

Admission Brochure 2024



BBA MBA Ph.D



JAYPEE BUSINESS SCHOOL

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

www.jbs.ac.in



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Message of the Founder Chancellor

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

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

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

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

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



Jaiprakash Gaur
Founder Chancellor of JIIT
and Founder Chairman, Jaypee Group



Leadership



Shri Manoj Gaur

Chancellor Jaypee Institute of Information Technology, Noida

Executive Chairman of the Jaypee Group. An engineer by qualification, Shri Manoj Gaur is widely respected as a visionary industry captain, who has successfully mapped and executed the massive expansion of the Jaypee Group and converted it into a conglomerate of diverse industrial businesses. "Education is the key to unlock the success that can change the world most effectively. It gives the ability to think deep, analyse, process and opens the new perspectives."



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 host of other important assignments like Chairman, NRC, AICTE New Delhi, and independent Director (two terms) of THDCIL, a Gol and UP Govt Navaratna Public Sector company. He is Life Fellow of the Institution of Engineers (India) and Life Fellow of the IETE



Prof. (Dr.) Bodh Raj Mehta

Vice-Chancellor Jaypee Institute of Information Technology, Noida

Bodh Raj Mehta is presently working as Vice Chancellor at JIIT Noida. His earlier assignment was at IIT Delhi. He was also the founder of

VEDUEM a non-profit enterprise for providing Make & Learn Education to school students. He is the recipient of Life-time Achievement Award, IIT Delhi, 2020, Material Science Society (India) Annual Prize (2017), Marie Curie International Fellowship (European Commission (2006), DAAD Fellowship (2000), MRSI Medal (Material Research Society of India, (2002). He was on the Editorial Board of Journal of Nanoscience and Nanotechnology and has about 250 journal publications and has supervised about 40 PhD students. He has completed about 50 sponsored national and international projects.



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 23 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 immersions programmes.

COUNCIL OF WISE

The Chancellor of Jaypee Institute of Information Technology, Noida and Executive Chairman of Jaypee Group has constituted an Advisory Council of eminent and distinguished academicians to guide and take Jaypee Education System to next stage of excellence in its operation, in this defining era. The composition of the Council of Wise (COW) is as follows :



Sh. Manoj Gaur, Hon. Chancellor, Jaypee Institute of Information Technology, Noida, Jaypee University, Anoopshahr, Pro-Chancellor, Jaypee University of Information Technology, Wagnaghat, H.P and Executive Chairman, Jaypee Group



Prof. Ashok Misra, Former Director, IIT Bombay, Former Chairman, BOG, IIT Roorkee and Former Chairman, Indian Intellectual Ventures



Dr. Satish Kumar, Former Director, NIT Kurukshetra, Former Director General, DRDO, Govt. of India



Prof. K.P. Singh, Former Director, IT-BHU (now IIT), Vice-Chancellor, VBS Purvanchal University



Prof. K. Sudha Rao, Former Vice-Chancellor, Karnataka State Open University, National Fellow-Indian Council of Social Science Research



Prof. S.C. Saxena, Pro-Chancellor, JIIT, Noida, Former Director, IIT Roorkee

The Council of wise has the following mandate:

“To guide and monitor the academic and research progress of Jaypee Institute of Information Technology (JIIT), Noida and other Jaypee Universities and to advise/ guide them on existing and new initiatives in the areas of teaching, learning, training, research, IPR, Sponsored Research Projects, upgradation of skills, association with other leading institutions in India and abroad and any other related matters and enable them to make a distinct place of themselves in the galaxy of higher technical education of India/abroad.”



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. 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 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
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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.



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.
- NIRF (MHRD) All India Rankings: JIIT has consistently achieved rank in top 150 institutions in engineering category since 2016.
- JIIT is an AICTE approved institution since 2018.
- Accredited by NAAC with A grade in 2023.
- 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.
- Ramanujan Universe - A high performance computing facility set up at JIIT .
- 62 Research Projects worth anout Rs. 1.41 Crores completed and 34 Research Projects worth about Rs. 8 Crores currently running. Projects sanctioned from Government Agencies like DRDO, DST, AICTE, DBT, AYUSH etc.
- Credited with 61 Patents filed, 58 Patents published, 3 Patents granted and 1 technology transfer.
- 6 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 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 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.
- 343 faculty members, 82% with Ph.D. and 100% with PG Degrees.
- About 34 National and International awards for research, received by faculty and students of JIIT.
- 324+ Ph. D produced since 2008-09.
- MoUs with several International and National institutions for joint collaborative research and students and faculty exchange.
- 2023 pass-out B. Tech, M. Tech & Dual students placed in 242 companies with 176% offers and 99% absolute placements. 2022 pass-out MBA students placed in 36 companies with 121% offers.
- The highest salary package offered for 2022 batch, is above INR 1.15 Cr PA to 01 students by Amazon (EMEA). Companies like Google, Morgan Stanley, Deloitte, Nestle, SAP Labs, Intuit, BNY Mellon, ZS Associates visited the campus for 2022 batch and recruited students. The average CTC for 2022 batch was INR 11.07 LPA and median CTC was of INR 7.60 LPA.
- 18,318 alumni including 324 Doctoral, 13905 B.Tech, 1622 M.Tech (including Dual/ Integrated Degree) ,1761 MBAs, 91 M.Sc's and 164 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) was started in the year 2007 as a constituent of Jaypee Institute of Information Technology (Deemed University). Situated in the heart of the corporate hub in the Delhi NCR, **it offers AICTE-approved, two-year full-time MBA, Three/ Four Year BBA with multiple entry exit as per NEP 2020 and PhD program** that cater to the growing needs and demands of the professional world. With a focus on practical learning and industry-relevant skills, we strive to provide our students with an exceptional educational experience that prepares them for successful careers in their chosen fields.

