



Admission Brochure 2025

BBA, MBA
B.Com, M.Com
Ph.D



JAYPEE BUSINESS SCHOOL

(A constituent of Jaypee Institute of Information Technology, Noida)





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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

Shri Manoj Gaur Ji is the Executive Chairman of Jaiprakash Associates Limited and the Chancellor of Jaypee Institute of Information Technology. He is an alumnus of BITS Pilani.

Shri. Manoj Gaur Ji joined Jaiprakash Associate Ltd. (JAL) as a young engineering graduate and made handsome contributions to the growth of Jaypee Group while working under the illustrious and visionary father and founder of Jaypee group, Sh. Jai Prakash Gaur Ji. Today, the group is known for its yeoman contributions to the field of infrastructure, hydropower, cement with greater emphasis on quality education under his stewardship. He has undertaken visionary and transformative steps at JES by blending and merging education with latest developments in technology. Jaypee Education System is celebrating this decade (2021-2030) as a decade of innovation under his leadership.



Prof. (Dr.) S.C. Saxena

Pro-Chancellor Jaypee Institute of Information Technology, Noida

Prof. Saxena has an outstanding academic record. Former Director, IIT Roorkee, Mentor Director, IIT Mandi, Director, TIET Patiala, Director, TCIRD Patiala, amongst a host of other important

assignments like Chairman, NRC, AICTE New Delhi, and independent Director (two terms) of THDCIL, a GoI and UP Govt Navaratna Public Sector company. He is recipient of more than 18 awards recognitions including Khalsa Gold Medal, outstanding technologist by PTU, Pride of Uttarakhand, Uttarakhand Ratan and Eminent Engineering Personality by the Institution Engineers(I). He is a Life Fellow of the Institution of Engineers (India) and Life Fellow of the IETE.



Prof. (Dr.) Bodh Raj Mehta

Vice-Chancellor Jaypee Institute of Information Technology, Noida

Prof. B. R. Mehta is an alumnus of IIT Delhi and has about 37 years of teaching, research, and administration experience at IIT Delhi, as Dean (R&D) and Schlumberger Chair Professor of Physics. He has supervised 40 PhD scholars, mentored 3 startups, and led 50 research projects with combined funding of about Rs. 70 crore.

Prof. Mehta has received numerous awards, including the Lifetime Achievement Award from IIT Delhi and the Marie Curie International Fellowship. One of his projects has been selected by the European Commission for a Success Story Award. He has served as a Guest Professor at the University of Duisburg (Germany), University of British Columbia (Canada), EPFL (Switzerland), and several other prestigious universities.



Prof. (Dr.) Anubha Vashisht

Director Jaypee Business School, Noida

Prof. Anubha Vashisht has a blend of corporate and academic experience. She started her career with Pharmaceutical Industry. Passion for academics led her into teaching assignment at many institutes of repute. Prof. Vashisht brings in over 24 years of rich experience in teaching and training, research, business consulting and academic administration. Institution building and championing new initiatives has been her forte. She has served as Member Board of Studies (BoS) under the Faculty of Management, Member Academic Council, Executive Council and Board of Management. She has expertise in ranking and accreditation NAAC, NBA, NIRF, QS, AACSB, International mobility and immersion programmes.

About Jaypee Education System

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.

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.

Directorate of Research, Innovation and Development

With the declaration of 2012-2030 as the INNOVATION DECADE in Jaypee Education System, an independent vertical of Directorate of Research, Innovation and Development (DRID) has been established for enhancing culture of innovation and collaboration in 4 Jaypee Universities (JU). DRID is working towards engaging student and faculty in innovation and incubation activities by providing seed funds for Idea and Innovation projects, student Pre-startups, student and faculty driven start-ups and establishing Inter Jaypee University Centre of Excellence in key R & D areas. Faculty members from different JU are collaborating and carrying out joint research in CoE's in Artificial Intelligence for Education: Environment and Sustainability; UAV and Electronic border Security and Intelligent Evaluation and Rehabilitation of Structures. DRID has undertaken two new initiatives by setting up RIDE innovation Hub and Digital Learning Centre at JIIT in strong partnership with other JU's.

RIDE Innovation Hub

RIDE (Research, Innovation, Development and Entrepreneurship) Innovation Hub has been set up at JIIT to provide a platform to students and faculty of JIIT and

other Jaypee Universities to carry out incubation activities. As a registered legal entity with well-defined incubation goals, it has 15000 sq. ft space with facilities for start-up cubicles, collaboration Space, Innovation Laboratories and other facilities for start-up, pre-start up and innovation projects. RIDE is equipped to provide legal, business and technical mentorship to incubates to assist them achieve the technical and business goals.

Digital Learning Centre

Digital Learning Centre (DLC) is a major initiative of DRID and it has facilities of state-of-the-art class room studio, discussion studio and virtual chroma studio along with animation and editing facilities. The central objective of DLC is to prepare rich digital content in science, engineering and management disciplines for blended and on-line education and establish a digital network connecting all the four JU campuses for enhancing the student-teacher interaction and impacting a larger number of students. It will be powered by Advanced Digital Technologies and Artificial Intelligence for providing a unique learner centric experience to students and trainees.



International Students Cell at JIIT

This cell has been established to promote following activities between Jaypee Universities and Universities/Organizations abroad:

- ◆ Admission of foreign students in Jaypee Universities
- ◆ Establish collaboration with foreign universities for Joint Research, Development and Innovation activities.
- ◆ Jointly organize International Conferences/Seminars/Workshops/Symposium/Webinars etc.
- ◆ Students/Faculty exchange programs • Internship of Jaypee students in foreign Universities and foreign students in Jaypee Universities.
- ◆ International Students Cell will facilitate admissions, academic issues, boarding and lodging matters, visa matters etc. of foreign students.

International students may contact: **Prof. Pammi Gauba**, Dean, International Affairs **E-mail:** pammi.gauba@jiit.ac.in **Mobile:** +919810389717 **Prof. Reema Gabrani**, Professor, Deptt. of Biotechnology **E-mail:** reema.gabrani@jiit.ac.in **Mobile:** +919717152115 **Website:** www.jiit.ac.in, **E-mail:** registrar@jiit.ac.in



National Service Scheme (NSS)

JIIT believes in developing students' consciousness and well-being by giving back to society through social outreach and community service along with scholarly education. For this cause, it has set up National Service Scheme, popularly known as NSS, which is a permanent youth programme under the Ministry of Youth Affairs and Sports, Government of India and funded by Government of Tamil Nadu and Government of India in the ratio 5:7. Five NSS units of 100 students each have been sanctioned. Currently, there are approximately 500 NSS student volunteers actively engaged in social service.

NSS-JIIT takes pride in three key initiatives. These three initiatives are:

- a) Education and Awareness Drives
- b) Say no to Plastic
- c) Waste and Disaster Management.

All activities, tasks, drives, and campaigns revolve around it. NSS JIIT organizes education camps, blood donation camps, food distribution camps, disaster donation drives, to name a few through NSS. JIIT conduct awareness campaigns, offer sustainable solutions for holistic development, conduct activities for environment, hygiene and cleanliness and educate individuals at every level. NSS JIIT promotes national missions such as Sarv Shiksha Abhiyan, Swachh Bharat, Fit India Movement, Digital India etc. It has associations with major NGOs of Delhi NCR such as Udayan Care, Sewa India Group, Robin Hood Army, Vegan Outreach, Rotary Club, Grace Care Home, Saikripa Foundation etc. Volunteers visit these NGOs and render their services.

Ramanujan Universe

A high performance computing facility (Ramanujan Universe) has been set up at JIIT. This 10 Cr. Facility has Dual smart rack, 8*A100 NVIDIA GPU Cards Accelerator node, A 200 Gig infiniband Switch, 6 Compute nodes, 2 I/O nodes and 1 master node in a cluster, Total 576 cores comprising of 384 cores of compute nodes, 4.5 TB RAM and 500. TB usable storage, 110 Teraflops Speed.

This facility will empower students, researchers, faculty and entrepreneurs of JIIT

and other JU's in carrying out research in advanced mathematics and computational fields like quantum computing, quantum communication, material design and device modelling and Complex Computational Algorithms, Foster Creativity and Innovation.

Rekhi Centre of Excellence for the science of Happiness

JIIT Noida and Rekhi Foundation for Happiness have jointly set up Rekhi centre of Excellence for the science of happiness. Both the institutions signed an MOU to establish the centre of excellence at JIIT Noida. The centre of excellence aims to promote research, teaching, and training in the field of happiness for the both students and faculty. Under this initiative, a dedicated Mind Lab funded by Rekhi Foundation will be established to facilitate cutting-edge research in happiness and well-being. The activities organized by the centre of excellence will focus on expansion of practice and knowledge of science of happiness.



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, MBA, BBA, MCA,BCA, Diploma & Ph.D. in different streams of Engineering, Science and management.
- Two beautiful campuses spanning across an area of 15.65 acres at Sector 62 and 6.42 acres at Sector128, Noida.
- Granted Deemed to be University status under section 3 of UGC Act 1956 in 2004.
- Jaypee Business School was established in 2007 currently offering full time MBA and BBA Courses.
- JIIT is an AICTE approved institution since 2018.
- Accredited by NAAC with A grade in 2023.
- JBS is ranked among the top emerging institutes by Times of India.
- Accredited by NBA for B.Tech (BT,IT,ECE & CSE) program in 2024.
- JIIT Faculty excel in research publications and make it to the top 2% scientists as per the Stanford-Elsevie List.
- JIIT established a Digital Learning Centre that comprises of state-of-the-art multimedia studio, discussion and chroma studios, a 100-seater review cum lecture room supported by automated control, editing, and simulation and animation infrastructure.
- 72 Research Projects worth amount Rs. 1.76 Crores completed and 50 Research Projects worth about Rs. 9.85 Crores currently running. Projects sanctioned from Government Agencies like DRDO, DST, AICTE, DBT,DRID,KFCL etc.
- Credited with 71 Patents filed, 69 Patents published, 16 Patents granted and 1 technology transfer.

