

**LEGACY** is important.  
Ensure a good one for your **CAREER!**



LEARN | INNOVATE | EXCEL

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## VISION

- To become a premier business school which is recognized globally for its excellence in academics, research, inter-cultural solidarity and its contributions to the Industry, Society and Students.

## MISSION

- Develop Leaders who can create, transform and sustain successful organisations throughout the world.
- Develop efficient Managers, Technocrats and Business leaders.
- Work in alliance with various International and National Educational Institutions and bodies to provide professional education.

## VALUES



### Delivering Excellence

From Quality Education to Promising Career Opportunities, our focus is to deliver excellent results.



### Promoting Creativity

We strive to be a platform to Learn, Ideate & Innovate. Creativity is at the centre of our Conduct.



### Practicing Honesty

We instill trust by being transparent and honest in our communication, operations & approach.



### Taking Responsibility

We stand high-spirited in our words & actions, to make all the ends meet with utmost vigor & responsibility.



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## SHRI GOVIND HARI SINGHANIA

19<sup>th</sup> Mar 1937 - 2<sup>nd</sup> Oct 2014

### Founder Chairman - JK Business School

Shri Govind Hari Singhania was an illustrious and visionary leader who as an entrepreneur on his own right contributed immensely for the development of Industry as a senior industrialist. Apart from his contribution to the growth of J.K.Organization (founded in the middle of 19<sup>th</sup> Century) that ranks as one of the largest Industrial Conglomerate in India, Shri Singhania was the Vice President of JK Organization and Director in various other JK Group's companies.

Shri Singhania was closely associated with ASSOCHAM and made substantial contribution as one of very valued Presidents of the Chamber. As President of ASSOCHAM, Shri Singhania stood out for his untiring efforts to promote India as to global destination for investment. He was also the past President of ICC (International Chamber of Commerce – India Chapter), ASFI (Association of Synthetic Fibre Industry), AMFI (Association of Manmade Fibre Industry), Merchants' Chamber of Uttar Pradesh and many more and while his interest was also in the field of promoting management and educational research.

Shri Govind Hari Singhania, a prominent educationist rendered great service towards society in the field of Education, providing help to down-trodden and needy people. A firm believer in the value of education and its role in changing one's destiny, Shri Singhania founded "Sir Padampat Singhania Education Centre" in 1983 at Kanpur and "Sir Padampat Singhania School" at Kota in 1995. He also founded "JK Business School" in the year 2006 with a vision to providing high quality management education and created world class infrastructure at Gurugram.

He was a keen sports enthusiast and took active interest in the promotion of golf in the country. His vision, dreams and values will always remain as our guiding principle for JK Business School.



**Mr. Yadupati Singhania**

Chairman, JK Education Foundation  
Managing Director and Chief Executive Officer, JK Cement Ltd.

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## CHAIRMAN'S MESSAGE

**Mr. Yadupati Singhania (B. Tech from IIT Kanpur) has helped to evolve India's cement industry for over three decades besides having played a pivotal role in the introduction of international quality white cement in India. He is holding many prestigious positions viz. Director of the Employers Association of Northern India and Chancellor of Sir Padampat Singhania University, President of Kanpur Productivity Council and Member of various other bodies, such as, Board of Governors of the National Council for Cement and Building Material, Jodhpur Chamber of Commerce, Managing Committee of Cement Manufacturers Association, Rotary Club etc. He is also deeply involved in social entrepreneurship.**

In 21<sup>st</sup> century the world is becoming increasingly dynamic, complex, integrated and interdependent. Therefore, the future managers will be working in a constantly changing environment. The liberalized market place in India is resulting in influx of new brands and new ideas from all over the world. The need of the hour is to develop a fiercely competitive edge with a global perspective. Therefore, knowledge becomes the primary source of power to get the core competencies required to meet this challenge of the future world.

JK Business School, Gurugram is committed to provide an excellent business education for shaping the talents and aspirations of bright young managers of future. To address various interrelated factors of imparting modern business education, we continuously review and upgrade curriculum to keep it in tune with requirements of the industry; invite industry leaders to share their experiences with students; seek academic collaboration with Foreign Universities and their faculty. During summer, every student works in an industry so as to develop a wholesome knowledge and understanding of doing business in the competitive environment. This enables them to have an ability to regularly adapt to the requirements of continuously evolving dynamic business situations

Therefore, at JKBS we constantly strive to prepare our PGDM students to develop multiple discipline business skills as per requirements of the current business environment through regular infusion of latest ideas and skills that can help them to become successful manager in their life. By using modern methods of teaching we help them to learn to adapt and successfully face every challenge in their business career.

JK Business School being part of a large business house enables our students to enjoy a unique advantage of learning about all business tools and techniques from professors with vast theoretical and practical knowledge which is regularly polished and upgraded through constant interaction with the practitioners of business in various fields.

We have highly experienced and qualified faculty, an excellent infrastructure including residential accommodation for all the students.

Therefore, the students joining J K Business School will find their learning environment to be stimulating and congenial to prepare themselves adequately for a successful and rewarding business career.

I wish our students happy two year journey with us, and, I believe that it will enable them to achieve their life's aspirations.



**Mr. Abhishek Singhania**

Co-Founder

Managing Director, JK Technosoft

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## VICE CHAIRMAN'S MESSAGE

Mr. Abhishek Singhania, Co-Founder and Managing Director of JK Technosoft belongs to the younger generation of Singhania. The family own 'JK Organisation', an industrial powerhouse which is one of the largest business organisations in India. After an early career within global companies like American Express, he was then exposed to various JK Organisation group companies. He has been engaged in all aspects of business- managing business units, operations as well as spearheading successful National and International expansion programs. He has lived and worked in numerous countries including the USA & UK and accrued rich experience managing International companies before setting up JK Technosoft.

**JK Business School** was established to impart academic excellence by providing a conducive environment for the overall personality development of youth. Spanning over a decade, the institute is covering many milestones year after year, incorporating all modern mechanisms of management, research and application. Within this span of time, it has emerged as one of the leading business school of India. JK Business School is making efforts to nurture young men and women with global mindset embedded in Indian roots.

We have a perfect blend of academics and dynamic environment to motivate everyone – the management, faculty and students to deliver their best. We have a very competent and dedicated core faculty team. In addition to their excellent teaching, the faculty members are actively involved in molding the minds of the budding managers.

We encourage students to utilize our high standard of teaching-learning services. Our objective is to create a class of qualified, innovative and dynamic professionals for the management sector, for self-employment and for academic and research institutions of socio-economic importance.

Personality development is one of the major hallmarks of the Institute. Students are groomed through various personality enhancement programs, high profile management conferences and student led activities of contemporary importance in the corporate world, it is our strong belief that the extensive corporate interaction at JKBS is instrumental in shaping our students' managerial potential through guest lectures, industry visits, networking events as well as hands on experience as an outcome of intensive summer internships and final placement opportunities. Our alumni have consistently proved their potential in the business world.

Coming from all parts of India and neighboring countries, our students represent a microcosm of the Indian ethos and culture, each with their unique abilities and interests. At this institution you would interact with highly competitive, yet collaborative set of peers, in the process developing long lasting bonds that you can count on. I invite you to be a part of the exciting world of endless opportunities at JKBS, a premier business school with a global vision.



**Dr. Sanjiv Marwah**  
Director

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## DIRECTOR'S MESSAGE

*“The thrust of business education is shifting from expansion of the business world to growth of leadership and towards a system where the future managers are trained to be team players rather than individuals seeking the fulfilment of their own goals.”*

Friends,

The journey towards excellence always begins with self-discovery.

**JK Business School** has been accepted by the Industry as an active and vibrant business education institution which is closely aligned with the corporate practices.

JK Business School prepares students for the managerial leadership that will be expected of them in the coming years. In order to be able to lead, they would have to be able to inspire, to be innovative and creative. They would need to communicate effectively and achieve results through teamwork and be sensitive, disciplined and responsible. During their years at JKBS, we get them started on the path of leadership by providing the best possible resources and an inspiring environment.

The power of the future lies in the power of mind. That is why education systems around the world are geared towards development of the power of the young mind through an enterprise approach that focuses on the evolution of ethical management leaders.

Our PGDM Programme is an exhaustive series of stimulating workshops, lively seminars, resolute team work, proactive task management; and focused hands an exposure to corporate practices, where a student develops aptitude to think both logically, laterally and act rationally. The recent global recession has, more powerfully than ever before, differentiated business leaders from mere business owners. Conscious effort is made to integrate their employability skills with the academic assignments. This makes JKBS students highly sought-after by industries throughout India and abroad.

It is an exciting journey and I look forward to your support in our initiative to nurture the Leaders of tomorrow.

Thank you

Prof. (Dr.) Sanjiv Marwah



## BOARD OF GOVERNORS

### Chairman

#### **Shri Yadupati Singhania**

Industrialist & Chairman  
JK Education Foundation

### Vice Chairman

#### **Shri Abhishek Singhania**

Industrialist & Vice Chairman  
JK Education Foundation

### Members

#### **Dr. T.N. Kapoor**

Former Vice-Chancellor, Punjab University  
Nominee, JK Education Foundation

#### **Director**

Deptt. of Technical Education  
Nominee, Govt. of Haryana

#### **Shri Partho P.kar**

Business Executive  
Nominee, JK Education Foundation

#### **Regional Officer**

AICTE, North Western Region  
Member, Ex-officio

#### **Shri N.P. Agrawal**

Business Executive  
Nominee, JK Education Foundation

#### **Prof Vikram Tyagi**

JK Business School  
Faculty Representative

#### **Shri K.S. Thakur**

Business Executive  
Nominee, JK Education Foundation

#### **Mr. Satish Gupta**

Director, JK Technosoft Ltd.