JBS takes pride in its professional and high-quality faculty, modern infrastructure, technology and resources- be it in the fields of **IT & Business Analytics, Digital Marketing, Human Resource Management, Finance, Operations Management, Information Technology, International Business, Hospital & Health care Management, Entrepreneurship**. The programmes develop multiple skills including managerial decision-making, problem-solving, analytical reasoning, communications, creativity and innovation

JBS is recognized for its excellence in academics and its valuable contributions to industry, society and students. JBS gives high priority to inviting industry mentors to the campus for making business education more hands on and relevant. The class room guidance, with the combination of direction from tenured professors, external industry experts and project experience prepares a candidate on the fundamentals as well as industry practices simultaneous. Furthermore, we have established strong connections with renowned corporate firms, enabling us to provide internships and placement opportunities that enhance career prospects for our graduates. With our prime location and commitment to excellence, we are instrumental in shaping the future professionals of this dynamic region.

The Institute believes in preparing ethical leaders who are not only committed to business, commerce and industry but are also socially conscious towards their contribution in nation building and bring in name for the country globally. The institute is abuzz with activities carried by the student. Our state-of-the-art facilities and dedicated faculty ensure a nurturing environment for holistic growth and comprehensive development.

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External Advisory Members :

- ◆ **Prof. Santosh Rangnekar**
Department of Management Studies, IIT-Roorkee
- ◆ **Prof. M.P. Gupta**
Department of Management Studies, IIT-Delhi
- ◆ **Sh. Alok Gaur**
Director, Jaypee Cement Corporation Ltd.

Information Technology Integration

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

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

Case Study Methodology: Learning by doing

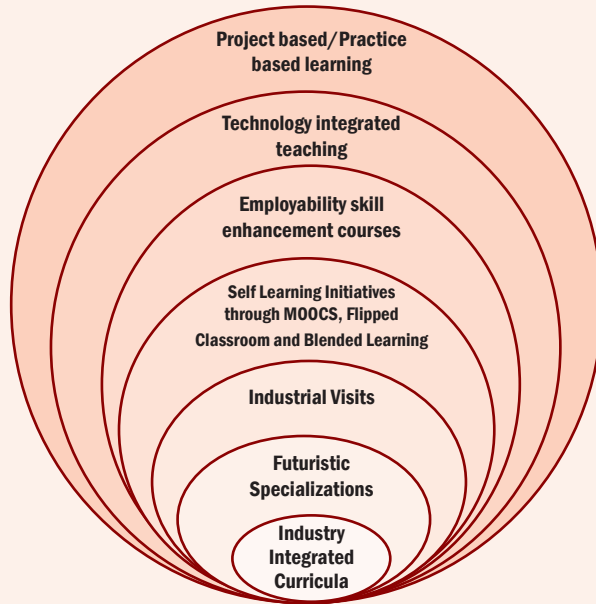
At JBS, the use of the case study approach makes the learning more meaningful and application oriented. The students are trained to explore new ways to identify a problem and consider possible solutions.

PROJECT BASED / PRACTICE BASED LEARNING

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



USP of JBS



MAJOR AND MINOR SPECIALISATION

Students can opt for a major specialisation across the five areas of Marketing, Finance, Human Resource Management, Operations Management, Information Courses both core and electives in the areas of Business Analytics, Artificial Intelligence in Business, Internet of Things Applications, Fraud Analytics and Human Resource Metrics Analytics address the requirements of the Corporate World.

CORPORATE INTERNSHIP

The highlights of the 8-week corporate internship program are:

- It allows students to practice the skill and theoretical knowledge they have acquired in the classroom.

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

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

- 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.

EMPLOYABILITY SKILL ENHANCEMENT COURSES

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

INDUSTRIAL VISITS

Industrial visits to reputed organisations are 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) Program

The 4 years full time BBA curriculum is imaginative and flexible and is comprised of creative combinations of disciplines of study. Innovative and stimulating pedagogical practices stimulate the students' learning experience.

- ◆ The 4 year 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 4 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, Healthcare and Education Management.**

Program Educational Objectives (PEOs) :

1. Provide knowledge of management concepts and theories to pursue professional career or take up higher education.
2. Enhance self awareness, team work, technological, communication and research skills.
3. Apply tools and techniques for making informed decisions.
4. Sensitize students about the social, ethical and environmental issues of business.