- 9 branches in B.Tech, 03 branches in M.Tech, 5 branches in M.Sc, 3 branches in Integrated M.Tech , 3 branches in B.Sc, B.B.A, MCA, Diploma and M.B.A with major specialization in Marketing, Finance, Human Resource, Operations, Information Technology, Business Analytics, Financial Services, International Business, Digital Marketing, Hospital and Healthcare management and Education management.
- Ph.D. in Biotechnology, CSE, ECE, Physics and Materials Science & Engineering, Mathematics, Humanities and Social Sciences, Computer Applications, Mechanical Engineering Drawing and Management.
- State of art auditorium, classrooms, laboratories, Auditoriums administrative offices, outdoor and indoor sports facilities, dispensary, swimming pools, separate hostels facility for both boys and girls, Pro-Chancellor, Vice-Chancellor, Director, Faculty and Staff residences.
- 371 faculty members, 83% with Ph.D. and 100% with PG Degrees.
- About 34 National and International awards for research, received by faculty and students of JIIT.
- 364+ Ph. D produced since 2008-09.
- MoUs with several International and National institutions for joint collaborative research and students and faculty exchange.
- Invested in setting up of Ramanujan Universe – High performance Computer Facility, Digital Learning Centre, VLSI Lab, 5G use case LabRIDE Incubation Hub, Bionest Bio Incubator at JIIT.
- 19554 alumni including 364 Doctoral, 14771 B.Tech, 1691 M.Tech (including Dual/Integrated Degree) ,1790 MBAs, 138 M.Sc's and 332 BBAs.
- Participated in Unnat Bharat Abhiyan (UBA) of MHRD (GOI). Five villages adopted under UBA for their development. JIIT runs National Service Scheme (NSS) of GOI for students.
- JIIT participated in Swachh Bharat Abhiyan and Study in India program of GOI for admissions of foreign students.

Jaypee Business School

Jaypee Business School (JBS), established in 2007, is a constituent of Jaypee Institute of Information Technology (Deemed University) located in the corporate hub of Delhi NCR. JBS offers AICTE-approved programs, including a two-year full-time MBA, three/four-year BBA (as per NEP 2020), B.Com, M.Com and PhD.

JBS focuses on practical learning, developing essential skills such as managerial decision-making, problem-solving, analytical reasoning, communications, creativity, and innovation. Our professional faculty, modern infrastructure, and cutting-edge resources in IT & Business Analytics, Digital Marketing, HRM, Finance, FinTech, Education Management and Operations Management ensure industry-relevant education.

Strong corporate connections enable JBS to provide internships, placements, and industry mentorship opportunities. We emphasize ethical leadership, social responsibility, and nation-building, shaping future professionals who are committed to business, commerce, and industry while being socially conscious.

Programs Offered:

- ◆ BBA (3/4 year)
- ◆ B.Com (3/4 year)
- ◆ MBA (2 year)
- ◆ M.Com (2 year)
- ◆ Ph.D.



Salient Features of JBS

CUTTING EDGE CURRICULUM :

The curricula is continuously updated to integrate changes in the business environment. It is benchmarked with the top National and International institutes of repute. It incorporates suggestions given by faculty, alumni and industry experts. Various specializations are offered to students like – Marketing, HRM, Finance, Operations, IT, Analytics and Health care.

EXPERIENTIAL LEARNING OPPORTUNITIES :

Live Projects: Students get an opportunity to work with real businesses on short term projects. **Internships and Fieldwork:** Mention compulsory internships that prepare students for future roles and make them industry ready. **Global Immersions:** Promote study trips, exchange programs, or partnerships with international schools and companies. **Industry Visits:** It promotes students to analyze different processes and technology complemented by various industries.

LIFE BEYOND CLASSROOM :

Clubs and Organizations: Each student is provided an opportunity to pursue their achievement through the aegis of student's clubs and committees. The co-curricular life is a vibrant kaleidoscope showcasing their talent, energy and expression.

LEARNING CENTRIC PEDAGOGY :

The pedagogical methods include lecture, case studies, simulations and project work. The students interact with industry experts, alumni through guest lecture series, classroom teachings, seminars and conclaves. The rigor in academics is maintained by using Harvard case study for classroom teaching, simulation lab for hands on exposure.

CUTTING-EDGE FACILITIES AND RESOURCES :

Campus Infrastructure: The institute has state of the art infrastructure, with modern facilities, well equipped classrooms, library, laboratories. Licensed software's are in place in all computer labs and the school has also collaborations with NSE for Fintech course and Simulation lab by CIESEM.



NATIONAL STOCK EXCHANGE (NSE) LAB :

Jaypee Business School (JBS), Noida has entered MOU with NSE Academy for NSE SMART simulated trading lab. JBS is introducing SMART lab to its MBA and BBA students from the Academic year 2024-25 to provide practical training experience in Capital Market to the students as well augmenting the analytical capabilities and strong decision-making skills of the students.

BUSINESS SIMULATION LAB :

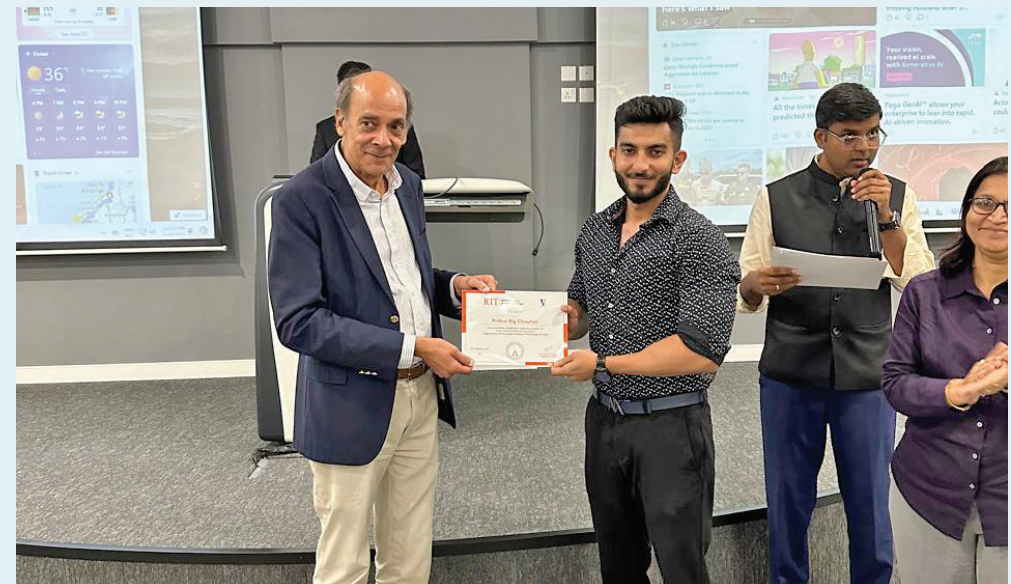
The setup of a business simulation lab in Jaypee business school allows participants to converse in a business environment. Like real-world scenarios, participants make conversations based on scenarios, where smart conversations lead to success, and mistakes offer valuable lessons. The learning experience is both engaging and effective. Participants use a conversational tool to explore various scenarios, practice strategies, and analyze the outcomes of their conversations. Additionally, the simulation produces a report, enabling the participant to assess their performance. Business simulation helps in experiential learning where participants learn by running a virtual business in an interactive, risk-free, and realistic environment. These simulation games help enhance skills in areas such as business acumen, financial and market analysis, operations, decision making, and ESG (Environmental, Social, and Governance) considerations. Through the process, participants also refine their abilities in problem solving, teamwork, communication, and leadership.



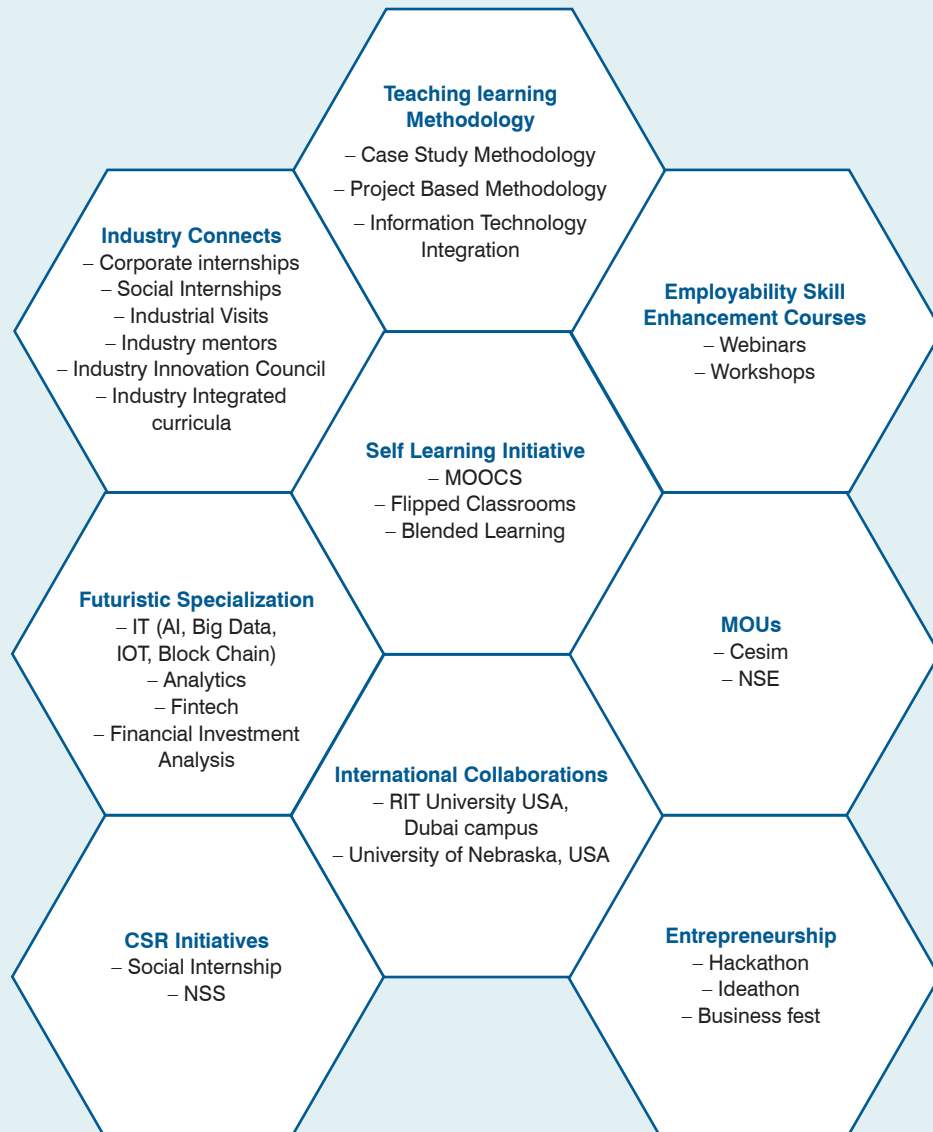
INTERNATIONAL STUDENT EXCHANGE PROGRAM:

An international opportunity for Global Immersion in UAE so that you get a chance for greater learning and real-life exposure to interact with professionals from different cultures. It's a self-financed program for a 5-day/ 4-night trip to UAE with academic sessions + certificate, industry visits, and sightseeing.