#### **Prof.(Dr.) H. Chaturvedi**

Director, BIMTECH, Greater Noida  
Academician

#### **Dr. Sanjiv Marwah**

Director, JK Business School  
Member Secretary



# ACADEMIC ADVISORY COUNCIL

Mr. Yadupati Singhania, Chairman, JK Education Foundation	Chairman
Mr. Abhishek Singhania, Vice Chairman, JK Education Foundation	Vice Chairman
Mr. Ashok Ghosh, President, Sir Padarnpat Singhania University, Udaipur	Member
Prof. (Dr.) H. Chaturvedi, Director, BIMTECH, Greater Noida	Member
Prof. (Dr.) Devi Singh, Former Director, IIM Lucknow & MDI, Gurugram	Member
Mr. Subodh Bhargava, Chairman, Tata Communication Ltd.	Member
Mr. Rana Kapoor, MD & CEO, Yes Bank	Member
Mr. Arun Bharat Ram, CMD, SRF Ltd.	Member
Mr. K.K. Modi, President, Godfrey Phillips India Ltd.	Member
Mr. K.L.Chugh, Chairman (Emeritus), ITC Ltd.	Member
Dr. T.N. Kapoor, Former Vice-Chancellor, Punjab University	Member
Dr. M. Rammohan Rao, Ex-Dean, ISB, Hyderabad	Member
Mr. Partho P. Kar, MD, Brooks Enterprises Ltd. and Member BOG, IIM, Lucknow	Member
Mr. P. Dwarkanath, Director, Group Human Capital, Max India Ltd.	Member
Maj. Gen. D.N. Khurana, Ex- Secretary General-AAMO.	Member
Mr. Vinay Singhal, Ex-Country Director, The William J. Clinton Foundation	Member
Mr. R.V. Shahi, IAS (Retd.) Ex- Secretary, Min. of Power, GO.	Member
Lt. Gen. Sanjeev Madhok, Former Army Commander, Training Command	Member
Mr. Vipin Aggarwal, Principal Partner, Frontline Ventures/India Industry Growth Fund	Member
Mr. N.P. Agrawal, Director, JK Technosoft Ltd.	Member
Mr. K.S. Thakur, Vice President, JK Consultancy & Services Pvt. Ltd.	Member
Prof. S.S Katiyar, Ex-Chairman, North Regional Committee, AICTE	Member
Prof. Vikram Tyagi, Mentor, JK Business School	Member
Prof. (Dr.) Ajay Mehta, Professor, JK Business School	Member
Dr. Sanjiv Marwah, Director, JK Business School	Member Secretary



*Sir Padampat Singhania with first Prime Minister of India, Jawahar Lal Nehru*

**JKBS**  
(125+ YEARS OF PROUD LEGACY)

# JK Business School (JKBS)

A member of JK Organization (one of the leading private sector groups in India) with a great history of contribution to Indian business through diverse industries and initiatives in the field of education.



Sir Padampat Singhania with Prime Minister of India, Smt. Indira Gandhi



Founder Chairman Sh. Govind Hari Singhania with Sarod maestro Padma Vibhushan Ustad Amjad Ali Khan



Founder Chairman Sh. Govind Hari Singhania with President of India, Late Dr. A.P.J Abdul Kalam



Vice Chairman, Sh. Abhishek Singhania with President of India, Late Dr. A.P.J Abdul Kalam





**JKBS**  
AT A GLANCE



Think about what your college life will be like, beyond the classroom with JK Business School. We aim to offer a balance between academics, extracurricular activities and a social life with exemplary campus life.

**10** Acres of Lush **Green**, Eco-Friendly Campus

Strategically Located in Corporate Hub, Gurugram

Digital KRC (Knowledge Resource Centre)  
with **1000+** International & National e-journals

Fully AC and Highly secure Residential Campus

Wi-fi Campus **24\*7** Power Backup

## DESTINATION GURUGRAM



In the journey to provide quality education, JK Business School has grown to be one of the best B Schools of India

## SOME OF THE PROMINENT ACHIEVEMENTS

More than 50 visiting faculty members from corporate coming from different Industries & Institutes.

100+ Indian and Foreign Companies recruiting the management graduates every year.

Over 100 Management Development Programs, Conferences and Seminars organized.

Over 70 research papers published in Indian & International journals and presented in different conferences.



## AWARDS

- 2017**
  - Amongst Top 41 Business Schools in India (Business World Survey)
  - Awarded Top 31 Outstanding B Schools of Excellence by CSR-GHRDC
  - State Top B School (EDUCATION WORLD)
  - Best Management College in India for Innovation (CEGR)
  - Excellence in Education Award by Competition Success Review (CSR)
- 2016**
  - “Asia’s Top Industry Anchored Business School” (ASSOCHAM)
  - Amongst Top 50 Business Schools in India (Business World Survey)
  - Best B-School in Placement (CEGR)
  - Leading Business School of the year at ASIA Education Leadership Summit
- 2015**
  - Best Management College for Infrastructure (CEGR)
  - Excellence in Education Award by Competition Success Review (CSR)
- 2014**
  - Ranked 24 among Top emerging B-School of Excellence in India by GHRDC-CSR survey
  - Ranked 5 in Haryana, Top B-School by GHRDC-CSR survey
- 2013**
  - Promising B-School award ( All India) by Discovery Education Media Pvt. Ltd.
  - Ranked ‘A++’ Category B-School of India by Business India

# SUMMER EXCHANGE PROGRAMME

JKBS provides opportunity for International study programs to its students of PGDM from very first year onwards, under the GHSGIS scheme. After going through the selection procedure, meritorious students of PGDM program are sent for study tour in renowned educational universities globally.

## GOVIND HARI SINGHANIA GLOBAL IMMERSION SCHOLARSHIP (GHSGIS)

GHSGIS Scheme contributes significantly towards the expenditure incurred on the students of JKBS, who are selected for foreign study programs.

The objective of the program is to:

- Study along with management students from across the world.
- Learn best teaching and learning- processes by eminent professors from across the globe.
- Learn management systems and best practices by visiting and interacting with managers in various firms in the country during their study tour.
- Learn to adapt in a multi –cultural environment
- Individual holistic development.

In such exposures, students typically study Global Marketing, Supply Chain Management, Venture Formation, Finance, International Comparative Management, Cross Cultural study etc. and are awarded a certificate.

### Canada- August 2017- Visit to University of British Columbia (UBC)

JK Business School and UBC Sauder School of Business, University of British Columbia have agreed to conduct a Joint Management Development programme and to build a long-term mutually beneficial relationship to promote academic interests of both institutions under the Foreign Exchange Programme.

### Singapore - January 2016, Participation in International Entrepreneurship Program

The conference was focused on cultural exchange, knowledge sharing and International business. It was organized by Tomorrow's India providing a platform for startups and young entrepreneurs. Seven of our JKBS PGDM students were selected among various Indian universities to participate and were provided comprehensive learning experience.

### California USA - June 2016 – August 2016, (CSUMB)

JKBS and CSUMB agreed to build a long term mutually beneficial relationship to promote academic interests of both institutions. The collaboration covers student and faculty exchange, joint research and other academic activities. JKBS sent selected meritorious students to California State University for one full term i.e. from June to August. The students paid for their air travel while other incidental charges and cost of study in USA was paid under the 'Govind Hari Singhania Global Immersion Scholarship Scheme'.

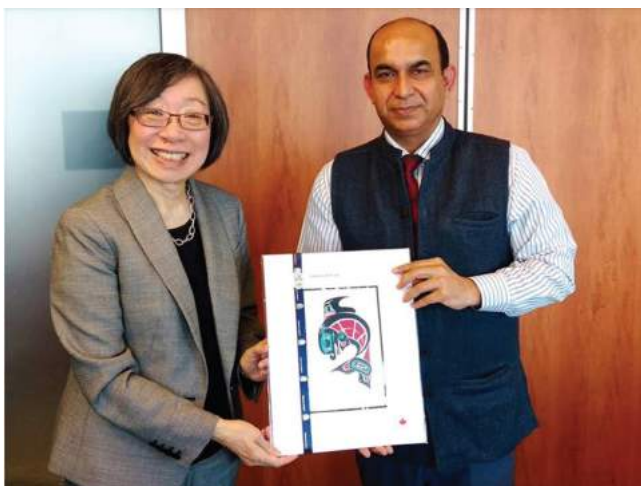
During their study, CSUMB offered courses that enrich students' capabilities. The learning was imparted in and out of the classroom which included industrial visits and place of historical and cultural interest in the state.

### Poland - July 2016 - August 2016, Visit to Wroclaw University of Economics (WEU)

JKBS and WEU signed an agreement to enhance relations between the two institutions to develop academic and cultural interchange in the areas of education, research and other activities, and work together towards the internationalization of higher education. Selected students were sent to WEU for studying management course: Corporate Sustainability, Doing Business in Eastern Europe - Managerial Skills and Entrepreneurship, Management good Practices - Business Simulator and Doing Business in Digital Economy.

### Seoul - Sept. 2016 Visit by JKBS Students for Global Summit.

Tomorrow's India Global Summit is a unique path – breaking initiative to preface India's business strength and academic excellence with the global realm in a mutually rewarding decorum that promotes international trade- investment opportunities. From PGDM batch 2016-18, seven students were selected and offered GHSGIS Scheme to participate. Selected students visited Seoul, Republic of Korea for 7 days to participate in Global Summit along with more than 200 delegates and students from India.



Academic Collaboration with the British Columbia University



Visit of Students to Seoul, South Korea for Global Business & Knowledge Summit



Wroclaw University of Economics, Poland



Visit to University of British Columbia, Canada

# MENTORING PROGRAM

At JK Business School, we believe that the student-faculty interaction outside the classroom is essential for the students' overall growth. Addressing the three primary needs of a student- academic pursuit, emotional intelligence and professional skill development, the objectives of the 'Mentor Program' are:

- To provide career and life-coaching to students for their holistic development and achievement of their potential.
- To inculcate academic excellence in students and provide positive influence to their professional aspirations.
- To provide support to students for conducive adaptation to the environment and inculcate high ethical and moral values.
- To achieve dual objectives of transforming students into successful business leaders and above all, good human beings.
- To carve out positive behavioural changes in students so as to learn to be adaptive.