5. Equip the students with skills to adapt to change and develop an orientation towards lifelong learning.

Programme Outcomes (PO):

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



Salient Features of BBA Program

One of the hallmarks of our BBA program is the strong linkage between industry and academia. This is achieved through corporate internships, live projects, guest lectures and industry visits

1. Mandatory corporate internship at the end of second year of BBA for a duration of 6 to 8 weeks with 3 credits provides exposure to the corporate culture. Each student submits individual corporate internship report and make presentation before panel of faculty members for its evaluation. There are three components in Corporate Internship report; Industry Analysis, Financial Analysis and Research/Live Project assigned by corporate mentors.
 - a. Live projects and PBL (Project Based Learning) are part of specialization courses where students undertake field work and prepare assignments and reports.
 - b. Students interact with visitors from industry who share their corporate and life experiences during guest lectures and gain first hand knowledge about the latest trends in job and entrepreneur markets.
 - c. Industry visits are organized for understanding the manufacturing processes and port operations.
 - d. JBS has tie up with other institutions of repute including foreign universities for conducting summer school for BBA students.
2. JBS has planned an International Immersion Program for BBA students for the upcoming batch of BBA.
3. BBA curriculum has been revised based on the NEP recommendation and 4-year BBA with research has been introduced from 2023 Batch onwards. It gives flexibility to students to take a break from studies and rejoin the program, or exit at the completion of 1, 2,3 or 4 years.
4. Students in the third year are provided specialization options among Marketing, Finance, Business Analytics and HRM.
5. Extracurricular activities as part of JYC (Jaypee Youth Club) and annual fest

(Impressions) along with departmental events and cultural activities provide students opportunities to showcase their art and management skills.

6. Excellent placement opportunities for both summer internships and final placements are provided to BBA students and number of students opting for jobs and placements in on the rise.
7. Strong mentoring system where students are assigned faculty mentors from first day itself to track the academic progress as well as monitor the welfare of the student inside the university campus.



SKILL BASED LEARNING -

1. **An entrepreneurial approach** - An entrepreneurial mindset that is imbibed at JBS equips the students with the skill of evaluating an idea and the importance of hard work both of which are highly valued in the business world.
2. **Communication and networking skills** - Emphasis on communication skills both written and verbal ensure that students gain confidence in public speaking

and protocols of digital and social media communication. Events and guest lectures from industry professionals improve networking skills of students.

- 3. Analytical and problem-solving skills** - The courses on Business Analytics teach students to analyze data which is critical to decision making and problem solving. Real world scenario planning and case studies enable students to weigh situations and consider probable outcomes.
- 4. Use of IT tools in the teaching of all courses** - Technology integrated teaching in all courses enhances the student learning experience.
- 5. Skill enhancement courses** - Several skill enhancement courses such as Introduction to Spreadsheets, Computing Tools and Programming, and Data Insights using Dashboards, ensure that the students are equipped with the necessary skill sets required to succeed in the digitized era.
- 6. Social consciousness and awareness of ethical issues in business** - The value-added courses on India's Diversity and Business, Social Media and Society, Political Process in India, Gender Studies and a field project on "Community Initiatives" generate civic consciousness, care for society and an appreciation of ethical issues.
- 7. Integrated Research Project** - An interdisciplinary research project encourages the students to collaborate in teams of students from different disciplines.



Master of Business Administration (MBA) Program

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

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

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

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

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

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

Curriculum is updated regularly to align with industry trends and demands, ensuring students are equipped with current and practical knowledge. JBS emphasizes on soft skills development and offer programs such as Employability Skills, Business communication and Effective Self Management focused on developing soft skills, leadership, and communication abilities, which are crucial for success in the business 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.

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

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

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

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





Salient Features of MBA Program

1. Mandatory Corporate and Social internships for the better industry connect
2. State-of-the-Art Infrastructure with modern facilities, well-equipped classrooms, libraries and computer labs.
3. Fosters entrepreneurship by offering specialized courses, mentorship programs, or incubation centers for students interested in starting their own businesses.
4. Provides platform for networking and industry exposure for students to connect with industry professionals, alumni through conferences, and seminars, guest lectures, 20% contribution from the industry experts in regular teaching learning process.
5. A culture of research and innovation, research achievements, and participation in industry-specific projects.
6. Community Engagement through community service, corporate social responsibility (CSR) initiatives, mandatory social internship that contribute to the betterment of society.
7. A problem-solving mindset and ability to search for innovative solutions is developed by the use of case studies and in all courses and live projects.
8. Emphasis on development of interpersonal skills, social sensitivity, emotional intelligence, persuasion and negotiation skills.
9. Extracurricular and co-curricular Activities for the holistic development of the students.



Doctoral Program in Management (Ph.D.)