1. Certificate Program at RIT Dubai
2. Visit to Intel Innovation Centre
3. Visit to Innovation Centre, Dubai Electricity & Water Authority
4. Interactive session at NASDAQ Dubai
5. Visit to Ace Crane
6. Session at Apple Inc
7. Visit to Usky project - One of the biggest and most developed scientific research centers of smart transport in the world
8. Sharjah Research & Technology Park – SoiLab



WHY JBS?



CORPORATE INTERNSHIP

8-week corporate internship program:

- It allows students to practice the skill and theoretical knowledge
- The students acquire relevant hands-on 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:

- 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 student's awareness about government policies and practices.



LEARNING INITIATIVES THROUGH MOOCs, FLIPED CLASSROOMS AND BLENDED LEARNING

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.

SOCIAL MEDIA LAB

Our Social Media Lab is a cutting-edge facility where students master the art and science of digital communication. As social media continues to shape how businesses, organizations, and individuals interact, the Lab equips students with the skills to become digital innovators and leaders in this fast-paced domain.

KEY FEATURES

Real-Time Campaign Management: Students gain hands-on experience by creating, managing, and analyzing real social media campaigns for brands and organizations. From strategy to execution, students work with live data and platforms to develop impactful digital marketing strategies.

Advanced Analytics Tools: The Social Media Lab provides access to state-of-the-art analytics tools that enable students to track campaign performance, understand audience behavior, and leverage data to drive engagement and ROI for businesses.

Content Creation Hub: The Lab serves as a creative space where students can experiment with multimedia content creation, including video production, graphic design, and storytelling techniques tailored for various social media platforms.

Industry Insights & Trends: Students stay ahead of the curve with workshops, guest lectures, and projects featuring experts from top digital marketing agencies, influencers, and social media strategists. This exposure ensures that students are well-versed in the latest trends and technologies reshaping the digital landscape.

SIMULATION LAB

Jaypee Business School's Business Simulation Lab provides an immersive learning experience, simulating real-world business scenarios. Participants engage in interactive conversations, practicing strategies and analyzing outcomes. The simulation fosters experiential learning, enhancing skills in business acumen, financial analysis, decision-making, and leadership. Participants refine problem-solving, teamwork, and communication abilities in a risk-free environment. This hands-on approach accelerates professional growth and development.

HARVARD CASE STUDY

Harvard Business Case Studies equip students with the skills needed to thrive in the workforce. Students will learn to hone their leadership skills to succeed in management roles. Students will discover their talents, explore career options, and manage themselves as they prepare to navigate life after the business management program. Students will gain an understanding of the core business skills needed to excel in the corporate world.

BUSINESS LAB

Our Business Lab serves as a dynamic hub where students transform theoretical knowledge into practical solutions. The Business Lab provides an immersive environment designed to foster innovation, critical thinking, and real-world problem-solving skills.

KEY FEATURES

Hands-on Learning: The Business Lab offers access to state-of-the-art tools and resources that allow students to work on live projects, from market research to business simulations, developing solutions for real-world business challenges.

Industry Collaboration: We partner with leading corporations and startups to bring current, relevant issues into the classroom. Students have the opportunity to collaborate with professionals and gain practical insights into the business world.

Innovation & Entrepreneurship Support: Whether you're interested in launching your own business or innovating within a corporation, the Business Lab offers mentorship, networking, and the resources needed to nurture entrepreneurial ambition.

Cross-Disciplinary Approach: Our Lab encourages collaboration across disciplines, integrating expertise from marketing, finance, HR, supply chain management, and digital transformation to create holistic business solutions.

NATIONAL STOCK EXCHANGE LAB

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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 organizations are arranged 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

At Jaypee Business School, our commitment to providing a transformative educational experience is reflected in our innovative teaching methodology, which sets us apart in the realm of business education.

Experiential Learning: We believe in learning by doing. Our teaching methodology places a strong emphasis on experiential learning, allowing students to apply

theoretical concepts to real-world situations. Through case studies, simulations, and practical projects, students gain valuable insights into the challenges and opportunities that businesses face.



Industry Integration: To bridge the gap between academia and industry, we integrate industry practices into our curriculum. Our students benefit from guest lectures, workshops, and seminars conducted by industry experts, providing them with a firsthand understanding of current trends and best practices.

Technology-Driven Approach: In the digital age, proficiency in technology is paramount. Our teaching methodology leverages cutting-edge technology to enhance the learning experience. From virtual classrooms to interactive learning modules, we ensure that our students are well-versed in the tools and technologies relevant to their chosen fields.

Global Perspective: The business landscape is increasingly global, and we prepare our students to thrive in an interconnected world. Our curriculum includes international perspectives, cross-cultural case studies, and opportunities for global exposure through exchange programs, ensuring that our graduates are ready for the challenges of a global marketplace.

Holistic Development: Education is not just about acquiring knowledge; it's about developing well-rounded individuals. Our teaching methodology emphasizes holistic development, nurturing not only academic excellence but also interpersonal skills, leadership qualities, and a sense of social responsibility.

Small Class Sizes and Personalized Attention: We recognize the importance of individualized attention in the learning process. With small class sizes, our faculty can engage with each student personally, fostering a collaborative and supportive learning environment.

Continuous Assessment and Feedback: Learning is an ongoing process, and we believe in continuous assessment and feedback. Regular assessments, quizzes, and constructive feedback enable students to track their progress and make improvements, ensuring a dynamic and responsive learning experience.

At Jaypee Business School, we are dedicated to preparing our students not just for the challenges of today but for the opportunities of tomorrow. Our teaching methodology is designed to instill a passion for learning, a spirit of inquiry, and the skills needed to excel in a rapidly changing business landscape.

Academic Programs at JBS

BACHELORS OF BUSINESS ADMINISTRATION (BBA)

BBA

The 3/4 years (as per NEP) 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 3/4 year (as per NEP) BBA programme provides Exit option to the students (with the award of degree) after the completion of three years.
- ◆ The student who intend to earn honours degree may pursue for 4th year.
- ◆ The 3/4 (as per NEP) year BBA programme (Sem 5 and Sem 6) is designed with specialization in Finance, Marketing, HR, IT applications in Management and Data Analytics.
- ◆ The 4th year (Sem 7 and sem 8) will provide two options to the students.

Option - Honors with research/ Industry project. This will have dissertation / Industry Project as an integral part in Semester 8 along with discipline specific electives.

Successful graduates of this course can opt for a range of jobs from sectors like Finance, Marketing, Sales Management, HR, Data Analytics

Specialisations offered:

- Human Resource Management
- Marketing
- Finance
- Business Analytics
- Entrepreneurship



Program Educational Objectives (PEOs)	Program Outcomes (PO)
1. Provide knowledge of management concepts and theories to pursue professional career or take up higher education.	1. Acquire knowledge and understand fundamental principles and concepts of business management.
2. Enhance self-awareness, team work, technological, communication and research skills.	2. Apply the concepts to solve day-to-day business problems.
3. Apply tools and techniques for making informed decisions.	3. Communicate effectively with all the stakeholders of the organization.
4. Sensitize students about the social, ethical and environmental issues of business.	4. Develop entrepreneurial mindset and interpersonal skills.
5. Equip the students with skills to adapt to change and develop an orientation towards lifelong learning.	5. Imbibe life-long learning skills to contribute as responsible citizens.

BACHELORS OF COMMERCE (B.Com)

Bachelor of Commerce an undergraduate 3 years/4 years (Honours) course offers a mix of commerce related subjects such as Accounting, Management, Finance Marketing, Taxation, law, Research and Business Analytics to enable students to acquire knowledge, skills and abilities to analyse and synthesize the contemporary realities pertaining to the business. The programme aims to nurture the students in intellectual, personal, interpersonal and social skills with a focus on Holistic Education and development to make informed and ethical decisions and equips graduates with the skills required to become leaders and lead management positions. This programme brings out reflective and scientific thinking in the students which makes them inquisitive and curious to get deep insights of the business world and tackle the complex situations with much knowledge and wisdom.



CURRICULUM HIGHLIGHTS:

- The B.Com (Bachelor of Commerce) curriculum provides a comprehensive education in commerce, business, finance, and economics.
- Students cover foundational subjects like financial accounting, business mathematics, business communication, management principles and application, international business, human resource management, business statistics.
- Students also get the knowledge of subjects like micro economics, trivial economics, corporate accounting, corporate laws, banking and insurance, income tax law and practice, computer application in business, management accounting and corporate tax.
- In addition to the curriculum, the program also includes internships, research projects, and optional courses in IT and soft skills.
- The students opting for a four-year programme will also get benefitted with the international immersion programme.



Program Educational Objectives (PEOs)	Program Outcomes (PO)
1. The programme offers insight into complex commerce problems and its solution.	1. Problem Solving Skills: Students will be exposed to critical thinking, application of complex accounting principles to solve business challenges.
2. The program will help students understand and assess the different systems, policies, and strategies needed to manage rapid changes in today's global business environment.	2. Analytical skills: Students will learn financial modelling and valuation, analyse financial statements and reports and evaluate investment opportunities.
3. Students will gain insights into the financial system, including its key components, the principles behind it, and important regulations.	3. Sustainability and Social Responsibility: Students will understand the societal and environmental impacts of accounting solutions and promote sustainable development practices.
4. Students will be exposed to various areas of management, giving them a well-rounded view of how organizations operate	4. Corporate Financial Management: Students will understand financial planning, budgeting, and decision-making processes in corporate settings.