Each student is assigned to a faculty who acts as the mentor. Each student has at least two mentoring sessions in a month.

Several educational and cultural activities are regularly organised after the lecture hours. To name a few: Quiz Contest, Drama competition, Singing Competition, Talent Show, Extempore Speech Competition, Debate Competition, IT Quiz etc. Students have ample opportunities to organize and to participate in these activities. In addition, special activities are organized by the students on the days of National and International importance like International Day for Tolerance, International Day of Peace, International Day of Non- Violence, International Youth Day etc.

Annual Sports Day, Annual JKBS Foundation Day and Annual Management fest are also organized and celebrated by JKBS. Clubs and Committee meetings are held regularly.

## **JK Assessment and Development Centre**

The increasing competitive dimensions in global economy are driving the need for advanced competencies and quick performers. To address these needs, JKBS, Gurugram has set up an Assessment and Development Centre (JKADC) to assess and develop competencies in students for meeting various challenges and handling business situations and their holistic growth and development. JKADC conducts various programs to enhance the competencies and optimize the student's potential.

The Assessment Centre also allows to map competency mapping competency requirements for various roles, and for continuous assessment and development of its students' competencies in key decision making and critical areas. The centre aims to increase global employability of our students. It uses multiple assessment methods like tests, interviews, role plays etc. for competency mapping and development.

## **Centre's Activities**

1. Competency Mapping
2. Competency Assessment: Psychometric Profiling
  - a. Role plays
  - b. Group Discussions
  - c. In-baskets or In-box exercises
  - d. Business presentations and business games
  - e. Psychometric tools
3. Competency development.

# TEST OF NERVE AND WITS





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# SEED OF SUCCESS (SOS)

**“Talent wins games, but teamwork and intelligence wins championships.” --Michael Jordan**

A special Outdoor Outbound program designed to be an icebreaker, is intended to help students become an effective “Team player”. Working as a team is a key to success in today’s corporate world and the program is designed to sow the seed of success in the young hearts and minds. The program helps in bringing out the individual passion while performing as a team.

**The program consists of four parts-**

**Outbound Training:** It is an outbound management exercise which focuses on bringing various management concepts like Leadership, Team Development & Building, Risk Management, Planning & Strategizing, Decision Making, Creativity, Interpersonal Relationship, Stress Management, Change Management and Effective Communication to life

**Stand Up & Talk:** This part of This part of the SOS program helps overcome the fear of public speaking.

**Group Discussions:** This assists in experiencing and mastering the how and what of a GD. It is facilitated by experienced people with profound corporate experience to give you an edge over others in group discussions.

**Mock interview:** This session helps students to prepare and perform for interviews. They are taken through real time experiences of interviews through mock exercises conducted by HR and other functional managers, supported by faculty members.

## **CEO Forum**

JKBS believes that the students must be exposed to the corporate world and hence it holds CEO Forums where Chairmen and CEOs of various companies come and interact with students and share their valuable experiences and learning.

The Forum provides a constant exposure to the students about the corporate sector through the Captains of the industry. It brings the know-how and basic aspects of the various jobs that they would take up. It is popularly known as known as the ‘Leadership Lecture Series’.

## **Entrepreneurship Development**

JKBS has an entrepreneurship cell which focuses on developing the spirit of entrepreneurship. We encourage students to have entrepreneurial, out-of- the-box thought patterns helping them become entrepreneurs and also effective and efficient managers. The training and interactive sessions conducted by E-Cell develop entrepreneurial skills like creative thinking, problem solving, leadership and analytical aptitude quintessential at work place.

## **Companies Patronage**

As part of the patronage, JKBS has a list of reputed companies like Reliance Retail, Bharti Airtel, ITC Wills Lifestyle, Pantaloon Group, JK Tyres, JK Cement, Kotak Securities, Standard Chartered Bank, Taj Group of Hotels, Reliance Money, Escorts, India Bulls, Yes Bank, ONGC, PepsiCo, Shree Cement, JK Technosoft etc. Apart from these companies, other JK Group companies have also patronized and have been supporting JK Business School.



State of art Digital Classrooms



Computer Resource Centre



Digital Knowledge Resource Centre



Pulsating Cafeteria



Boardroom



Best-in-class Infrastructure



Secure In-campus Residential Facility



Well Equipped Recreation Facility

## WI-FI ENABLED LECTURE HALLS

The Institute firmly believes that instructors, while teaching must never lose sight of even a single student. Holding this as a priority, the lecture halls are specifically designed to provide enough space for instructors to maintain constant engagement and eye-contact. In order to further enrich the teaching-learning experience, every lecture hall has provisions for specialized audio-visual aids like overhead projectors, multimedia video and audio equipments. JKBS has special infrastructural facilities with modern sound system that uses calculated and effective acoustics. The institute is completely Wi-Fi enabled with seamless internet connectivity available to the students, faculty, and staff.

In addition, there are tutorial halls for interaction of groups and for brainstorming over important academic and extra-curricular activities.

The facility space has been carefully designed keeping in mind that participants are always welcome to interact with their instructors even after class hours.

## DIGITAL KNOWLEDGE RESOURCE CENTRE

The library, known as the Knowledge Resource Centre (KRC), is the heart of the Academic Centre at JK Business School. With its modern collection of the information resources and innovative information services, it plays a vital role in the intellectual pursuit of JKBS academic community.

KRC holds a rich collection of printed as well as electronic resources which include books, journals, databases, audio-visual material, CDs, e-journals, annual reports of top companies, case studies, conference proceedings, training materials etc. The JKBS KRC has an exhaustive collection of books, selectively chosen for reading and reference. The collection includes resources relevant to teaching, learning, training, research and consultancy needs of the institute. The Library subscribes to National & International journals and provides access to over 1000+ e-journals through various databases.

Apart from this, the centre has also adopted latest information technology medium like Cloud storage, Multimedia kits, Bar Code scanners, Text as well as Graphic scanners and Biometric Readers for the convenience of the users.

**Service:** The KRC offers various services like reading facility, reference photocopying, video viewing, computerized information search, library orientation program, newspaper clipping, current awareness services, selective dissemination services, new arrival list and inter library loan etc.

**Electronic Library:** The e-library provides a single-window access to all the resources subscribed by the Library. JKBS strives to develop a world class online library system in the area of business information

**Resources:** KRC has a wide variety of knowledge resources to support the teaching, research and consultancy activities of the institute like Electronic Books, Newspapers, Periodicals, CD Databases, Photographs, Album, Newspaper clippings, EBSCO's Business Management Data, J-gate, Corporate Resource Net.

## COMPUTER RESOURCE CENTRE

JK Business School has a state of art computing facility connected to high speed servers. All the nodes have access to the internet through 16 MBPS leased line.

Computer Centre is central place for campus wide networking and internet connectivity. Computer center provides computational facility to all users in the institute.

## RECREATION FACILITIES

Well equipped Gymnasium, International standard Football Pitch, Volleyball court, Badminton court, Table Tennis Room, Pulsating Cafeteria, and a rejuvenating Meditation Room helps the residents of JKBS achieve a work-life balance and ensures a holistic development of the individual.

# Learn from the Best of Faculty Pool



The Primary focus at JKBS is on academics. To develop academic excellence, JKBS employs special means and teaching methodologies. In addition, the institute also conducts regular tests, Seminars & Presentations together with mid-term assessments and end term examinations to assess students progress and take corrective measures in case of any deficiencies. All this is achieved through a conducive academic environment available at JKBS and by its distinguished faculty.



### **Dr. Sanjiv Marwah**

Director

Dr. Sanjiv Marwah is PhD in Customer Relationship Management. He is an expert in the areas of Strategic Management and Customer Retention. He is the founder editor of University Journal of Management Practices, a refereed journal published by MM University. He has published two course books: Research Methodology (AIMA) and Project Management (MMU). He has more than two decades of experience in corporate functioning, academics and administration of academic institutions.



### **Prof. Vikram S Tyagi**

Chief Mentor & Dean Academics

An Alumnus of IIM Ahmedabad, he has over four decades of experience in corporate functioning in India and abroad. For the last 12 years he has been imparting his knowledge to students of management. He teaches International Business, Logistics and Corporate Law.



### **Prof. Hitesh Manocha**

Mentor

An alumnus of IIM Ahmedabad, Prof. Manocha is also a design engineer. He has close to thirty years of experience in corporate and education sectors. He teaches Marketing and Strategic Management.



### **Dr. Ajay Mehta**

HOD HR

Prof. Mehta has done MMS from Osmania University and holds PhD in Management. A senior professional with almost 36 years of unblemished service as an officer with India army, he has a rich experience in academics and HR management. He teaches HR related subjects.



### **Prof. Supriya Sehgal**

Registrar

An alumnus of IIM Ahmedabad, Prof. Sehgal holds an MBA with specialization in Finance, has more than 20 years of experience in the field of corporate life, education and management of educational institutions. She teaches Financial Management.

# FACULTY



## **Dr. Sridhar Manohar**

Dr. M. Sridhar is a doctorate in the area of Services Marketing. He has done his graduation in Bachelor of Technology and Masters in Business Administration and completed FDP at IIM-A. He has expertise in Scale Development Process and Multivariate Analytics and teaches Research Methodology and Marketing Management. He has published papers in various International Journals like – International Journal of Services and Operations Management, International Journal of Business Excellence and Corporate Reputation Review and many more.



## **Prof. Shailja Manocha**

Prof. Shailja Manocha is an alumna of IMT, Ghaziabad. She has more than twenty years of experience in the field of management education. She teaches Product Management and Branding.



## **Prof. Jagrati Kanwal**

Prof. Kanwal is an alumna of IMT Hyderabad and a Hubspot Certified Inbound Marketer. She has years of experience with International behemoth and several Start-Ups across industries. Her area of expertise is Digital Marketing & Analytics.