JBS offers full time and part time Ph.D. program in management. Currently research scholars are pursuing their doctoral research work in the areas of marketing, finance, human resource, operations, general management, and business analytics. The scholars are expected to successfully complete a stipulated course work and to carry out research in the chosen field. The award of Ph.D. degree is in recognition of high academic achievements, independent research, creative and productive inquiry and application of knowledge to the solution of problems in business and management. Full time research scholars are provided with research assistantship of INR 37,000 per month.

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 UGC/Peer Reviewed journal for the fulfilment of requirements before submission of the dissertation for the award of Ph.D. degree.

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, 23 years
	Prof. Rajnish Kumar Misra Professor	Ph.D. VBS, Purvanchal University,
	Area of Specialization & Experience:	HRM, 23 years
	Prof. Sunil Bhatia Professor	FCMA
	Area of Specialization & Experience:	Corporate Financial & Project Management, 34 years
	Dr. S. Suresh Assistant Professor (Sr. Grade)	Ph.D. JIIT, Noida
	Area of Specialization & Experience:	Marketing, 18 years

	Dr. Sujata Kapoor Assistant Professor (Sr. Grade)	Ph.D. JIIT Noida
	Area of Specialization & Experience:	Finance and Behavioural Finance, 18 Years
	Dr. Shriram Anil Purankar Assistant Professor (Sr. Grade)	Ph.D. JIIT Noida
	Area of Specialization & Experience:	Strategic Management & Marketing, 11 years
	Dr. Charu Sijoria Assistant Professor (Sr. Grade)	Ph.D. IIT- Kharagpur
	Area of Specialization & Experience:	Social Media Marketing, Digital Marketing, 8 years
	Dr. Vishal Gupta Assistant Professor (Sr. Grade)	PhD JIIT Noida
	Area of Specialization & Experience:	Operations and Information Technology, 23 Years
	Dr. Mitushi Singh Assistant Professor (Sr. Grade)	Ph.D. FMS- BHU
	Area of Specialization & Experience:	HRM, 12 years

	Dr. Archana Shrivastava Assistant Professor (Sr. Grade)	Ph.D, Nagpur University
	Area of Specialization & Experience:	Marketing, Digital Marketing, 25 years
	Dr. Sweta Goel Assistant Professor (Sr. Grade)	Ph.D. IIIT Noida
	Area of Specialization & Experience:	Finance 14 years
	Dr. Divya Goel Assistant Professor (Sr. Grade)	Ph.D, Jamia Millia Islamia
	Area of Specialization & Experience:	HRM / Organizational Behaviour, 20 years
	Dr. Shivani Kapoor Assistant Professor (Sr. Grade)	Ph.D. University of Allahabad
	Area of Specialization & Experience:	HRM and Soft Skills, 22 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)	PhD, NIT Warangal
	Area of Specialization & Experience:	Operations and Business Analytics, 6+ years
	Dr. Neetima Agarwal Assistant Professor (Sr. Grade)	Ph.D. IIIT Noida
	Area of Specialization & Experience:	HRM & Entrepreneurship 10 Years
	Dr. Sunil Kumar Yadav Assistant Professor (Sr. Grade)	Ph.D. NIT, Kurukshetra
	Area of Specialization & Experience:	Marketing and IPR, 21 years.
	Dr. Richa Chauhan Assistant Professor (Sr. Grade)	Ph.D, Banasthali Vidyapith
	Area of Specialization & Experience:	HRM, 15 Years
	Dr. Garima Srivastav Assistant Professor (Grade-II)	Ph.D. BIT Mesra, Ranchi
	Area of Specialization & Experience:	Marketing Analytics, Marketing Research, Consumer Behaviour, Social Media Marketing, 14 Years

	Dr. Ridhima B Sharma Assistant Professor (Grade-II)	Ph.D. Amity University
	Area of Specialization & Experience:	Marketing & Digital Marketing, 13 years
	Dr. Gaurav Katoch Assistant Professor (Grade-II)	Ph.D. Central University of Himachal Pradesh
	Area of Specialization & Experience:	Marketing, 13 years
	Dr. Arshi Barin Assistant Professor (Grade-II)	Ph.D. Jamia Milia Islamia
	Area of Specialization & Experience:	Accounting and Finance, 2 years
	Dr. Sapna Yadav Assistant Professor (Grade-II)	Ph.D APJ Abdul Kalam tech. University, Kucknow
	Area of Specialization & Experience:	Operations Management, 12 years.
	Dr. Shivangi Saxena Assistant Professor (Grade-II)	Ph.D. Goenka University
	Area of Specialization & Experience:	Finance, 15 years

	Dr. Ashutosh Shukla Assistant Professor (Grade-II)	Ph.D. BIT Mesra (Ranchi)
	Area of Specialization & Experience:	HRM, 16 Years
	Dr. Yogita Dwivedi Assistant Professor (Grade-II)	Ph.D., MNNIT Allahabad
	Area of Specialization & Experience:	Economics & Finance, 10 years