MASTER OF COMMERCE (M.COM.)

Master of Commerce (M.Com.) programme aims to provide students with sound knowledge of accounting, management and business practices. The two- year programme is divided in to 4 Semesters. Students will be imparted an in-depth study of core commerce subjects such as Business Environment & Managerial Economics, Tax Planning & Management, Research Methodology, Advanced Financial Accounting and Corporate Governance & Business. Project preparation forms an integral part of the curriculum to enable students to get a detailed understanding on the subjects and thereby prepare them for future endeavours. Focus will be on enhancing analytical and decision – making skills to help the students to sustain and succeed in the everchanging corporate world.

CURRICULUM HIGHLIGHTS:

The M.Com. curriculum is designed to provide a comprehensive understanding of advanced commerce and business principles while allowing students to specialize in areas that align with their career goals.

1. In the M.Com. program, students will undertake core courses designed to build essential knowledge in commerce and business management, sharpening their analytical and decision-making skills. Program offers a range of specialization options.
2. Students will conduct independent research, fostering critical thinking and problem-solving in real-world corporate settings, promoting knowledge development and innovative solutions.
3. Students will gain hands-on experience in real-world business environments through internships or projects to apply classroom knowledge and practical skills.
4. The program will end with a capstone course that combines the knowledge and abilities gained throughout. Students will solve challenging business problems by combining their knowledge from core courses, specializations, and internships.

Program Educational Objectives (PEOs)	Program Outcomes (PO)
1. Deep Expertise in Commerce: The M.Com. program aims to deliver specialized and in-depth knowledge, empowering students to excel in various business professions and contribute to both academic research and industry innovations.	1. Problem-Solving Skills: Graduates will be able to apply advanced accounting and management principles to solve complex business challenges.
2. Skill Enhancement for Global Business Needs: It equips students with advanced competencies in finance, accounting, data analytics, corporate governance, and business management, preparing them to meet the demands of a globalized business environment.	2. Analytical skills: Students will learn financial modelling and valuation, analyse financial statements and reports and evaluate investment opportunities.
3. Multidisciplinary Approach: The program welcomes students from diverse academic backgrounds—including commerce, economics, business administration, and finance—encouraging a multidisciplinary learning experience.	3. Sustainability and Social Responsibility: Students will understand the societal and environmental impacts of accounting solutions and promote sustainable development practices.
4. Career and Academic Readiness: Graduates will be well-prepared for professional roles in both the public and private sectors, academic careers such as lecturers, researchers, and policy analysts.	4. Ethical Integrity: The program emphasizes a strong commitment to professional ethics, ensuring graduates uphold the highest standards of accounting and business practices.
	5. Teamwork & Leadership : Student will develop the ability to function effectively both as individuals and as leaders or collaborators in multidisciplinary teams.

MASTER OF BUSINESS ADMINISTRATION (MBA)

The MBA curriculum at Jaypee Business School (JBS) is designed to foster successful careers in the business world and nurture entrepreneurial spirit. The program offers:

- A cross-functional core curriculum covering Marketing, Finance, Economics, HRM, and more
- Specializations in major and minor areas to suit individual interests and aptitudes
- Practical experience through mandatory social internship (4 weeks) and corporate internship (8 weeks)
- Integration of emerging technologies (IoT, AI, Data Analytics) into core courses
- Soft skills development programs (Employability Skills, Business Communication) to enhance leadership and communication abilities
- Regular curriculum updates to align with industry trends and demands

JBS's holistic approach equips students to:

- Think logically and work effectively in diverse teams
- Integrate knowledge across functional areas
- Develop socially sensitive management practices
- Stay adaptable in a rapidly changing business landscape

This comprehensive curriculum prepares JBS graduates for successful and responsible leadership roles in the corporate world.

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 problem
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



MBA ELECTIVES OFFERED

FINANCIAL MANAGEMENT

- ◆ Security Analysis and Portfolio Management
- ◆ Financial Statement Analysis and Business Valuation
- ◆ Project Appraisal and Finance
- ◆ Corporate Taxation and Planning
- ◆ Commodity Derivatives Market
- ◆ Options, Future and Risk Management
- ◆ International Financial Management
- ◆ Fixed Income Securities
- ◆ Financial Modelling
- ◆ Mergers, Acquisitions and Corporate Restructuring
- ◆ Working Capital Management
- ◆ Alternate Investment
- ◆ Behavioral Finance
- ◆ Start-up strategy in emerging markets:innovation and management
- ◆ Introduction to Financial Analytics
- ◆ Cryptocurrency and Block chain.

HUMAN RESOURCE MANAGEMENT

- ◆ Managing Employee Relations
- ◆ Employment Laws
- ◆ Performance & Compensation Management
- ◆ Learning and Development
- ◆ Competency Management and Assessment Centre
- ◆ Organizational Development and Change
- ◆ International HRM
- ◆ Team Building and Conflict Management
- ◆ Leadership Skills for Managers
- ◆ Strategic Human Resource Management
- ◆ HR Metrics and Analytics
- ◆ Talent Management

OPERATIONS MANAGEMENT

- ◆ Production Planning Control
- ◆ Logistics Management
- ◆ TQM & Six Sigma
- ◆ Operations Strategy
- ◆ Sustainable Supply Chain Management
- ◆ Operations Research Application
- ◆ Strategic Service Operations Management
- ◆ Sales and Operations Planning
- ◆ Project Management
- ◆ Materials Management and Warehouse Management
- ◆ Purchasing & Sourcing Management
- ◆ Supply Chain Analytics

FINTECH

- ◆ SMART LAB- Simulated market trading Application
- ◆ Fintech foundation and overview
- ◆ Fintech risk management
- ◆ fintech wealth management
- ◆ Fintech law and policies
- ◆ Technology disruption in Fintech
- ◆ Cryptocurrency and Block chain.
- ◆ Project Appraisal and finance
- ◆ Merger, acquisition and corporate restructuring
- ◆ working capital management
- ◆ Financial Modelling
- ◆ Start-up strategy in emerging markets:innovation and management

MARKETING MANAGEMENT

- ◆ Product and Brand Management
- ◆ Integrated Marketing Communication
- ◆ Sales and Distribution Management
- ◆ Business to Business Marketing
- ◆ Services Marketing
- ◆ Rural & Social Marketing
- ◆ Consumer Behavior
- ◆ Customer Relationship Management
- ◆ Digital Marketing
- ◆ Retail/Omnichannel Marketing
- ◆ AI/ML powered marketing
- ◆ Marketing Analytics
- ◆ International Marketing

INFORMATIONAL TECHNOLOGY AND BUSINESS ANALYTICS

- ◆ Integrating Information Systems in Business
- ◆ IT Security and Cyber Law
- ◆ BPR, Business Process Management & ERP
- ◆ E-Commerce and Electronic Governance
- ◆ Managing Software Projects
- ◆ Data Management And Analysis Using R
- ◆ Predictive Analytics
- ◆ Fraud Analytics
- ◆ Block chain
- ◆ Big Data Analytics
- ◆ Database Management using SQL
- ◆ Data Science Using Python
- ◆ Natural Language Processing

JBS offers Major and Minor Specializations across the following domains*

Information Technology & Business Analytics	Operations Management
Marketing Management	Digital Marketing
Financial Management	Financial Service
Human Resource Management	International Business
Hospital and Healthcare Administration	Education Management
Fintech	

* 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.





DOCTOR OF PHILOSOPHY - PH.D

JBS offers a full time and part time Ph.D. program in management. The minimum and maximum duration of the program is three and six years respectively. In the first year of the program, the scholars are required to complete the mandatory course work along with any other course recommended by the Doctoral committee that will facilitate in pursuing the research work.

Currently research scholars are pursuing their doctoral research work in different domains of management like marketing, finance, human resource, operations, general management, and business analytics.

Each Ph.D. scholar is required to publish a minimum of four research papers out of which three should be in SCI/ SCIE/ SSCE/SCOPUS indexed journals and one in a UGC/Peer Reviewed journal before submission of the dissertation for the award of Ph.D. degree.

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 research assistantship of INR 37,000 per month.

Ph.D in

- Human Resource
- Marketing
- Operations
- Information Technology & Strategy and allied areas

Learning Resource Centre

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 Management and Engineering & Technology to meet the needs of students, faculty and research scholars.

LRC has approximately 82,743 books with more than 27,837 titles and approximately 3,50,000 E-Resources (National and International).

Jiit has two libraries for the students and faculty. Central Library : Located at Sector 62 Campus, having 19,609 title and 56,564 volumes. Departmental Library at Sector 128 : having 3,571 titles and 17,029 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 PROFILES

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:

	Prof. Anubha Vashisht Director	Ph.D. MJP Rohilkhand University
	Area of Specialization & Experience:	Marketing, 24 years
	Prof. Rajnish Kumar Misra Professor and Dean	Ph.D. VBS, Purvanchal University,
	Area of Specialization & Experience:	HRM, 24 years
	Prof. Sunil Bhatia Professor	FCMA
	Area of Specialization & Experience:	Corporate Financial & Project Management, 35 years
	Prof. Bhawna Agarwal Professor	Ph.D. V.N. South Gujarat University Surat
	Area of Specialization & Experience:	Statistics, 18 years

	Dr. Sujata Kapoor Associate Professor (Sr. Grade)	Ph.D. IIIT Noida
	Area of Specialization & Experience:	Finance and Behavioural Finance, 19 Years
	Dr. Archana Shrivastava Associate Professor (Sr. Grade)	Ph.D, Nagpur University
	Area of Specialization & Experience:	Marketing, Digital Marketing, 26 years
	Dr. S. Suresh Assistant Professor (Sr. Grade)	Ph.D. IIIT, Noida
	Area of Specialization & Experience:	Marketing, 19 years
	Dr. Shriram Anil Purankar Assistant Professor (Sr. Grade)	Ph.D. IIIT Noida
	Area of Specialization & Experience:	Strategic Management & Marketing, 12 years
	Dr. Charu Sijoria Assistant Professor (Sr. Grade)	Ph.D. IIT- Kharagpur
	Area of Specialization & Experience:	Social Media Marketing, Digital Marketing, 9 years