## **Prof. Neetu Sharma**

Prof. Neetu is the CRC Head with more than 12 Years of post-MBA work experience in Sales & Marketing. Her key areas of expertise include Networking & Business Development. She takes Personality Development classes and also teaches Business Communication.



## **Dr. Vandana Sharma**

Dr. Sharma is MBA in Marketing and a PhD in Retail Management. She has more than twelve years of academic experience. She teaches Retail Management.



## **Prof. Suman Deb**

Prof. Deb has done his Masters in Statistics and MBA with specialization in Marketing. He has more than 17 years of experience in the fields of corporate life and education. He teaches E-commerce and Quantitative Techniques.

# FACULTY



## **Prof. Vishnu Kumar Sharma**

Prof. Sharma is M Tech in IT. He has more than eight years of experience in the field of education. He teaches MIS.



## **Prof. (CA) Geeta Kapur Malhotra**

Prof. Malhotra is B.Com(H), B.Sc (Oxford Brookes), Certified Arbitrage Professional, Dealer (Capital & Derivative) Market, M.B.A. (Finance, NarseeMonjee Institute of Management Studies), CFA-Level 1, ACCA, A.C.A. She has been awarded for the best paper on Strategic Financial Management in C.A. Final Examination. Her areas of specialization include Taxation, Accountancy, Financial Management, Advanced Management Accounting and Cost Accounting.



## **Prof. Vibha Tiwari**

Pursuing PhD in commerce, qualified UGC NET, B.Com (H) from Delhi University and M.Com (Gold Medalist) from MJP Rohilkhand University. Her area of specialisation include Finance and Marketing.



## **Prof. Amit Kumar**

Prof. Kumar completed MBA(IB) from Jamia Millia Islamia (Rank Holder - Gold Medalist), M.Com (in Finance & Taxation) from Delhi University, CS from ICSI, NET in Commerce. Having more than 3 years of experience in Delhi University.

**Specialization in:** Accountancy & Finance, Taxation(Direct and Indirect), Operational Research, Statistical Techniques.



## **Prof. Sakshi Sadana**

Prof. Sakshi holds Masters degree in Arts from Himachal Pradesh University with English Literature as major, University of Cambridge Certificate of English Language Teaching to adults (CELTA), Australia. She teaches verbal communication.

# FACULTY



## Mr. Gagan Dewan

An MBA with over 16 years of experience in Sales and Business Development across Verticals of Telecom, ITES, Government and Manufacturing Sectors; Mr. Dewan holds workshops towards Corporate Readiness, Personality development and Public Speaking at Business Schools; Currently working with Microsoft Corporation as Strategic Business Manager. Recipient of Share Fighter Award for Compete and Exceptional Growth in Market Share and CPE championship Award demonstrating behaviors that embody the Microsoft culture and drive business outcomes through building customer trust.



## Mr. Vipul Soota

Mr. Vipul Soota is Corporate Trainer, International Speaker, Founder and President at The Learning Enablers. He has also worked as Senior Training Consultants with Dale Carnegie Training India.



## Dr. Ajay Tongar

Prof. Tongar received his management education from HEC Paris. He is an experienced entrepreneur with a passion to pass on his skills in entrepreneurship and innovation to students of management.



## Dr. Mukul Jain

Prof. Jain holds PhD. in Management. He is a Mechanical Engineering graduate (B.E.-Mech.) with 2 Post-graduations in Business Management, a PGDM as well as MBA, with specializations in Operations Mgmt. and Financial Mgmt.:. PG Diploma in 'Training & Development' from ISTD (Indian Society for Training & Development); has dual 'Fellowships' of 'Insurance Institute of India' in the field of Life as well as General Insurance. He has International Fellowship certifications of 'The American College, USA' as well as 'Associate Financial Planner' certifications from FPSB (Financial Planning). His domain areas are Production/Operations Management, Strategic Management as well as Capital Markets/Financial Services/Insurance/Mutual funds/Behavioral Finance.



## Mr. Anil K Mathur

Prof. Mathur is an MBA in Marketing. He has over 3 decades of experience in Service Industry, Airline Air India in Sales, marketing and administration. Last position held: Executive Director Americas; Has worked in US, UK, Japan, and UAE. He has been awarded City Council New York for outstanding community service.



# FACULTY



## **Prof. Meghna Chugh**

Prof. Chugh has received her Masters' degree in Sociology from Delhi University. She is passionate about teaching and possess a sound knowledge of her subject.



## **Prof. Archana Sharma**

Prof. Archana holds a MBA degree with specialization in Marketing from IMT , Ghaziabad. She has more than 28 years of experience in the field of corporate life. She teaches Business Communication.



## **Prof. Praveen Bhargawa**

An alumnus of Indian Institute of Management, Ahmedabad (1977-1979), Bachelor of Technology (Chemical Engineering) A.C. College of Technology, Chennai (1971-1976). More than three decades of corporate experience holding senior management positions. He teaches Advertising, Sales Promotion and Entrepreneurship.



## **Dr. Malhotra**

Professor of Finance, Nydick Family Term Chair and Director of MBA Program, Thomas Jefferson University, Philadelphia. Dr. Malhotra teaches courses in Derivative Securities, Fixed Income Securities, International Finance, Corporate Finance, and Investment and Portfolio Management. He has published over 100 research articles in several journals like European Journal of Operational Research, Omega—the International Journal of Management Science and many more.

His research on mutual fund expenses has been cited by the Securities and Exchange Commission (SEC), Investment Company Institute (ICI), Securities Industry Association (SIA), and New York Times. Dr. Malhotra's work on the use of neural networks in consumer loan evaluation has been cited by the Federal Reserve Bank of Philadelphia.

In addition, Dr. Malhotra is the editor-in-chief for Afro-Asian Journal of Finance and Accounting



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## SEMINARS, CONFERENCES, WORKSHOPS & RESEARCH

JKBS conducts regular Seminars, Workshops and Trainings either independently or in association with major management associations/sponsors like AICTE, AIMA, DMA, DST etc. These primarily aim to develop the skills of the students through various activities which ultimately help them in climbing the corporate ladder with conviction.

### Research

The mission of JK Business School is to be globally recognized as source of knowledge, creativity and expertise in business management. JK Business School aims to provide high quality research opportunities to academicians, professionals and students on all aspects of management. Necessary encouragement to students is given and they are guided to do research and publications.

JKBS has strong research program and has come up with major studies like Efficiency of Capital, US Credit Bubble, Complexity of Derivatives. An agenda from Corporate Planning, Inflation, the Managerial Perspective, Beyond Rural Marketing, Indian MNCs and FDI, The Color of Money Doesn't Matter. Its research publication has been subscribed by many major national and international universities and organizations. The Institute publishes a bi-annual journal "JK International Journal of Management and Social Science"

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## PERSONALITY DEVELOPMENT

JKBS firmly believes in the overall and holistic development of its students which is essential for them to be successful managers in future. To achieve this goal, JKBS has designed an elaborate "Personality Development Program (PDP)" for all the students with the following objectives.

- To enable the students to develop their self confidence and hone their presentation and communication skills, especially skills in the use of English language.
- To make them aware of and ensure the application of the Do(s) and Don't(s) of Group Discussion.
- To improve their body language
- To focus on developing the skills needed for effective time management, handling conflict and criticism.

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## MANAGEMENT TRAINING

JK Business School has a full fledged department for Management Training & Development. It undertakes regular Executive Development Programs, for working executives and faculty, either independently or in associations with corporate. The Institute has special arrangements to design and organize programs for MS-MEs in different areas, especially for improving their services.

## **ACCA (Association of Chartered Certified Accountants), London, U.K.**

ACCA is the largest and fastest-growing global professional accountancy body in the world, with over 320,000 members and students in 180 countries.

JKBS is now in partnership with ACCA. Also, JKBS is one of the 22 colleges in India offering this qualification, along with PGDM, B.B.A. and B.com (H).

### **Benefits of holding dual qualification:**

- Holder possesses skills and knowledge which are in high demand by employers in industry, banking, auditing, consulting as well as other professions like taxation and law.
- Provides an edge and open doors to the best and most interesting roles all over the world.
- Enables to have strategic thinking, technical skills and professional values to drive their organizations forward

### **Business Analytics Workshop**

Business Analytics (BA) combines the Technology, Data and Skills to derive information insights for application and processes for organization to gain business growth and success in competitive environment. Analytics helps a business in evaluating past performance and forecasting future business planning. JKBS offers specialized courses with certification in business analytics among various streams that includes Marketing and Retail Analytics, HR Analytics, Analytics in Supply Chain and Digital Analytics. Business Analytics typically use data, statistical techniques and quantitative and qualitative analysis with hands-on

### **Case Writing Workshop**

The Case Method Teaching is a commanding approach which combines academic theory with practical application. The major focus on cases would be on business issues that the manager of both product and service companies face every day. JK Business School's commitment on teaching the students on writing and analyzing the cases in groups would help to develop outstanding leaders with extraordinary careers. Our workshop on case writing would immerse students through a combination of field work, discussion, analysis and publishing. Workshop completion certificates are provided on successful completion of three months workshop by presentation and case submission

### **Summer Internship Programme (SIP)**

JKBS completely digitalized the Summer Internship, from weekly activity detailing to Final Report submission, the entire evaluation process has been taken to Real Time mode using Google Drive. JKBS along with the Industry experts co-created a Perpetual Assessment System to ensure 100% practical learning with a complete shift from "Research Based Model" to "Business Process Model" as a part of Summer Internship. Our Institute is the first in introducing a new model where students attending summer internship would actually understand the Macro – Micro level process that are carried out in their specific domain and the report prepared would be completely based on their understanding on existing process and possibilities of business re-engineering.