Eminent Guest Speakers

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

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

Speakers from Overseas

Dr. Patrick McNamara	: Serves as Director of the International Studies Program at the University of Nebraska, Omaha, USA.
Prof. Vandana Mangal	: Professor, Loyola Marymount University, LA, USA.
Dr. Ivan Coste Maniere	: SKEMA Business School, France.
Mr. Mahender Khari	: CEO, Khari and Company, London, UK.
Prof. Kalpdram Passi	: Professor, Laurentian University, Canada.
Dr. Sachin Kamble	: Professor, EDHEC Business School, Paris, France.
Prof. Shahriar Aker	: School of Business, NSW, Australia.
Ms. Marlise Karlin	: CEO & Founder, SOS Method, USA.
Dr Rameshwar Dubey	: Reader- Operations Management, Liverpool University, UK.
Prof. Raj Desai	: Associate Professor, Edmund A. Walsh School of Foreign Service, Georgetown University, USA.
Mr. Ashish Ahuja	: Visiting Faculty, Chengdu University, China.

Guest Speakers from Academia

Prof. Vinita Sahai	: Director, IIM Bodhgaya.
Prof. Bharat Bhasker	: Director, IIM Raipur.
Prof. Alok Pande	: Dean, GD Goenka University, Haryana.
Prof. Barnali Chakladhar	: Professor, (Finance) IMT Ghaziabad.
Prof. Kunal Ganguly	: Professor, (Operations Management), IIM Kashipur.
Dr. Vinay, Sharma	: Professor, (Marketing), IIT Roorkee.
Mr. Umashanker Akharia	: Co-Founder & CEO, Startupjob.in
Mr. Mohit Kumar	: President HR-Hindalco Industries Ltd.
Sagrika Rai	: Founder Warp and Weft
Mr. Arindam Lahiri	: CEO Automotive Skills Development Council
Mr. Akshat	: Mahindra Global Sales Leader
Mr Satyarth Priyesarshi	: Chief E-commerce officer, Reddington India
Mr. Azeem Uddin	: PMO Senior Analyst, Capgemini
Kapil Sharma Kush	: Leadership Consultant, Founder - Growth Memorandum Hub
Srishti Madan	: Investment Specialist at Fidelity International
Prashant Vishwa	: Founder & Mentor, Lemonade Advisory, Noida
Mr. Gaurav Bhatia	: Director, Ministry of Labour and Employment
Mr. Anil Nagar	: Co-founder and CEO, Adda247
Mr. Abhinav Prakash	: Assistant Professor, Ramjas College, Delhi University;
Mr. Deepanshu Singh	: Senior Director- Study IQ & Public Policy Advisor- Govt. of India
Dr. Ram Singh	: Professor, (Marketing), IIFT, New Delhi.
Dr. Subir Verma	: Professor, (OB & HR), Fore School of Management, New Delhi.
Prof. Chandan Sharma	: Professor, Business Environment, IIM Lucknow.

Dr Ravindra Tripathi : Head & Associate Professor, (Accounting & Finance), MNIT, Allahabad.

Dr Vinay Kandpal : Assistant Professor, School of Business, UPES, Dehradun.

Prof Neerja Pandey : Professor, IIM Lucknow (Noida Campus).

Guest Speakers from Industry

Mr. Jayant Krishna : CE, Foundation for Advancing Science and Technology, India.

Mr. Nagaraja Prakashm : Former – Growing Startups (Angel Investor, Acumen Fund), IIM Bangalore.

Ms. Tina Trikka : Member, Board of Governor, Heromoto Corp.

Mr. Prem Singh : President, HR, JK Industries.

Dr. Sudharshan Dash : Senior Program Officer, USIE Foundation.

Mr. Ajai Sahoo : Founder, Influencer Resource Solutions LLP.

Ms. Anchal Kaushal : Head of Customer Marketing, DIAGEO INDIA (North Region).

Mr. Rahul Balyan : Chief Digital Officer, Radio Mirchi.

Mr Arun Shukla : Manager, Securities and Exchange Board of India, Mumbai.

Mr T. Gopinath : Director, Dept of Economics and Policy Research, RBI.

Mr Pradeep Naithani : Vice President, HSBC Mutual Fund.

Mr Abhishek Kr Sinha : Product Consultant, Sapiens, Bangalore.

Dr Ritesh Batra : Certified Trainer and Coach.

Mr. Sachin Goyal : President, MSME and Startup Forum-UP.

Dr. Nayan Bheda : Chairman National Board of Advisor MSME and Startup Forum Bharat, India

Mr. Niranjan Jain : Chairman, National Advisory Board, MSME and Startus Forum Bharat, Ahmedabad Chapter.

Mr. Amit Parikh : Vice President, National Advisory Board, MSME and Startups Forum Bharat, Gujarat Chapter.

Mr. Kamal Chabra : Head, MSME and Startup Forum Bharat, Chapter, MSME, North America Chapter.

Ms. Preeti Srivastav : National Vice President, Public Relations and Training, MSME and Startup Forum Bharat, India.

Mr. Waris S. Imam : Group Director, Linje Industries Limited.

Ms. Ritu Marya : Editor in Chief, Entrepreneur Media.