	Dr. Vishal Gupta Assistant Professor (Sr. Grade)	PhD IIIT Noida
	Area of Specialization & Experience:	Operations and Information Technology, 24 Years
	Dr. Mitushi Singh Assistant Professor (Sr. Grade)	Ph.D. FMS- BHU
	Area of Specialization & Experience:	HRM, 13 years
	Dr. Sweta Goel Assistant Professor (Sr. Grade)	Ph.D. IIIT Noida
	Area of Specialization & Experience:	Finance 15 years
	Dr. Divya Goel Assistant Professor (Sr. Grade)	Ph.D, Jamia Millia Islamia
	Area of Specialization & Experience:	HRM / Organizational Behaviour, 21 years
	Dr. Shivani Kapoor Assistant Professor (Sr. Grade)	Ph.D. University of Allahabad
	Area of Specialization & Experience:	HRM and Soft Skills, 23 Years

	Dr. Nikhil Yadav Assistant Professor (Sr. Grade)	Ph.D. NIT Allahabad
	Area of Specialization & Experience:	Finance & Economics, 7 years
	Dr. Vikas Bhatnagar Assistant Professor (Sr. Grade)	Ph.D. NIT Warangal
	Area of Specialization & Experience:	Operations and Business Analytics, 7+ years
	Dr. Neetima Agarwal Assistant Professor (Sr. Grade)	Ph.D. IIIT Noida
	Area of Specialization & Experience:	HRM & Entrepreneurship 11 Years
	Dr. Sunil Kumar Yadav Assistant Professor (Sr. Grade)	Ph.D. NIT, Kurukshetra
	Area of Specialization & Experience:	Marketing and IPR, 22 years.
	Dr. Richa Chauhan Assistant Professor (Sr. Grade)	Ph.D, Banasthali Vidyapith
	Area of Specialization & Experience:	HRM, 16 Years

	Dr. Garima Srivastav Assistant Professor (Sr. Grade)	Ph.D. BIT Mesra, Ranchi
	Area of Specialization & Experience:	Marketing Analytics, Marketing Research, Consumer Behaviour, Social Media Marketing, 15 Years
	Dr. Ridhima B Sharma Assistant Professor (Sr. Grade)	Ph.D. Amity University
	Area of Specialization & Experience:	Marketing & Digital Marketing, 14 years
	Dr. Arshi Barin Assistant Professor (Grade-II)	Ph.D. Jamia Milia Islamia
	Area of Specialization & Experience:	Accounting and Finance, 3 years
	Dr. Sapna Yadav Assistant Professor (Grade-II)	Ph.D APJ Abdul Kalam Tech. University, Lucknow
	Area of Specialization & Experience:	Operations Management, 13 years.
	Dr. Shivangi Saxena Assistant Professor (Grade-II)	Ph.D. Goenka University
	Area of Specialization & Experience:	Finance, 16 years

	Dr. Ashutosh Shukla Assistant Professor (Grade-II)	Ph.D. BIT Mesra (Ranchi)
	Area of Specialization & Experience:	HRM, 17 Years
	Dr. Yogita Dwivedi Assistant Professor (Grade-II)	Ph.D. MNNIT Allahabad
	Area of Specialization & Experience:	Economics & Finance, 11 years
	Dr. Sonali Srivastava Assistant Professor (Sr. Grade)	Ph.D. Dayalbagh Educational Institute
	Area of Specialization & Experience:	Management Finance, 9 years
	Dr. Parinika Assistant Professor (Sr. Grade)	PhD. IG Delhi Technical University
	Area of Specialization & Experience:	Artificial Intelligence. 7 years

Development Programs

INTERNATIONAL CONFERENCE

Theme: “Embracing Transformations for Sustainable Advancements: The Role of Innovation, Collaboration, and Implementation”

Distinguished speakers in the conference

1. **Prof. T. N. Singh** - Director, IIT, Patna
2. **Mr. Shashi Rajan** - Executive Director, ONGC Academy, Dehradun
3. **Mr. Sanjay Chaturvedi** - Head of Human Resources, Valvoline Cummins
4. **Prof. Ivan CosteManiere** - Programme Director, Luxury and Fashion Management, Skema Business School, Lille, France
5. **Prof. Cyril Forophon** - Director, Indian Institute of Management, Jammu.
6. **Prof. Arpan Kar** - Professor of Information Systems, IIT, Delhi

LEADERSHIP CONCLAVE

“Adapting to Digital Transformation” Conclave: CHROs explore HR’s digital shift, automation, and data-driven strategies for agile, inclusive workplaces.

Distinguished speakers in the conference

1. **Mr. Abhay Kapoor** - CHRO, Suzuki Motors Gujarat Pvt Ltd.
2. **Mr. Ashish Verma** - VP, Varroc Engineering.
3. **Mrs. Anubha T Agarwal** - GM(HR), Engineers India Limited
4. **Mr. Nitin Singhal** - AGM, Visa.
5. **Mr. Kirti Bhushan** - DGM, Devyani International
6. **Mr. Ajay Nair** - AVP, Jubilant Foodworks Ltd



Staff Development Program

Jaypee Business School is planning for 6 days staff development program. SDP's are necessary tools for maintaining growth and the ability to compete in their industry. Staff development programs for employees can help in keeping staff motivated and accomplish organizational goals.

Staff development programs help improve employee skills and knowledge, contributing to organizational growth and higher retention rates. Employee management teams can create a positive workplace culture and discover in-house talents by implementing effective staff development programs. These programs provide training and mentorship, planning specific development plans, using performance metrics and promoting team collaboration are effective strategies.

Benefits of SDP:

- Improves staff retention.
- Individual growth leads to organizational success.
- Create positive workforce culture.
- Improves performance.

Management Development Program

JBS conducted a 3-day MDP on "Developing Corporate Leaders" from April 18-20, 2024. Expert faculty led sessions on leadership, crisis management, and digital marketing for 13 participants from esteemed organizations. Key takeaways included:

- Effective leadership,
- Emotional intelligence,
- Strategic finance,
- Social media leverage and
- Interpersonal skills enhancement.



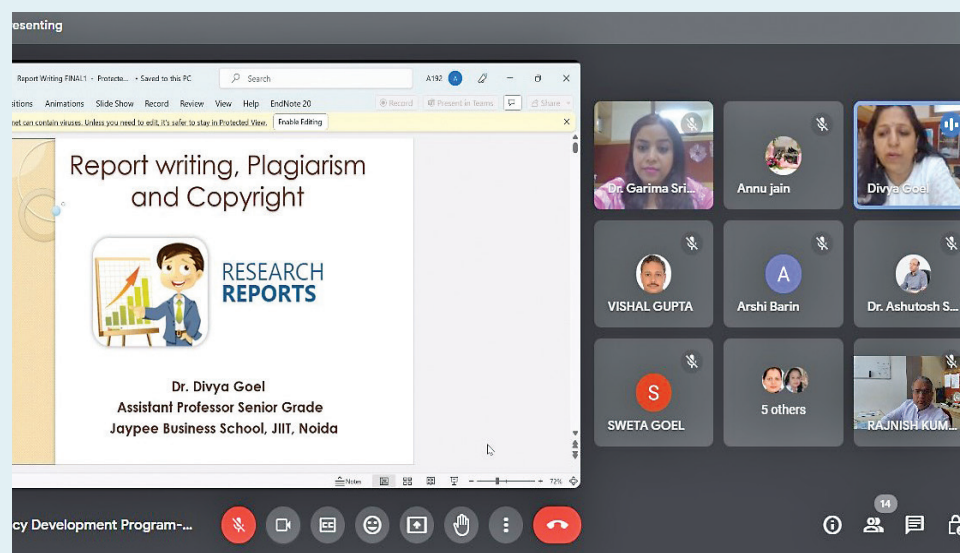
ICSSR Sponsored National Seminar

JBS, JIIT, Noida had organized a Two-day national seminar on September 20th & 21st 2024, on the theme “Women Entrepreneurship: Driving Economic Empowerment in Atmanirbhar Bharat”. The seminar was sponsored by the Indian Council of Social Science Research (ICSSR), under the Ministry of Education, Government of India, underscoring its national importance and relevance. The aim of the seminar was to explore innovative solutions and foster collaborative initiatives that empower women entrepreneurs to overcome challenges, unlock their potential, and succeed in the competitive business environment of Atmanirbhar Bharat. The abstracts of the selected paper were published in the form of the Seminar Souvenir.



Competency Development Program

A 6-day research methodology program was conducted at JIIT, covering a wide range of topics from research philosophy to data analysis. The comprehensive program covered research design, sampling methods, measurement and scales, hypothesis testing, and statistical analysis techniques. Participants gained insights into various research designs, including exploratory and descriptive approaches, and learned how to develop effective research proposals. The program also delved into data screening, software tools like AMOS for Structural Equation Modeling, and statistical analysis techniques such as regression, factor analysis, and correlation. The program concluded with essential discussions on research ethics, plagiarism, and guidelines for writing publishable manuscripts and doctoral dissertations, followed by certificate distribution.



Training & Placement

The Training & Placement department is a vibrant cell managed by a team of competent and dedicated executives. The team is well connected with the industry and corporates and is increasing its network every year.

The T & P cell has modern infrastructure and organizes pre-placement talks, written tests, interviews and group discussions for the visiting companies. The system is well-equipped to conduct the placement process both in online and offline mode.

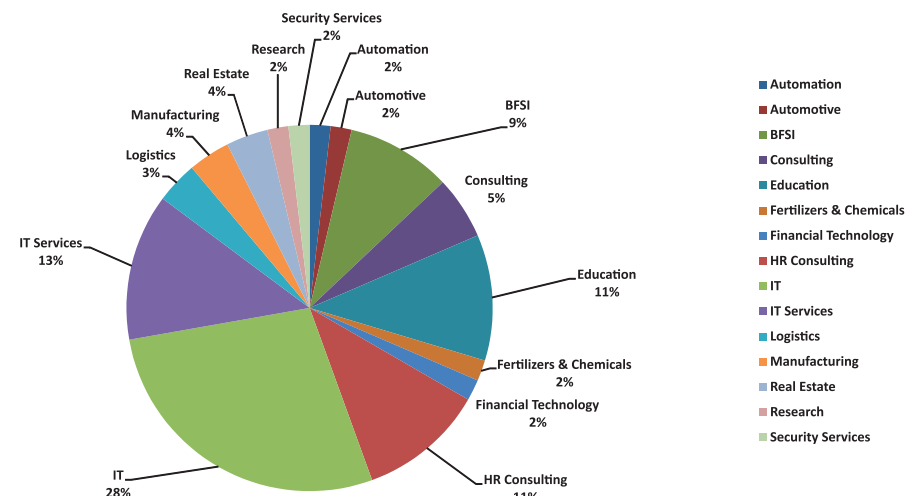
The placement process commences with a pre-placement training module, guest lectures and workshops by experts from industry / corporate. The continuous learning process at JBS helps the students to confidently face the recruitment and selection process of different sector companies that visit campus for internships/ live projects and placements. The soft skills and employability training program conducted throughout the year by experts at JBS makes the transition from campus to corporate a seamless process.