### **Key Highlights of the Programme**

- Digitized Reporting System allowing Domain specific process learning
- Well defined Submission format for the students
- Weekly Reporting System with a Final e-submission
- Real Time Monitoring & Evaluation using Google Drive
- Engaging & Enriching mode of Learning

## LIVE & CAPSTONE PROJECTS

A revolutionary way of enhancing the quality of education for the students is to integrate them in live and capstone projects within organizations right from the time their education begins. Providing students an opportunity to experience real life projects and face realistic challenges creates instantly employable resources that are ready to hit the floor running and delivering optimum output right from day one of employment.

JKBS has been providing its students with various Live project opportunities with companies like Safe Express, Republic Motors, United Colors of Benetton, Aditya Birla Group etc.

Students placed in live projects are guided by a faculty guide who monitors their performance in a practical environment, guides progress, provides suggestions and feedback and even assesses the students based on actual on the job performance.

Sr. No	Company Name	Live Project Title	Domain	Students Participated	Duration
1	Aditya Birla Group	Promotional sales and its impact on revenue	Marketing	10	45 Days
2	Republic Motors	Marketing Survey and Competitor Strength Analysis.	Marketing & Sales	15	2 Weeks
3	Republic Motors	Research about normal time taken by a financier to provide loan. / How to build policy manual for a	Finance & HR	13	2 Weeks
4	Glaxosmithk Line (GSK)	Survey on Usage & Experiences of Home Remedies & Ayurveda Products in India	Marketing	25	3 Weeks
5	Mirus	Update and prepare policy manual of the company/ Training scheduled for dealers, Technician and Admin staff	HR	16	15 Days-2 Weeks
6	Safexpress	Vendor selection with Multi-Criteria decision making in India Manufacturing Industries	Research	23	4 Weeks
7	Nestkeys	SALES & marketing of Financial Products	Research	11	2 Months
8	InternApp	Executing SEO Strategies towards improving a brand's search engine presence.	Marketing		7-Week virtual
9	ICICI Stock Mind	Trading of stocks	Finance	78	15 Days
10	RP - Sanjiv Goenka Group	Conduct Retail Audit to acquire baseline data about their Competitors' Market Share	Market Research	18	1 Week
11	United Colors of Benetton	Understanding and experience the concepts of Upselling and cross selling leading to Sales Enhancement.	Market Research	17	1 Week
12	Asahi India Glass Pvt. Ltd.	HR Analytics- How to make it technology enabled	HR Analytics-How to make it technology enabledHR	12	4 Weeks

The Mantras of success driving the world business leaders to the epitome of success are a meticulous blend of comprehensive skills, alongside high inspiration, undying motivation, critical decision making and innovation.

The CEO Coaching Program is designed to create a dynamic environment that exposes the participants to strategies and leadership skills essential to achieve qualitative and quantitative benefits for the organization. It also evolves the individual into a business leader exhibiting excellence in all walks of life.

It is a multi-year program for experienced CEOs, empowering them to deliver greater value proposition to clients, consumers and employees optimizing opportunities for their organizations in present and future.

### Highlights of the Program:

- A differentiating program which is exclusively designed for experienced CEOs.
- Applied learning pedagogy which is in sync with current employee management, client engagement and organizational growth trends.
- Trained by seasoned and experienced top of the pyramid business leaders.
- Core strength: to build executive and management skills combining communication, management practice design and embodying learning that transcends latent capabilities into active decision making actions.

### CEO Program Details

Participation: CEO/CXO of small and medium size companies to help them address business, diversification, product differentiation and new market entry and expansion strategy.

**Fees:** Rs.50,000 per month for two year retention basis. Annual or short term retention is arrived at separately.

This program provides the rare opportunity to study with the best academicians who have considerable experience in the corporate world.



### PROGRAM LEADER

An alumnus St. Stephens College, DU. IIM Kolkata formerly with Coats Vityella, Eveready Batteries, IBM, Former Head Hilton Hotel & MD of Dynamic Results, he has his certification from the Mumbai branch of Australia-based Results coaching. He has been profiled by Business World amongst top five CEO Coaches in India .



### CONSULTANT

An alumnus of IIM Ahmadabad, Prof Manocha is also a design engineer. He has close to thirty years of experience in corporate and education sectors. He teaches marketing management and specialist of strategic management.



### CONSULTANT

An alumnus of IIM Ahmadabad, he has over four decades of experience in corporate functioning in India and abroad. He has practical exposure of SCM, logistics and project management which he has been sharing with management students for the last 12 years.



### CONSULTANT

An alumnus of Columbia Business School New York and Principal partner, Frontline Ventures/India Industry Growth Fund. He has been on board of Delhi Stock Exchange and is currently on board of Zamil Solar, Janhit foundation SEMCO.

JK Business School has alliances with various International and National educational bodies to deliver professional education in Business Administration, Information Technology and other related areas.



**Mr. Julian Evans**  
Deputy High  
Commissioner British  
High Commission to India



**Mr. Philippe Welti**  
Former Ambassador of  
Switzerland to India



**Dr. Nallan C. Suresh**  
Professor & Chairman  
Dept. of Operations  
Management & Strategy  
School of Management,  
State University of New  
York, Buffalo, NY, USA



**Prof. Prabir K Bagchi**  
School of Management  
The George Washington  
University USA



**Dr. Babita Gupta**  
Professor of Informa-  
tion Systems School of  
Business California State  
University, USA



**Mr. Antonio Helio  
Waszyk**  
Non-Executive Chairman  
and Chairman of Corpo-  
rate Governance & Social  
Responsibility Commit-  
tee, Nestle India Ltd.



**Dr. Malhotra**  
Professor of Finance,  
Nydick Family Term Chair  
and Director of MBA Pro-  
gram, Thomas Jefferson  
University, Philadelphia



**Dr. Ruby Roy Dholakia**  
Professor of Marketing  
and E-Commerce, College  
of Business Administra-  
tion, University of Rhode  
Island (URI), USA



**Mr. Douglas  
Viehland**  
Executive Director  
ACBSP, USA



**Dr. Nikhilesh (“Nik”)  
Dholakia**  
Professor of Marketing  
E-Commerce and Int.  
Business University of  
Rhode Island (URI) Kings-  
ton, Rhode Island, USA



EAST HOUSE	SOUTH HOUSE	NORTH HOUSE	WEST HOUSE
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 <p>Hostel Committee</p>	 <p>Food Committee</p>	 <p>Discipline Committee</p>	 <p>CRC Committee</p>
 <p>Cultural Club &amp; Committee</p>	 <p>Digital Media Relation Club &amp; Committee</p>	 <p>Sports Club &amp; Committee</p>	 <p>Library Club &amp; Committee</p>
 <p>Redressal &amp; Grievance Committee</p>	 <p>Finance Club</p>	 <p>HR Club</p>	 <p>Marketing Club</p>
 <p>Communication Club</p>	 <p>Fitness Club</p>	 <p>Enactus Club</p>	 <p>Economics Club</p>
 <p>IT Club</p>	 <p>CSR Club</p>	 <p>Alma Connect</p>	 <p>Research Club</p>





# Welcoming Freshers *GREENHORN' 17*



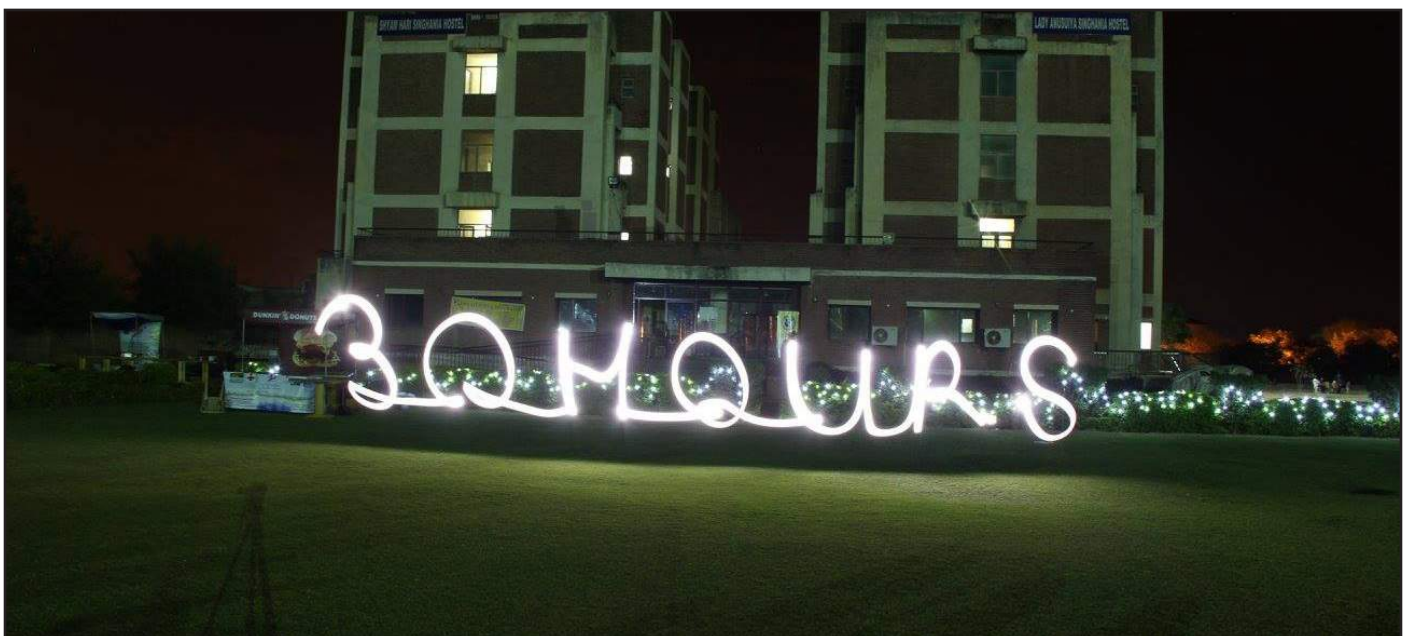
# BEYOND ACADEMICS

The life at JKBS is full of experiential learning based on activities, be it academics or other events namely the Industry-Academia Meet, the JKBS cultural fest, the Alumni Meet, Freshers' meet, National Business Games, Industrial Tour, Social Services, and Sports Events etc.

