitted. If all documents are not submitted by scheduled date, i.e 30th September 2021, 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 2021-22

The Total Institutional fee for the 2-year MBA program for batch to be admitted in 2021 is Rs. 8.32 lacs i.e. Rs. 4.16 lacs per annum (without hostel). The fee structure for academic year 2021-23 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	1,68,000/-	1,68,000/-	1,76,400/-	1,76,400/-
Development Fee*	40,000/-	40,000/-	40,000/-	40,000/-
Caution Money ^{\$}	10,000/-	-	-	-
Study Material	15,000/-	-	15,000/-	-
Total	2,33,000/-	2,08,000/-	2,31,400/-	2,16,400/-

* Please note that the JIIT management has provided a Special Covid19 Relief Package as one time relief of 50% reduction in Development Fee for Academic Year 2021-22. Hence, the development fee of Rs. 20000/- (50% of Rs. 40000/- development fee) will be payable for each semester of AY 2021-22.

\$ 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 50% aggregate marks or equivalent CGPA. Candidates appearing in 10+2 examination in 2021 can also apply but must prove their eligibility latest by 30th September, 2021. 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 2021, the student will be de-registered from the program

Selection Process – Short-listed applicants only (on the basis of relative merit from received applications) will be offered provisional admission.

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 2021-22

The total Institutional fee for the 3-year BBA program for batch admitted in 2021 is Rs. 4.68 lacs i.e. Rs. 1.56 lacs per annum. The fee structure for academic year 2021-24 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	63,000/-	63,000/-	66,150/-	66,150/-	69,450/-	69,450/-
Development Fee	15,000/-	15,000/-	15,000/-	15,000/-	15,000/-	15,000/-
Caution Money#	10,000/-	-	-	-	-	-
Total	88,000/-	78,000/-	81,150/-	81,150/-	84,450/-	84,450/-

* Please note that the JIIT management has provided a Special Covid19 Relief Package as one time relief of 50% reduction in Development Fee for Academic Year 2021-22. Hence, the development fee of Rs. 7500/- (50% of Rs. 15000/- development fee) will be payable for each semester of AY 2021-22.

\$ 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 RTGS/NEFT 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.

Refund Policy

If a student leaves the program, fee shall be refunded as per the directions of 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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