A team of final-year students assists the placement efforts and coordinates various events of the campus placement drives. All these efforts lead to 100 % placement of eligible students with multiple offers to outstanding students.



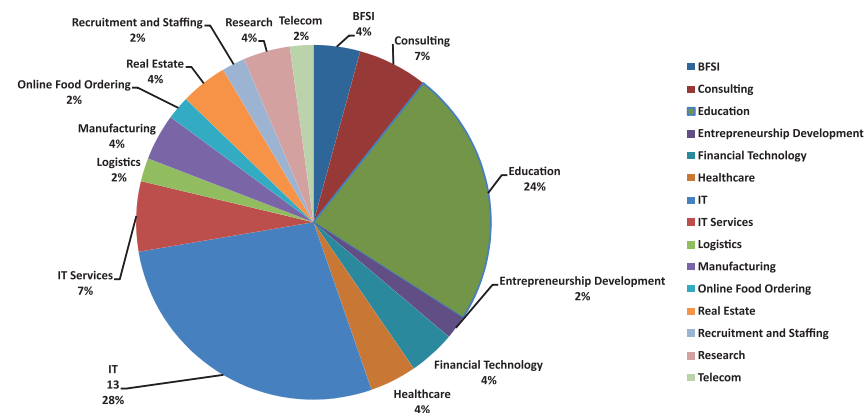
MBA Placement Chart

Sectorial Distribution of MBA 2024 Graduated Batch Companies



BBA Placement Chart

Sectorial Distribution of BBA 2024 Graduated Batch Companies



Recruiting Companies for – Batch 2022-24

S. No.	Company's Name	S. No.	Company's Name	S. No.	Company's Name	S. No.	Company's Name
1	Mazars	20	Unicommerce	38	Antino labs	46	Paisabazaar
2	PeopleSquare	21	ZopSmart Technologies	39	SIS Ltd.	47	Kanpur Fertilizers & Chemical Ltd. (Jaypee Group)
3	AAJ Enterprises	22	Ebizon	40	Teceze Ltd.	48	JIL Information Technology Ltd. (Jaypee Group)
4	Zycus	23	Nagarro	41	Motherson Technology Services Ltd.	49	TravClan
5	Keyence India	24	OnActuate	42	Infoedge	50	IFFCO Tokio-General Insurance
6	Jaro Education	25	Rohde & Schwarz	43	FinAGG Technologies	51	Magictap Solutions
7	SRVA Education	26	Gist Ltd.	44	Algo8.ai	52	To The New
8	Ceasefire	27	Integral Logistics Services	45	HONO		
9	NoBroker	28	Asset Infinity				
10	MyCaptain	29	Third Sector Partners				
11	Bajaj Finance	30	CBRE Group Inc.				
12	Naukri.com	31	Elcomponics				
13	Protiviti	32	CostaCloud				
14	HOLTEC Consulting	33	Phronesis Partners				
15	Finedge	34	Virohan				
16	TCS	35	Watchguard Technologies				
17	Bharat Digital Education	36	Jsimple				
18	Hero Group	37	Orange Business Services				
19	upGrad Education						



Clubs at JBS

The Jaypee Business School (JBS) at JIIT has a thriving club culture with various student-driven initiatives that foster learning, innovation, and community engagement.

1. **The HR Club (HRUDAY):** focuses on human resource management
2. **The Marketing Club (Marketing Minds):** offers immersive marketing experiences.
3. **The Consultancy Club :** provides real-world consulting experiences
4. **The Business and Economics Hub :** links theory to practice through webinars, guest lectures, and competitions.
5. **The Finance Club (Finanza) :** promotes financial literacy and showcases talent through events and workshops.
6. **Social Media & Digital Club:** Pioneering Engagement, creating digital impact.

These clubs, guided by faculty mentors, offer a supportive environment for students to exchange ideas, develop skills, and engage with the business world, preparing them for successful careers and entrepreneurial ventures.



Business & Economics Club



Consultancy Club



Marketing Club



Finance Club



HR Club

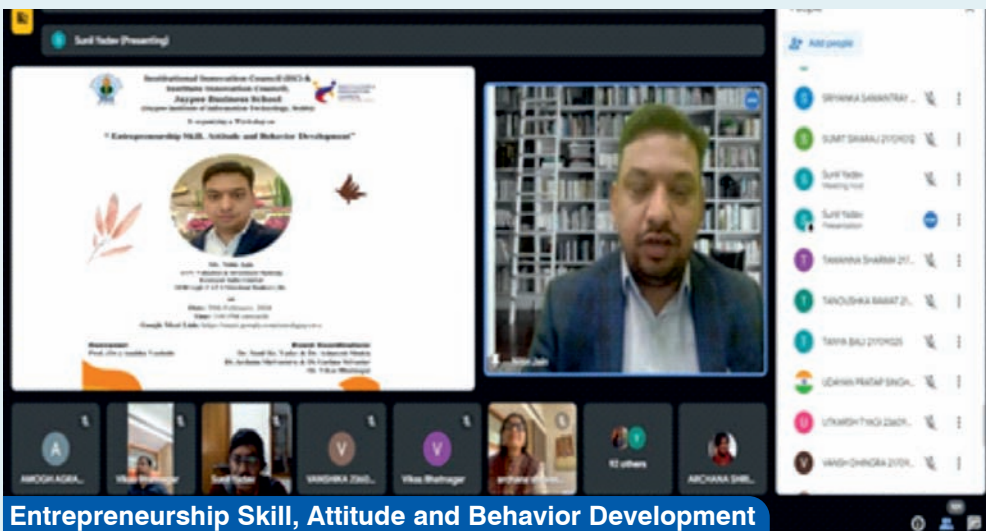


Social Media & Digital Club

Industrial Visits – 2023-24



Workshops



Alumni Network

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, Godrej and Boyce, Wipro, Jaypee Greens, Accenture and Hindustan Unilever Limited. Given below are the names of some of JBS's well placed alumni.

1	Mayank Gusain	2021-23	DS Group
2	Pankaj Bharadwaj	2021-23	Nagarro
3	Gaoutam Shankar Verma	2021-23	HCL Technologies
4	Shreya Singh	2021-23	Concentrix
5	Rishabh Sharma	2020-22	EY
6	Shivangi Awasthi	2020-22	HCL

7	Devansh Gill	2019-21	Infosys
8	Sachin Raj	2018-20	Infosys
5	Amit Prakash	2017-19	Indus Valley Partners
6	Deepali Agarwal	2016—18	Amazon.com
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 Sael
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

Alumni Talk

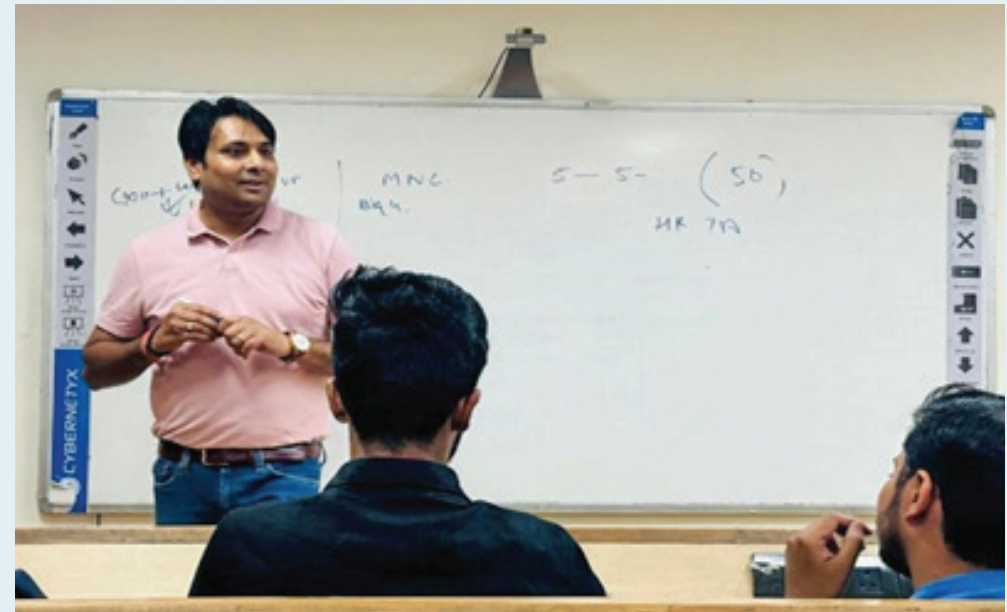
Career and Internship Guidance for Corporate” - Akash Suman; City Head at Unacademy | Ex spinny| Ex Oyo| Ex Practo| MBA, Sales & Marketing Leadership.

The interaction provided internship guidance, focusing on:

- Creating a strong resume and cover letter
- Targeting 50 companies aligned with interests and personality
- Leveraging LinkedIn for connections
- Developing MS Excel skills
- Exploring paid internships and government companies like Invest India and BHEL.

Digital Marketing - Devansh Gill, Content Manager at The Brand Brew, ex-Assistant Marketing Manager at Khubani, ex-Associate Business Analyst at Infosys.

The interaction covered digital marketing types (social media, display ads, SEO, content marketing) and career opportunities. Students learned about agency roles (SEO specialists, designers, video editors) and were recommended tools like Canva and Sprout Social to aid in their digital marketing careers.