To add to these, there are quizzes, debates, music contests, and stock games along with routine classroom activities.

The College festival 'JKBrations' commences with the Board Room Battle. Other events that follow are Debate Declamation, Role Play, Skit and Sales Gorilla. The second day starts with Ad-Mad Show followed by News Spoof and slowly switches towards cultural events like Solo Singing, Solo Dance, Group dance, Fashion Show and finally concludes with a Live Concert. JKBS students participate in various events/day of National & International importance like UNO Day, Non-Violence/Peace Day etc.

JKBS organizes an Annual Blood Donation Camp and encourages its students and staff to donate blood, there by sensitizing them on the importance of saving lives. JKBS students actively involve with various NGOs to work towards the betterment of underprivileged.



# LIFE AT JKBS





JKBS convocation ceremony for graduating batches in the presence of leading lights from the industry and academia.

Convocation recognizes the culmination of the academic journey. Surrounded by friends, family, classmates and professors; students in regalia, receive their coveted diploma from the Dignitaries from the Industry in Shri Govind Hari Hall.

Convocation at JKBS is one-of-a-kind experience.

The ceremony has held in the presence of leading dignitaries like Mr. Rajesh Magow - CEO & Co-Founder Make My Trip, Mr P Balaji -Director, Vodafone India, Dr. P V Gupta - member Advisory Committee MDU, Mr. A.K. Baliyan - MD – ONGC, Mr. R.GopalaKrishnan - Executive Director Tata Motors, Mr. Arun Bharat Ram - CEO, DCM and many more.

The event brings together proud parents, faculty members and alumni of the Institute, who had all played a vital part in the incredible learning journey and growth of the new graduates. The meritorious students are also awarded with their much deserved academic awards and medals for their outstanding performance in academics, research and projects.



# PROGRAMMES @ JKBS

JKBS offers high quality, content rich professional and academic courses both at the Post Graduate and Under Graduate levels. The content of Professional courses has a significant component of practical hands-on exposure to the functioning of the business world.

## POST GRADUATE DIPLOMA IN MANAGEMENT (PGDM)

This is a two-year, credit based, full time management programme on the lines of the ones offered by various IIMs. It is recognized by AICTE, a body under the Ministry of HRD, Govt. of India. A very high rigour, content rich, autonomous programme, PGDM is valued for it being in sync with the latest and dynamic requirements of the industry. Students who graduate in this programme are in great demand by the corporate as they are job-ready.

### Subjects on offer for PGDM Programme

PGDM programme expose students to the basics of management in the first year of their study. These subjects form the compulsory study as the foundation for the management programme. They, for instance include aspects of Human Resources, Managerial Accounting, Financial Management, MIS, Marketing, Economics, Communication etc.

In the second year all students are compulsorily put through subjects such as Strategic Management and Legal Aspects of Business. They also select electives / specialize in their chosen fields, with an option to do so in a combination of two fields such as Marketing, Finance, Human Resources, Logistics etc. JKBS takes pride in specializing in the fast emerging fields of Digital Marketing & Analytics, Business Analytics, Logistics / Supply Chain Management & Analytics. Students are also offered other Specializations Modules for their development and make them job ready after the completion of these courses. These are as follows:

#### Soft Skills Module:

- Placement Preparatory Program
- Communicative English
- Out Bound Team Building Program
- Industry Interaction
- Personality and Soft Skills Development
- Corporate Etiquettes
- Entrepreneurship
- Financial Planning for Young Investors
- Knowledge and Skill level module of ACCA

#### Hard Skills Module:

- Business Analytics Program
- ERP / SAP Module
- Six Sigma Certification
- Project Management Skills
- Digital Marketing & Analytics
- Supply Chain Management & Analytics
- Marketing Analytics

#### International Module:

- Summer Academic Semester Term with International Universities/Institutes.

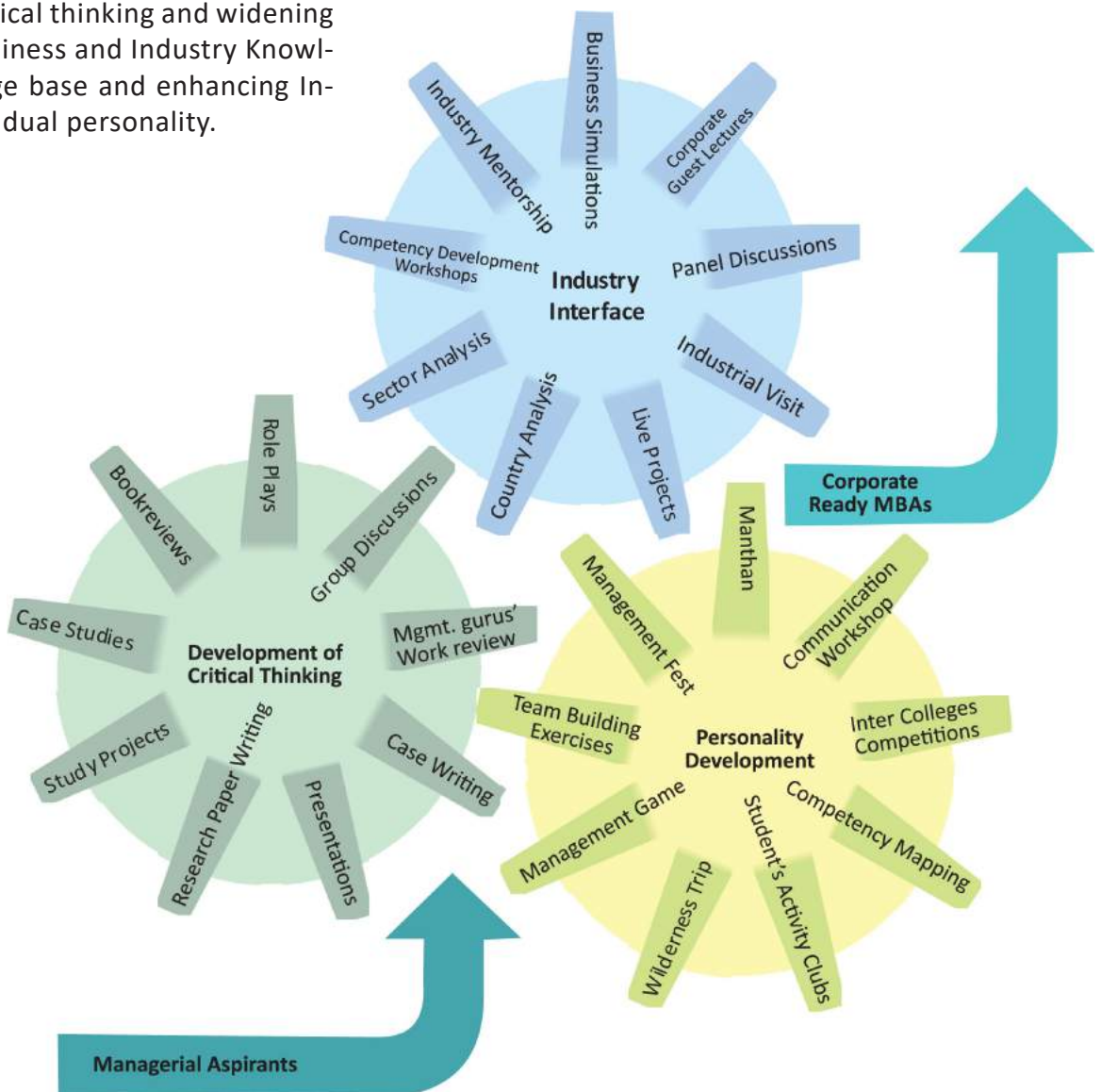
## BACHELOR OF BUSINESS ADMINISTRATION (BBA)

BBA is a three year full time programme affiliated to Maharishi Dayanand University, Rohtak (A+ NAAC Accredited University), duly approved by Government of Haryana. The BBA programme offered by JKBS prepares the student for an excellent and an extremely rewarding career in business and other organizations. The programme keeps in mind the needs of the industry where the students ultimately find employment. The course sharpens the managerial skills through presentations, case studies, industrial visits, guests lectures by professionals, etc.

## BACHELOR OF COMMERCE (B.Com (Hons.))

B.Com (Hons) is a three year full time programme affiliated to Maharishi Dayanand University, Rohtak (A+ NAAC Accredited University), Rohtak and duly approved by Government of India. The programme imparts subject matter expertise by focusing on the learning that includes the knowledge of basic theories, principles, methods, and procedures of commerce and accounting. The curriculum of the course is rigorous and progressive which prepares students for careers in commerce and accountancy as well as for other professional roles such as economic, business and security analysts.

The pedagogy at the Institute is aligned towards preparing students industry ready. The emphasis is on developing critical thinking and widening business and Industry Knowledge base and enhancing Individual personality.



## Centre for Personal Transformation and Excellence

The Centre for Personal Transformation and Excellence researches the inner powers of individuals from an experiential, psychological and historical basis. CPTe takes a long term view on working with individuals and aims to help them to solve individual challenges and problems in the most effective ways. The core activities of CPTe includes holistic individual development through personal growth programs, self directed learning and executive coaching. These include:

- Personal Effectiveness and Excellence
- Psychological Assessment and Counselling
- Building Positive Relationships
- Team Building
- Leadership Skills
- Coaching Skills
- Assertiveness
- Facilitation Skills
- Managing Change
- Managing Stress
- Confidence Building
- Motivation

# ADMISSIONS 2018

## Eligibility & Selection Criteria:

### Post Graduate Diploma in Management (PGDM)

2 year full time programme | Approved by AICTE, Ministry of HRD, Govt. of India

#### Eligibility

Graduate in any discipline from a recognized University with minimum 50% score is eligible to apply for the programme.