Dr. A.V. Surya : CEO, Convergent view INC. India.

Mr. Abhishek Kumar : Product Consultant, Sapiens International Corporation.

Mr. Ritesh Batra : Trainer and Consultant

Mr. Harsh V.S. Chauhan : Academic Counsellor, Up Grad.

Ms. Shomya Shukla : Senior Associate, HR, Planet spark.

Ms. Shagun Gupta : Market Insight Analyst, Webhel

Visiting Faculty

Dr. Praveen C. Srivastava : PROFIT Coach, Turnaround specialist & Management consultant

Dr. V.K. Wadhwa : Former General Manager, Delhi Stock Exchange

Mr. Kumar Biswas : Ex-GM, Indian Oil Corporation

Mr S. Balasubramaniam : Ex-Director, Finance, Zensar Technologies

Prof. S.S. Khanka : Retired Professor, Delhi University

Mr. Awadhesh K. Tiwari : Faculty Member, Allahabad University

Mr. Gautam Prakash : Senior Executive, TCS

Dr. Navneet Gera : Associate Professor, Bharti Vidyapeeth Institute of Management and Research

Webinars/Talks/CDP/SDP

- Panel Discussion on "Future of Work- Industry 4.0, Innovations & 21st Century Skills" 9th May 2023.
- Guest Lecture on "Career Opportunities in Financial Sector" on 6th May 2023.
- Guest Lecture on "Training For Professional World" on 1st May 2023.
- Guest Lecture on "Campus To Corporate" on 19th April 2023.
- Guest Lecture on "Digital Legacy & High Vibe Content" on 24th March 2023
- Management Development Program on "Leading for Business Excellence" from 16th to 18th March 2023.
- International Conference on "Advances in Management and Technology" from 23rd to 25th Feb 2023
- Workshop on "Case Study Development " from 22nd to 24th December 2022
- Guest Lecture on "Business Communication for Career Building" on 25th November Guest Lecture on "Global Career Opportunities" on 22nd November 2022
- Management Development Program on "Achieving Excellence in Financial Decision-making" from 17th - 19th November 2022
- Panel discussion on " Role of teachers in nation building" on 7th September 2022
- Two Weeks Online Workshop on "Customer Acquisition & Engagement in Digital Marketing Through Gamification & AI" from 18th to 26th August,2022.
- Competency Development Program- "Research Methodology and Data Analysis from 25th -30th July, 2022.
- Faculty Development Program on "Becoming Better Management Educators", from 25th -30th July, 2022.
- Guest Lecture on "Indian Startup Ecosystem: India China Business perspective", 8th March, 2022.
- Talk on International Women's Day on 8th March, 2022.
- Interconference on Advances in Management and technology (ICAMT-2022) on "Emerging Paradigms for Digital Transformation of Business" from 24th -26th February, 2022.
- Management Development Program on "Achieving Excellence in Financial Decision-making" from 3rd-5th March, 2022.



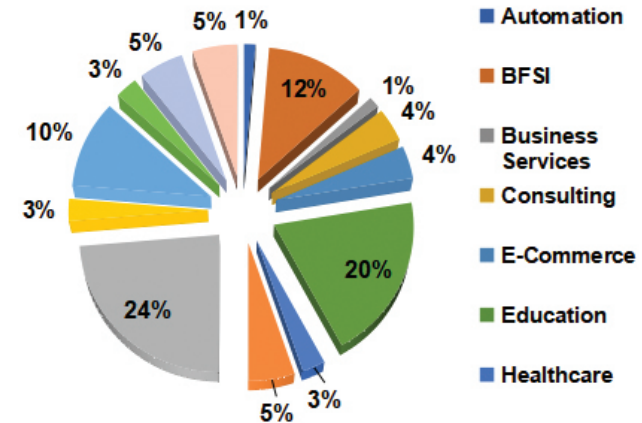
Training & Placement

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.