Industry Expert Talks and Seminars (2023-24)

1	Topic:	Customer Acquisition and Engagement in Digital Marketing through Gamification and AI
	Speaker:	Mr. Debajyoti Banerjee - founder and CEO of Seven Boats
2	Topic:	Marketing: A Wonderful Career Opportunity for MBA professionals
	Speaker:	Mr. Manmohan Kohli, Jitendra Mohan. - Manager. Business Development & Govt. Relations with Gaming Laboratories International
3	Topic:	Corporate Governance and Ethics
	Speaker:	Mr. Manoj Kumar Sharma - Certified Management Accountant (CMA), BSc. (Hons.) , LLB, MBA Finance.
4	Topic:	New Government Initiatives in Oil and Gas Sector
	Speaker:	Mr. Aman Preet Singh Chopra - Sr. General manager, Engineers India Limited (EIL).
5	Topic:	Management of Industrial Accidents: Preparedness and Mitigation
	Speaker:	Mr. Puneet Kumar Singh, Deputy Manager Safety, Maruti Suzuki India Limited.
6	Topic:	GST- Overview, Compliance and Registration
	Speaker:	Md. Irsad Alam- The founder of the Irsad & Associates, Chartered Accountants
7	Event:	Orientation
	Speaker:	Dr. Anadi Pandey - Professor IIM Lucknow, Head - Incubator Cell
		Dr. Swati Singh - Director, Trade Policy Division at Confederation of Indian Industry
		Mr. Soumanil Mukherjee – Principal Scientific Adviser to Govt. Of India
		Prof. (Dr.) Abha Singh – Emotional Intelligence Expert
		Mr. Dhruv Verma – Founder & CEO – Rize Bar (Shark Tank Season 3)
		Mr. Dhruv Sawhney – Founder & CEO – Shipskart
		Ms. Shubhangi Singh - Founder & MD - Magnum Foods
		Mr. Himanshu Jaisinghani – CEO IJM Toyota Gurugram
		Dr. Shradha Kabra - Communication Specialist (Ex- IMT, Bimtech)

		Dr. Jitender Kumar - Professor of Marketing - Bimtech
		Ms. Sharanbir Kaur - Digital Marketing Specialist - Meta
8	Topic:	The Power of Innovation: A Panel Discussion on Building Successful Startups
	Speaker:	Capt. Dhruv Sawhney, Founder/Co-Founder (Shipskart), Ship Captain (Maritime Industry)
		Mrs. Shubhangi Sawant, Managing Director and Founder of Munchfit and Magnum Foods
		Mr. Dhruv Verma, Co-Founder at Rize, a D2C brand
9		Mr. Akshay Dua, Times 40 under 40 (2022) GNC, Bellavita, The Man Company
	Topic:	Careers in Sales & Business Development: Demystifying Myths for Students
10	Speaker:	Mr. Vasim Khan, founder and CEO of Motofinder Pvt Ltd
	Topics:	Assessing Customer Value/ Realization Process Models and Account-Based Marketing Approach/ Building the Value Stack
11	Speaker:	Mr. Shivam Kapoor - MBA in Marketing & Finance. 5+ years of experience in various Industries like Pharma, Apparel, Ed-tech's as well as in Press & Media.
	Topic:	Personal Finance for the Youth
12	Speaker:	Prof. Harsh Purohit - Dean Department of Commerce and Management, Banasthali Vidyapith
	Topic:	MBA from India vs. MBA from Abroad
13	Speaker:	Mr. Avinashi Sharan -MBA from Imperial College London, motivational speaker, and career mentor.
	Topic:	Mental Well Being for students
14	Speaker:	Ms. Amanjot Kaur - Professional counselor. Working with IIIT, Noida with 4+ years of experience and multiple certifications.
	Topic:	Healthcare delivery system
15	Speaker:	Dr. Pooja Chauhan, Sr. DGM Human Resource and Head Customer Care Services, Jaypee Hospital.
	Topic:	Law and regulations in Healthcare.
	Speaker:	Dr. Prashant Pandey- Director-Med education, research and accreditations. Director- Transfusion medicine & Transplant Immunology, Jaypee Hospital, Noida

Our Alumni Stories - MBA

I recently completed my MBA at the esteemed Jaypee Institute of Business Management in 2023. My college life was an unforgettable journey filled with enriching experiences and cherished memories. Adapting to the rigorous demands of semester one initially proved challenging, but the unwavering support and guidance of our exceptional faculty made the transition seamless. Their dedication to ensuring our comprehensive understanding of each concept was truly remarkable. The institute also provided a vibrant platform for extracurricular engagement, including the weekly 'Business Buzz' series that kept us abreast of global developments. Jaypee's exceptional infrastructure, coupled with its diverse range of student amenities, fostered an environment conducive to both academic and personal growth. The institute's commitment to career preparation was evident in its proactive approach to organizing placement opportunities with renowned companies, ensuring that graduates were well positioned for success in their chosen fields."

Ishani Agrawal: SOC IT ASSURANCE ANALYST at Mazars (Batch 2021-23)

First two years of JBS were the hardest, especially with the overwhelming need to fit in and stand out, all at the same time. Studying was much harder and taxing than in school, remaining motivated enough to get through the exams. I had to prioritize my time and sometimes it went horribly wrong. I was uncomfortable being myself. JBS taught me to see beyond my insecurities, to be more organized and self-reliant."

Pankaj Bhardwaj: Associate Analyst, Nagarro, (Batch 2021-23)

Life is like a roller coaster; full of twists and turns, ups and downs, and full of surprises. But when life's journey is smooth, life is beautiful. Our college life at JBS was just as exciting, where we experienced ups and downs like being on a roller coaster ride. There were exciting moments along with stressful, anxious, nervous, frightening, and victorious moments. The days at JBS are genuinely surprising and a wonderful point in life where we take mature steps towards our future, meeting many friends, choosing our majors, finalizing our careers, and preparing for the challenges of the real world."

Shivangi Sharma: Management Trainee, HCL Technologies), Batch 2021-23

JBS has also taught me how to deal and tackle problems and take decisions one on one. I was a hosteller, so I had more time in the campus and to let you know it is just so beautiful and lush green, I still remember my phone's gallery used to be filled with pictures of it. Also, it has so many facilities available for students 24*7 which makes it so much more convenient. About the faculty and management, they have been supportive and helpful to everyone. They ensured that we made the most out of all the assignments and projects that were given so that we get a central idea of the real corporate world and how it works. Their teaching is a mix of theory with practical life examples for the better understanding of students. To sum it up, JBS gave me the best 2 years of my college life and I'll be very grateful for it."

Siddhi Wahal: Spectrum Talent Management, Management Trainee, (Batch 2021-23)



Our Alumni Stories - BBA

It was an immense pleasure to be a part of BBA batch 2021-2024. The guidance for career advancement & Future opportunities given by the Faculty members is the best. BBA laid the foundation for me towards my bachelor's degree.

Jayant Saxena- Zomato India, ZAAP Associate BBA batch 2021-2024.

In my BBA journey I got a chance to learn and explore many new things which I was not aware of before. I got a chance to take part in workshops and take part in events like Collage fest etc. I would also like to share about the faculty of BBA. They helped us in clearing our doubts they used to explain the concept in an interesting way. I would like to say they were not just a faculty, but they were more like friends to us.

Adhya Tyagi- Rohde & Schwartz, Division 12 Trainee, ITPOS & Portfolio Management BBA batch 2021-2024

I pursued BBA from JBS. I personally have learned a lot from my course. Everyone gets different outcomes from their BBA degree, which totally depends on the hard work done by the candidate during these 3 years of BBA. All the teachers were very supportive and always there to help you. BBA has turned out to be really good for me till now.

Divya Jain- Neptune India. BBA batch 2021-2024



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.
- 1800 seating capacity centrally air-conditioned auditorium

Hostels

Well-furnished boys' and girls' hostel 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 3,600 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 web kiosk: 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, Navaratri 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 gynecologist. 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 ensure 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 — 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

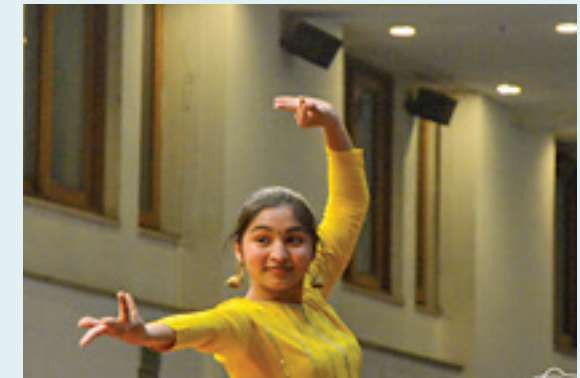
The sports complex is equipped with modern gymnasiums, swimming pools (separate for boys and girls), squash courts, table tennis, basket ball courts, volley ball courts, badminton courts, pool and billiards tables.



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



Admission Process

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 2024 can also apply but must prove their eligibility latest by 30th September, 2025. 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 2025, the student will be de-registered from the program.

- Direct admission to candidates with minimum 75% marks or equivalent in English and any 2 from the list (Accountancy, Business Studies, Computer Science /Informatics Practices, Economics, Mathematics, Chemistry, Physics, Biology/ Applied Mathematics, Psychology, Geography, Political Science, Sociology, Entrepreneurship, Legal Studies) and minimum pass in all subject in 10+2 examination.
- JIIT Under Graduate Entrance Test (JIIT-UGET) (MCQ based) will be held for eligible candidates.
- Computer based JIIT-UGET Test of 2 hours duration will be conducted on the specified date at JIIT, Sector-62 Campus. There will be total 100 multiple choice questions (MCQ) from Quantitative Aptitude, General Knowledge/ General Awareness, English Language/ English Proficiency and Logical Reasoning/ Reasoning Ability (Syllabus attached).
- CUET (UG) conducted by National Testing Agency (NTA). Admission will be offered on merit of CUET (UG) based on the marks scored in General Test + English + one of the other subjects (English, Accountancy, Business Studies, Computer Science, Informatics Practices, Economics, Mathematics, Chemistry, Physics, Biology/ Applied Mathematics, Psychology, Sociology/ Biochemistry/ Biotechnology/ Entrepreneurship/Legal Studies/ Mass Media/ Mass Communication).
- Merit List of qualified candidates will be prepared and selected candidates will be offered admission.