- Candidates appearing in final examination 2018 can also apply.
- Score in MAT/CAT/CMAT /other National Management Entrance Exams

#### Selection

Selection is based on MAT Score/other National Management Entrance Exams, Group discussion, WAT (Written Aptitude Test), Personal Interview, Past Academic record, Extra-curricular activities and Work Experience

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### Bachelor of Business Administration (BBA)

Affiliated to MDU Rohtak, NAAC-A Grade, State Government University

#### Eligibility

10+2 level (with minimum 60% in any stream)

#### Selection

Screening on the basis of Class XII results.

Group discussion, WAT (Written Aptitude Test), and Personal Interview.

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### Bachelor of Commerce (B.Com Hons.)

Affiliated to MDU Rohtak, NAAC-A Grade, State Government University

#### Eligibility

10+2 level (with minimum 60% in any stream)

#### Selection

Screening on the basis of Class XII results.

Group discussion, WAT (Written Aptitude Test), and Personal Interview.

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**SCAN & APPLY NOW**

JK Business School offers scholarships to Promote Excellence and Reward Meritocracy. The objectives of offering Scholarships are as follows:

- To promote academic excellence at JKBS.
- To reward the hard work of the meritorious students.
- To develop and nurture competitiveness amongst students.
- To encourage talented students to perform better in each trimester.
- To build a sense of achievement in the students.
- To demonstrate the JKBS corporate social responsibility.

The students applying for admission shall be offered scholarships as per the following matrix:

SCHOLARSHIP	PGDM	Maximum No. of Scholars
Entrance examination based Scholarships	✓	First 20 admissions only in each Category (CAT I & II)
Dean's Rolling Scholarships	✓	5% of Top Performers only
JK Existing Students Scholarship	✓	First 10 admissions only

### 1.1 ENTRANCE EXAMINATION BASED SCHOLARSHIPS\*

Categories	Entrance Examination	Percentile	Scholarship Amount (INR)
CAT I	CAT/ XAT/ GMAT*	> 60	30,000
		> 70	60,000
		> 80	75,000
CAT II	MAT/ CMAT*	> 80	30,000
		> 90	50,000
		> 95	75,000

\*the scholarship is evenly waived off from each fee installment.

### 1.2 JK EXISTING STUDENTS SCHOLARSHIPS\*

JK GROUP offers fee waiver to the existing undergraduate students (B.Com (Hons.) & BBA), who are eligible and willing to take admission in PGDM course at JKBS. They can avail any of the following schemes as the case maybe:

Fee Waiver in the **Tuition Fee** is based on the pass percentage in the Graduation of the candidate as per details below:-

a) 50% to 60%	15%
b) 61% to 70%	20%
c) 71% and above	25%

\* First 10 admissions only.

### 1.3 DEAN'S ROLLING SCHOLARSHIPS\*

To encourage students to perform better, JKBS rewards the top 5% students of the class in the program with a scholarship worth Rs. 25,000 each in every trimester. The Rolling Scholarships are awarded on Trimester Grade Point Average to 5% of the students as Tuition Fee waiver for the ensuing Trimester.

The scholarship shall be adjusted against their fee installment as under:



TRIMESTER SCHOLARSHIPS	ADJUSTMENT AGAINST FEE INSTALLMENT
Trimester 1	November
Trimester 2	March
Trimester 3	
Trimester 4	November
Trimester 5	Convocation (will be given as cheque on the convocation day)

#### 1.4 GOVIND HARI SINGHANIA GLOBAL IMMERSION SCHOLARSHIP \*

*The selection will be purely on merit basis for the application and interview process (waiver of 50% of the Summer Exchange Programme cost)*

Through a rigorous selection procedure, meritorious students will be selected for one full term study tour at foreign university under collaboration between JK Business School and the University/ Institute. The students will have opportunity to study along with management students from across the globe, learn best teaching learning-process from the prominent professors from across the globe, learn management systems and practices by visiting and interacting with managers at various firms in US, learn to adapt in multicultural environment, and Individual holistic development.

During the term (June to August), the students will study Global Marketing, Supply Chain Management, Agribusiness, Venture Formation/Finance, International Comparative Management apart from extra curriculum activities & shall be awarded certificate.

**\*Note:**

1. Students can avail all categories of Scholarship, as per the applicability.
2. Minimum 50% score throughout (10th, 12th and Graduation) is a must to be eligible for any of the above mentioned scholarships.
3. The maximum amount of scholarship awarded to the applicant will not exceed 100% of the Tuition Fee of the programme.
4. The scholarship(s) will be awarded to confirmed admissions only, as per the applicability.

# CORPORATE RESOURCE CENTRE



## Glance





# JKBS

## SIP & PLACEMENTS

Known for its strong relations with the industry, JK Business School has been a favorite destination for recruiters. We are able to offer an array of internships at the National & International levels. For final placements, we may boast of the very best of the industry visiting our campus and recruiting our students in various disciplines of Management.

### Top Brands Offering Packages up-to 8 LPA

SUMMER INTERNSHIP PROGRAM

100% PAID INTERNSHIP   100% BATCH PLACED   30+ BRANDS

Across Verticals-

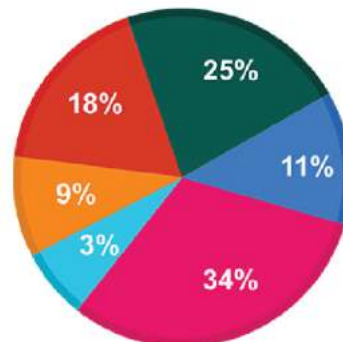
Digital Marketing | HR | Marketing/ Sales  
Operations/ Logistics | Finance

INTERNSHIP COMPANIES

PGDM BATCH 2016-18

\*Stipend Upto- 18,000/- per month


- MARKETING
- CRM
- SALES
- FINANCE
- LOGISTIC
- HUMAN RESOURCE





## **JKBS** WORKSHOPS & INDUSTRY EXPOSURE

Every Industrial visit has its own importance. For students who are pursuing a career in professional degree like in PGDM Courses, it is considered as a part of college curriculum.

The objective of an Industrial visit is to provide students an insight, which helps in understanding the internal working of companies.

JKBS conducts regular Seminars, Workshops and Trainings either independently or in association with major management associations or corporate, like AIMA, DMA etc. The focus is primarily on developing the skills of the students through various activities which ultimately help them in climbing the corporate ladder with conviction.

## **Industrial Visits**

**22nd Sep 2017 Maruti Suzuki**

**22nd Sep 2017 Nipa International Pvt. Ltd.**

**14th August 2017 Parle G**

**10th July 2017 Mother Dairy**

**3rd July 2017 Yakult**

**27th Feb 2017 National Stock Exchange**

**13th & 16th Jan 2017 Safexpress Transshipment Hub**



## ALUMNI SPEAKS



### GOVIND PRATAP SINGH MERTIYA

Batch 2012-14, L&T Finance, RM

// The support received from teachers, and their genuine advice was the best thing a student could possibly have to identify his dreams and approach to achieve them. I was very lucky to be part of JKBS. //



### KARTIKEY SRIVASTAVA

Batch 2012-14, HSBC Bank, Relationship Manager

// I have always felt that I was so lucky to be a student of JKBS and not any other institution. Being there was a great learning experience with lectures and sports events etc. We got an overall development be it sports, academic, cultural or corporate exposure. The personal attention what we got was tremendous. I must say that I have learned a lot in those years and thanks to my college in every support I required. //



### AKSHAT MISHRA

Batch 2011-13, Midland Group, Dubai, Business Support Analyst

// It's a journey of a middle class average student, from "raw material to a finished product", "small town to big city" & lastly from "India to Dubai (UAE)" where transformation process contributed a lot in my case. J K Business School gave me ample of opportunities to learn and improve professional attitude to face future challenges. Our professors became torch bearers for me at every step whenever I needed them. Friendship is also another aspect of college life I got many good friends in JK while studying my course. Now I can proudly say I am product of JK Organization and I got more than expected by virtue of efforts of our placement Team. //



### ANKUR AGARWAL

Batch 2007-09, Suzuki Motorcycle India Pvt Ltd., Area Sales Manager

// There are a lot of things about the life @JKBS which are unique and make the MBA at JKBS truly memorable. The interaction with the practicing managers of corporate world who come over for guest lectures or the opportunity to do live projects, it was an enriching and unforgettable experience. //



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**NEHA DEORA**

Batch 2012-14  
Assistant Manager  
National Stock Exchange Ltd, Mumbai

**PANKAJ UNNIYAL**

Batch 2011-13  
Sr. Team Member  
Bank of America ( BA Continnum India )

**MANAS PANDEY**

Batch 2011-13  
Deputy Manager (Merchant services)  
HDFC Bank

**SANDEEP PRAKASH**

Batch 2011-13  
TCL, Pune

**ALUMNI  
NETWORK**

**MAYANK RISHI**

Batch 2007-09  
Project Controller Analyst  
Deloitte

**RAMESH KUMAR MALU**

Batch 2009-11  
Team Leader  
Infosys, New Delhi

**MILAN KUMAR RANA**

Batch 2007-09  
Sr. Finance Operation Analyst  
Aon Hewitt

# INDUSTRY-INSTITUTE INTERACTION



**Mr. Antonio Helio Waszyk**  
Non- Executive Chairman and Chairman of Corporate Governance & Social Responsibility Committee, Nestle India Ltd.