Sectoral Distribution of companies 2021-23



Highest Package* : 10 Lac

Median Package* : 6.5 Lac



Recruiting Companies for – Batch 2021-23

S. No.	Company's Name	S. No.	Company's Name	S. No.	Company's Name	S. No.	Company's Name
1	ObserveNow Media Group	20	F1F9	39	Jasper Colin Research	58	Planet Spark
2	99Acres.com	21	Faballey	40	Jaypee Group	59	Policybazaar
3	AAJ Enterprises	22	Farzi Engineer	41	Keyence India	60	Property Pistol
4	Acuity Knowledge Partners	23	FedEx Challenge	42	Kotak Life Insurance	61	Protiviti
5	Aero Business Solutions Pvt Ltd	24	FILO Design	43	KPMG Global	62	RateGain
6	Anveya Living Pvt. Ltd	25	Finedge	44	Kratikal Tech	63	Regalo Kitchens
7	Archer & Bull	26	Flipkart WIRED 6.0	45	LAVA	64	RNF Technologies
8	Avaada	27	Geetanjali Homestate Pvt. Ltd	46	Learning Routes	65	Spectrum Talent Management
9	Benori Knowledge	28	GIST	47	Learningshala.in	66	SRVA Education
10	Berger Paints	29	HCL Technologies	48	Mazars	67	Stanza Living
11	Bhanzu	30	Hike Education	49	Mindforce Research	68	TCS
12	Ceasefire Industries	31	HUL & CNBC-TV18	50	MyCaptain	69	Tikona Infinet Pvt. Ltd
13	CollegeDunia	32	INADEV	51	Nagarro	70	TO THE NEW
14	CR Forex Advisors	33	Indus Valley Partners (IVP)	52	Netsmartz	71	TravClan
15	Crowe Horwath IT Services	34	InfiniaSolar	53	NewGenIT	72	Up Roar Learning
16	CyberNX	35	Infoedge-Naukri.com	54	NoBrokerHood	73	upGrad
17	Digit Insurance	36	Intellipaart	55	Paperpedia Pvt. Ltd	74	Winglobe Healthcare
18	Eastern Software System	37	J. Mitra & Company Pvt Ltd.	56	PeopleSquare	75	Zunpulse
19	Edique	38	Jaro Education	57	Phronesis Partners	76	Zycus

Industrial Visits- Jaypee Business School

I. Industrial Visit to National Fertilizers Limited Plant, Panipat, Haryana

Dates and Duration: 24th April 2023 – 08:00 AM to 06:30 PM (including Travel time)

Visit was arranged by Sanjeev Arya (Head HR - NFL)

Participants: MBA students, 2022-24 Batch

The objectives of the visit were the following:

1. Participate in outside the classroom learning.
2. To understand the working of a state-of-the-art Manufacturing facility owned and operated by a Public Sector undertaking unit.
3. To learn about the fertilizer industry.

The visit involved the tour of NFL Fertilizers factory at Panipat, Haryana. The Team of faculty and students from JBS were shown the Control Room from where the entire Fertilizer factory is monitored. Various other operations like Bagging, warehousing and formation of fertilizer prills was shown to the Team JBS. NFL Representative also gave Team JBS a brief presentation about NFL Panipat. The visit followed by lunch in guesthouse.

II. Industrial Visit to Honda Motors India Ltd., Tapukara, Rajasthan

Dates and Duration: 1st May-2023 One day Visit

Participants: 23 students of MBA 2021-2023 Batch

Visiting Honda cars manufacturing plant can provide insights into the process of manufacturing cars. This helped students to gain a deeper understanding of the different stages involved in the production of a car, including design, prototyping, testing, assembly, and quality control. Honda is a Japanese company with a unique corporate culture. Students learnt about the values, principles, and practices that have made Honda a successful and respected global brand.

Visiting the Honda Tapukara plant as an industrial visitor has provided a wealth of learning opportunities.

1. Advanced manufacturing processes
2. Quality control measures
3. Sustainable practices
4. Innovation
5. Corporate culture



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	Rishabh Sharma	2020-22	EY
2	Shivangi Awasthi	2020-22	HCL
3	Devansh Gill	2019-21	Infosys
4	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 Siel
19	Savneet Khangura	2009-11	IMRB
20	Ritu Chaudhary	2008-10	Wipro
21	Neha Batta	2008-10	Jaypee Greens
22	Rohit Marwah	2008-10	TMC, Regina, SK, Canada
23	Saurabh Swami	2008-10	Panasonic India Ltd
24	Kumar Nishant	2008-10	BBC World Service Trust
25	Shreya Amba	2008-10	Hindustan Unilever Ltd
26	Abhishek Parihar	2007-09	Accenture
27	Vivek Madan	2007-09	Hindustan Unilever Limited
28	Harsh Singh	2007-09	Samsung Mobile India
29	Shailja Singh	2007-09	Ford Motors
30	Chirag Kansal	2007-09	Founder RichFeel

Our Alumni Stories

"Every inch of this soil has made me what I am today and I am indebted to all at JBS. Indeed one of the finest business school and as the professor said, "If it is in you go and join JBS". Trust it's easy to sell a polished diamond and this institute can give you your polish for a great future ahead."

Himanshu Jaisinghani : CSO at IJM Toyota, Gurugram, Ex-Mercedes-Benz India, Ex- Honda cars, India, (Batch 2009-11)

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

Area Sales Manager at Samsung India, Ex-Godfrey Phillips India Ltd., Ex-Mother Dairy, Ex-Varun Beverages, Batch (2015-17)

"In my two year beautiful journey with Jaypee Business School, I learnt to challenge myself to be positive and always be innovative in my work. I came to JBS with an exception of getting just an MBA degree but left with so much of knowledge, confidence, experience and much more."

Apporv Sharma: Manager YouTube Growth, Batch(2014-16)

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

Esha Singh: Internal Controls and Risk Consulting at Deloitte, Ex-Ernst &Young, (Batch(2015-17)

"What an amazing journey it was! JBS made a huge impact on my career and prepared me for the real world outside of college. I will be forever grateful".