Selection Process – The applicants will have to appear in the written test conducted by JIIT, Noida/ CUET – 2025 conducted by GOI. Short-listed applicants only 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/Net banking

Print out of the submitted application form along with 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 favor 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 2024-25

The fee structure for academic year 2025-28 is given as below:

Fee (per annum)	Fee Structure for 1 st year (Rs.)	Fee Structure for 2 nd year (Rs.)	Fee Structure for 3 rd year (Rs.)	Fee Structure for 4 th year (Rs.)
Admission Fee	15000	-	-	-
Tuition Fee	201000	211000	222000	233000
Development Fee	33000	35000	37000	39000
Caution Money #	20000	-	-	-
Total	269000	246000	259000	272000

#Refundable after completion or leaving the program

Hostel Charges : Rs. 200000/- per annum. (Subject to revision from time to time)

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 as per the instructions given in Admission Offer Letter.

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.

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, 2024 can also apply but must prove their eligibility latest by 30th September, 2024. The admission will remain provisional till all eligibility documents are submitted. If all documents are not submitted by scheduled date, i.e. 30th September 2024, the student will be de-registered from the program

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/Net banking. Print out of the submitted application form along with 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, along with 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) along with a demand draft of Rs. 1000/- in favor of "Jaypee Business School " payable at Noida, and along with the photocopy of valid CAT/MAT/XAT/ CMAT/GMAT/ATMA score card, to Registrar, JiIT, A-10, Sector-62, Noida.

Selection Process – Applicants seeking admission are required to have valid CAT/MAT/ CMAT/ XAT/GMAT/ATMA/CUET-PG 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.



FEE STRUCTURE FOR ADMISSIONS IN ACADEMIC SESSION 2025-27

The fee structure for academic year 2025-27 is given as below

Fee (per annum)	Specialization : (MKT, FIN, OM, HRM, IT&BA, FS, DM, IB)	
	1st Year (Rs.)	2nd Year (Rs.)
Admission Charges	25000	-
Tuition Fee	537000	564000
Development Fee	88000	92000
Caution Money #	20000	-
Study Material	15000	15000
Total	685000	671000

Refundable after completion or leaving the program

Hostel Charges : Rs. 2,00,000/- per annum. (Subject to revision from time to time)

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 as per the instructions given in Admission Offer Letter. 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.

Scholarship : Following Scholarship / Fee Waiver will be given to meritorious students as under.

CGPA or equivalent marks for qualifying degree / SGPA in MBA semester	Scholarship / Fee Waiver in TF
7.50 - 7.99	20%
8.00 - 8.49	30%
8.50 - 8.99	40%
9.00 - and above	50%

For continuation of Scholarship/Fee Waiver, SGPA as per table above is required in each semester. The scholarship will be withdrawn if SGPA<7.5 or fail grade/debarred in any subject.

B.Com

Eligibility –

- Candidates who have passed 10+2 or its equivalent in any other stream with Mathematics/ Economics from recognized Board.
- The candidate should have minimum 60% aggregate marks (55% for SC/ST) or equivalent CGPA and should have secured a Pass grade in all subjects.
- Candidates with gap year (if any) between their 10+2 and admission to B.Com. will be required to submit a Gap Period Affidavit (available at the university website).
- Candidates appearing in 10+2 examination in 2025 can also apply but must prove their eligibility by 30th September, 2025. The admission will remain provisional till all eligibility documents are submitted. If all documents are not submitted by scheduled date i.e. 30th September, 2025, the student will be de-registered from the program.

Application Process –

Application form is 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 / Net-banking. E-brochure is available on <http://www.jbs.ac.in>

Selection Process –

- Direct admission to candidates with minimum 75% marks or equivalent in English and 2 from the list (Business Studies, Accountancy, Economics, Entrepreneurship, Mathematics, English, Computer Science/Informatics Practice, Legal Studies, Physics, Chemistry, Applied Mathematics) and minimum pass in all subjects in 10+2 examination.
- JiIT Under Graduate Entrance Test (JIIT-UGET) (MCQ based) will be held for eligible candidates. Computer based JIIT-UGET of 2 hours duration will be conducted on the specified date at JiIT, Sector-62 campus. There will be total 100 multiple choice questions (MCQs) from Quantitative Aptitude, General Knowledge/General Awareness, English Language/English Proficiency and Logical Reasoning/Reasoning Ability (Syllabus attached). Admission will be offered on merit of JIIT-UGET based on the marks scored in General test + English + one of the other subjects (Business Studies, Accountancy, Economics, Entrepreneurship, Mathematics, English, Computer Science/Informatics Practice, Legal Studies, Physics, Chemistry, Applied Mathematics).
- CUET (UG) conducted by National Testing Agency (NTA). Admission will be offered on merit of CUET (UG) based on the marks scored in General test + English + one of the other subjects (Business Studies, Accountancy, Economics, Entrepreneurship, Mathematics, English, Computer Science/Informatics Practice, Legal Studies, Physics, Chemistry, Applied Mathematics).

Merit list of qualified candidates as (b) and (C) will be prepared and selected candidates will be offered admission.

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

FEE STRUCTURE FOR ADMISSION IN ACADEMIC SESSION 2025-26

The fee structure is as given below:

Fee (per annum)	Fee structure for 1st Year (Rs.)	Fee structure for 2nd Year (Rs.)	Fee structure for 3rd Year (Rs.)	Fee structure for 4th Year (Rs.)
Admission Fee	15000	-	-	-
Tuition Fee	201000	211000	222000	233000
Development Fee	33000	35000	37000	39000
Caution Money#	20000	-	-	-
Total	269000	246000	259000	272000

#Refundable after completion or leaving the program

Hostel Charges : Rs. 200000/- per annum. (Subject to revision from time to time)

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 as per the instructions given in Admission Offer letter.

The balance fee for semester-1 shall be payable on the day of registration. Fee for every semester shall be payable on registration date as per academic calendar. If a student does not register on the specific date in 1st semester, he/she will have no claim on the seat.

M.Com

Eligibility –

- Bachelor's degree or its equivalent in any discipline with Economics/Mathematics from a recognized university under 10+2+3 with minimum 50% aggregate marks or equivalent CGPA.
- Candidates graduating by 31st July, 2025 can also apply but must prove their eligibility by 30th September, 2025.
- The admission will remain provisional till all eligibility documents are submitted.
- If all documents are not submitted by scheduled date i.e. 30th September, 2025, the student will be de-registered from the program.

Application Process –

Application form is 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 / Net-banking. E-brochure is available on <http://www.jbs.ac.in>

Selection Process –

- Direct admission to candidates with minimum 75% marks or equivalent CGPA in B.Com. or Bachelor's degree or its equivalent in any discipline with Economics/Mathematics from a recognized university.
- JiIT Post Graduate Entrance Test (JIIT-PGET) (MCQ based) will be held for eligible candidates. Computer based JIIT-PGET of 2 hours duration will be conducted on the specified date at JiIT, Sector-62 campus. There will be total 100 multiple choice questions (MCQs) from Quantitative Aptitude, General Knowledge/General Awareness, English Language/English Proficiency and Logical Reasoning/Reasoning Ability (Syllabus attached). Admission will be offered on merit of JIIT-PGET based on the marks scored in General test + English + marks or equivalent CGPA in B.Com. or Bachelor's degree or its equivalent in any discipline with Economics/Mathematics from a recognized university.
- CUET (PG) conducted by National Testing Agency (NTA). Admission will be offered on merit of CUET (PG) based on the marks scored in General test + English + marks or equivalent CGPA in B.Com. or Bachelor's degree or its equivalent in any discipline with Economics/Mathematics from a recognized university.

Merit list of qualified candidates as (b) and (C) will be prepared and selected candidates will be offered admission.

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

FEE STRUCTURE FOR ADMISSION IN ACADEMIC SESSION 2025-26

The fee structure is as given below:

Fee (per annum)	Fee structure for 1st Year (Rs.)	Fee structure for 2nd Year (Rs.)
Admission Fee	10000	-
Tuition Fee	96000	101000
Caution Money#	20000	-
Total	126000	101000

#Refundable after completion or leaving the program

Hostel Charges :Rs. 200000/- per annum. (Subject to revision from time to time)

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 as per the instructions given in Admission Offer letter.

The balance fee for semester-1 shall be payable on the day of registration. Fee for every semester shall be payable on registration date as per academic calendar. If a student does not register on the specific 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 GOI/UGC/AICTE issued from time to time.

The Jaypee Group

Transforming challenges into opportunities has been the hallmark of Jaypee Group ever since its inception over five decades ago.

Thee Group is a diversified infrastructure conglomerate with business interests in:

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

Engineering & Construction

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

Cement

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.

Real Estate

The real estate division of Jaypee Group has made a place in the hearts of many home seekers. Jaypee Greens, Greater Noida launched in the year 2000 was the first project of Jaypee Group which is a golf-centric real estate development. It houses 18-hole golf course and a 9-hole golf course designed by Greg Norman.

Jaypee Greens Wish Town at Noida is India's another finest Golf centric township. The project offers 18-hole golf course and a 9-hole golf course designed by Graham Cooke and Associates.



Power

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

Healthcare

Jaypee Hospital, at three locations, have been set up with the vision of promoting world-class healthcare amongst the masses and to provide quality and affordable medical care with commitment.

Expressways

The Group has constructed 165 kms long, 6 lane access controlled concrete Yamuna Expressway from Noida to Agra, Zirakpur to Parwanoo section of Himalayan Expressway (total length 27.59 kms) of NH-5, the Eastern Peripheral Expressway, Package III and four-laning of Varanasi-Gorakhpur section of NH-29.

Hospitality

The Group's hospitality business owns and operates 5 luxury properties with a total capacity of 867 rooms. Four 5 Star Hotels, two each in New Delhi and one each in Agra and Mussoorie, are located strategically and offer a delightful experience. Another 5 Star luxury hotel, a state-of-the-art Golf and Spa Resort, housing 90,000 sq. ft Spa in Delhi NCR.

Fertilizer

Operating state-of-the-art Urea Manufacturing Plant in Kanpur with an installed capacity of 7.22 lacs MTPA.





Get admission



JAYPEE BUSINESS SCHOOL

A CONSTITUENT OF
JAYPEE INSTITUTE OF INFORMATION TECHNOLOGY
(Deemed to be University)

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