Varunika Bhardwaj: HR Specialist - Vialto Partners,(Batch 2014-16)

"I am definitely proud to be a JBS alumnus. JBS Noida is a vital fragment in shaping my personality. The best thing about the faculty here is that they take two steps for every step of yours so that you may stretch to take three. Additionally, there is tremendous support and accessibility from faculty in all-area, even after you leave campus. So there is never a sense that you need to find solutions all on your own when there is always a knowledgeable pillar to learn on. JBS Noida gave me a chance to start my first job in marketing at Jaypee cement (Jaypee group) as assistant officer (marketing & sales)."

Sandeep Singh: Marketing & Sales, Jaypee cement, (2019-21)

"I feel immensely proud and privileged that I did my MBA Operations as major and Marketing as minor from Jaypee Business School. Here I learnt from the greatest in the field and with the best and the brightest surrounding me, who always challenged me to think about new topics or to have all round perception. They prepared me to face the real world and strive for excellence no matter what."

Jyoti Yadav: Functional Consultant, Crowe Horwath (2018-2020)

"The MBA program at JBS has not only imparted professional skills and confidence in me but also I had a lifetime experience at JBS. The professors here are true mentors that any student could wish for. "Encouraging us to be more independent and the freedom to think and act on our own. This, I would say, is the best thing I felt about JBS. I have seen people adopting best practices and transforming into better management professionals."

Shreya Saxena: Senior Executive Infoedge,(Batch 2015-17)

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

Shushank Arora: Wipro Associate Consultant, Batch (2013-2015)

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

Kumar Nishant: Research Officer, BBC World Service Trust, New Delhi, Batch(2008-2010)

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

Mansi Pandey: Research Analyst, Grail Research, Gurgaon, Batch(2009-2011)

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

Saurabh Swami: Samsung India Ltd., Lucknow, (2008-10)

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

Radhika Rohatgi: Headstrong, London, Batch(2007-2009)

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

Anupum Vadehra: Manager, PTC India Limited, New Delhi, (Batch 2007-2009)

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

Bhavuk Garg: Entrepreneur Batch(2014-2016)

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

Kanika: Research Analyst, Gerson Lehrman Group, Batch (2005-2010)

"I started my Journey with BTech CS at Noida branch, got selected for one of the first dual degree BTech + MBA batch. My five years at Jaypee University were incredible and a memory to value for lifetime. It was loaded with learning and

preparing oneself. It allowed me a chance to meet distinctive sorts of individuals and educated numerous things. I am grateful to all the resources, coaches and placement cell. Overall it was an incredible encounter and lifetime memory which I am still carrying with my mail id: JIIT.RAHUL."

Rahul Yadav: Supply Chain Excellence Head, Britannia Industries Limited, Batch(2004-2009)

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

Swati Karakoti: Senior Associate Moody's, Batch (2013-2015)

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

Nikhil Sharma: Human Resources, Jaypee Greens Golf and Spa Resort Greater Noida, Batch (2015-2017)

"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 organised 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 experience 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 genuinely surprising and a wonderful point in life where we take mature steps towards our future, meeting many friends, choosing our majors, finalising our careers, and preparing for the challenges of the real world."

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

"My experience at JBS has been absolutely amazing. Over the span of 2 years which I have been there, I have had numerous instances where I have learned and grown as an individual. From the various seminars and workshops that were organised I got to polish my skills and develop new ones for the ever changing corporate environment."

Soumya Jha: HR Associate Gartner, (Batch 2020-22)

"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 the 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 really 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)



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, Navratre pooja, Holi, etc. are celebrated. The temple creates a pious atmosphere and reminds everyone of faith in the Almighty.



Medical Facilities

- The First Aid Centre provides medical care to the students round the clock. OPD consultation and treatment are provided during working hours.
- The First Aid Centre has two experienced Senior Medical Officers including a Physician and a lady doctor who is a 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) Jhankaar: The Dance Hub
- 2) Radiance: The Techno-Cultural 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

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

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.

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

FEE STRUCTURE FOR ADMISSIONS IN ACADEMIC SESSION 2024-25

The fee structure for academic year 2024-26 is given as below:

Fee (per annum)	Specialization : (MKT, FIN, OM, HRM, IT&BA, FS, DM, IB)		Specialization : (HMM, EM)	
	1st Year (Rs.)	2nd Year (Rs.)	1st Year (Rs.)	2nd Year (Rs.)
Admission Charges	25000	-	25000	-
Tuition Fee	487900	512300	220000	230000
Development Fee	88000	92400	50000	52500
Caution Money #	20000	-	20000	-
Study Material	15000	15000	15000	15000
Total	635900	619700	330000	297500

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.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, 2024. 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 2024, 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 – 2024 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 2024-27 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.)
Admission Fee	15000	-	-
Tuition Fee	182900	192000	201600
Development Fee	33000	34600	36300
Caution Money #	20000	-	-
Total	250900	226600	237900

#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.

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.

The 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.





JAYPEE BUSINESS SCHOOL
A CONSTITUENT OF
JAYPEE INSTITUTE OF INFORMATION TECHNOLOGY

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