**Mr. Simon Robertson**  
MD, Research & Development, Nestle India



**Dr. Sujit Bhattacharya**  
Senior Scientist, NISTADS



**Mr. Malvinder Mohan Singh**  
Chairman, Fortis Group



# INDUSTRY-INSTITUTE INTERACTION



**Mr. A.D Burman**  
GM (HR), Maruti Suzuki India Ltd.



**Mr. K Ullas Kamath**  
Joint MD, Jyothi Laboratories



**Mr. Ajay Desai**  
Chief Financial Inclusion Officer, Yes Bank



**Mr. George Paul**  
Executive Vice President (R&D), HCL Info Systems Ltd.

# INDUSTRY-INSTITUTE INTERACTION



**Dr. Manpreet Manna**  
Director, AICTE



**Kulpreet Yadav**  
Author & Motivational Speaker, Founder of Open Road Review & Co Founder of MCN (Media & Conciliation Network)



**Mr. Gagan Dewan**  
Sr. Strategic Manager, Microsoft



**Mr. Vipul Soota**  
Senior Training Consultant, Dale Carnegie Training India

**“It was a great pleasure to be at JK Institute. Excellent infrastructure and faculty for learning.”**  
Mr. Anil K Agarwal, Ex President, Assocham & CEO, Cosmos Group.

**“It was pleasure speaking to the young students and budding managers.”**  
Mr. Suryakant Dixit, Manager HR, Thomson Press.

**“I was greatly inspired by the vision of JK Institute and its accomplishment during very short start-up period.”**  
Mr. Prabhjot Sodhi, NC, GEF UNDP, Centre for Environment Education

**“Excellent facilities. Students are disciplined and eager to learn.”**  
Mr. Rakesh Singh Gautam, Sr. Vice President, HR, Bata India Pvt. Ltd.

**“It was a great experience in JK, while interacting with the students. My whole hearted wishes for their bright career.”**  
Ms. Sushmita Sahoo Mishra, Manager HR, Siemens Healthcare.

**“A temple of learning & knowledge.”**  
Mr. Arun Data, Vice President, HR, Medanta Medicity, Gurugram.

**“The Institute is doing a remarkable service to India by building quality institution and people.”**  
Dr. Shikha Sharma, MD, Nutri Health.

**“Extremely impressed with the facilities available. A good institution for higher education.”**  
Mr. Ganesh Natarajan, Vice Chairman, ZENSAR & Co-Chairperson, NASSCOM.

**“Intelligent students with excellent capabilities to understand the fundamentals.”**  
Mr. O N Marwah, Ex Director, Indian Oil Corporation.

**“Great opportunity to meet the students. Wish you and the institute lots of success”**  
Mr. Martial G Roland, CMD, Nestle India Ltd.

# Our Recruiters

 KUEHNE+NAGEL	 Shree Cement	 JK Cement LTD.	 JKT	 hindware
 Jaquar experience bathing	 ERICSSON	 ICICI Securities	 pantaloon's	 99acres.com
 Raymond	 dishtv	 Lilly	 Dr Lal Pathlabs	 XL Dynamics
 HILTON WORLDWIDE	 AMERICAN EXPRESS	 ARTEMIS HEALTH SCIENCES	 AXIS BANK	 Bry-Air
 Cadbury	 CEASE FIRE	 Coca-Cola	 Deutsche Bank	 Edelweiss
 ESCORTS	 FedEx Express	 GENPACT	 IDFC BANK	 HERO electric
 BMR Advisors	 Indiabulls	 ING Vysya LIFE INSURANCE	 ITC LIMITED	 Amrta Deccan
 LUBRIANT	 Keane	 kotak Kotak Mahindra Bank	 Su-Kam powered by innovation	 IIFL
 ARICENT	 MARUTI SUZUKI	 ONGC	 Reliance Industries Limited	 Divani Hotels & Resorts
 PARLE	 PEPSICO	 Punj Lloyd	 RANBAXY LABORATORIES LIMITED	 Standard Chartered
 KCI Kanoria Chemicals & Industries Limited	 TNT	 VIDEOCON	 vodafone	 YAMAHA
 RELIANCE	 HSBC	 YES BANK	 UNITED	 WRIGLEY
 KEN RESEARCH	 MIDLAND Group	 WNS	 naukri.com	 BRITANNIA
 hffc	 Yusen Logistics	 Hindustan Unilever Limited	 TCI	 JK PAPER LTD.



SHILPA KAPUR SASUDEWAN | CHENNAI

## A PUSH FOR QUALITY

STUDENTS THEMSELVES ARE STAYING CLEAR OF INSTITUTES THAT DO NOT SATISFY HIGH STANDARDS, SAYS SANJIV MARWAH, DIRECTOR OF JK BUSINESS SCHOOL, GURGAON

Sanjiv Marwah, Director of JK Business School, Gurgaon, has led leadership positions in academic and corporate arenas for over two decades. Holding an MBA and a PhD in Customer Relationship Management, he was the Founder-Dean of School of Management and allied departments at MM University, Haryana. Earlier, he was a professor and Head of Marketing at Apeejay School of Management, New Delhi. Previously, Marwah was associated with Lancelotti and Humberstone University, UK, Thames Valley University, UK, Singapore Management University, Kathmandu School of Management and Philadelphia University, USA.

He has authored many research papers and articles published at various national and international conferences. He recently published a book titled Project Management. An active member of various professional bodies engaged in imparting management lessons to budding CEOs, Marwah is also part of the Strategic Management Forum, an IIM consortium supported organisation. Presently, Marwah is the Vice-President of Centre for Education Growth and Research. Excerpts from a telephonic conversation.

**This year, a separate Ministry for Skills Development and Entrepreneurship was introduced. Does JK have contributions to offer in this department?**

JK is a large conglomerate with varied interests including industries, trusts and polytechnics. We definitely do have an interest in skilling manpower, as we need highly skilled people for our own companies as well other than for the market.

**With mushrooming**

of B-Schools in the country that unfortunately doesn't absorb the required amount of candidates. The mushrooming of B-Schools and engineering colleges in the country and the ill-trained candidates they have churned out have definitely made the industry doubt both the candidates' and the schools' credibility. For such a huge number of students that these B-Schools aim to train, the right kind of effort is not being put in. They should focus on curriculum design and delivery. In order to create work-place ready graduates, one needs to prepare professional programmes that are practice-based. This is what corporates seem to find lacking when they hire graduates and they need to do the training all over again. Even though for these precise reasons, the government started IIMs and other eminent institutions, the mere 150-200 graduates each of these premier institutes produce is not enough. This is where conglomerates like Birla and JK come into the picture and prepare industry-ready graduates.

**What are the challenges you see in skilling?**

The mere fact that we have a large population skilling. We have taken small steps, but have a long way to go before skilling becomes a right. There are certain countries which have taken upon themselves the onus of skilling their population. There should be a day in India too when citizens can approach the local government demanding to be

society should work together and devise the right programmes for its citizens. For example, app development is the thing new. Government and other players should come up with programmes pertaining to that.

**What is your opinion on the industry-academia connect?**

Historically, industry and academia have always learnt lessons from each other. When industry gave inputs, academia incorporated it into the curricula. Industry has a lot of useful models such as the Balanced Score Card, which rates a performance of an individual. Now, academia has started showing interest in rating their students in a similar way. A measurement tool, Balanced Score Card is even being incorporated to rate performance of cities. The gap between industry and academia mainly widened because academia was not willing to listen to the needs of the industry and this largely has to be blamed for graduates remaining unemployed. The majority of management and engineering graduates are not employable — only 20 per cent of the graduating population finds jobs, it is said. Industry and academia should lean on each other to bring best practices to the table. A lot of B-Schools have reported less intake than their capacity of seats and this is, in a way, a good thing as it shows that students too do not trust them to provide the best kind of education.

**What do you do in your free time?**

I mostly engage in reading magazines and browsing through news channels and keeping myself abreast of what's

# Indian Horizon

## Girls Excel at the Convocation of JK Business School



Gurgaon, Sep 8 (IHN) JK Business School (JKBS), Gurgaon, organised its 7th Annual Convocation 2015 Dikshant at their campus recently. 93 students received their Post Graduate Diplomas. The graduating students belong to two batches of PGDM: 2012-14 & 2013-15. Of the seven medals for excellence in academics, five were bagged by girls.

Mr. P. Balaji, Director, Vodafone India Ltd. and Dr. P. V. Gupta, Member, Advisory Committee, MDU, Rohtak and Former Director, Thapar University, Patiala were the Chief Guest and the Guest of Honour respectively on the occasion.

The programme commenced by invoking Goddess Saraswati - the Goddess of knowledge and learning. This was followed by visually captivating recount of the events of the two years of the graduating batches.

Dr. Sanjiv Marwah, Director at JKBS presented the report covering the academic and other achievements of JKBS. He spoke about the stress on excellence in all spheres of the activities at JKBS, the achievement of the students and the effort of the high-class faculty and the Staff to make JKBS a widely reputed Business School. He spoke about the ongoing

affiliation of JKBS with California State University, where students learn global management practices during their summer semester, as also of the efforts to expand such affiliations. He outlined the advantages of JKBS being promoted by the reputed business house of the Singhanias - JK Group.

He also said, "Given the high quality of pass-outs from JKBS, leading Corporates flock to JKBS for campus recruitment of its students". He also spoke about the very good response to the three undergraduate courses - BBA, B Com (Hons) and BA Economics (Hons) which have commenced this year."

Delivering the Convocation address, Chief Guest, Mr. P. Balaji, Director Vodafone spoke of his experiences after his graduating from IIM Ahmedabad. He encouraged the students to think out of the box and understand the nuances of business globally. "In the present times young managers have the luxury of choices in terms of types of jobs and entrepreneurship. The need is to dream, explore and experiment. It is also very important to build bonds and create a strong networking with one's colleagues at College and work-place" said Mr. Balaji.

htcity MY CITY

JK Business School

### INDUSTRY'S INSIGHT ON CAMPUS RECRUITMENT

The recently organised HR Conclave by JK Business School offered a different perspective to students about campus recruitment and provided them with a platform to interact with their alumni and business leaders

HR Conclave - Opportunities & Challenges Friday, 18th Nov 2016

JK BUSINESS SCHOOL

HEADS UP | WEEKDAYS @ 6:30 PM

GAME CHANGERS IN HIGHER EDUCATION

ntv

SNEAK PEEK

HEADS UP | WEEKDAYS @ 6:30 PM

GAME CHANGERS IN HIGHER EDUCATION



**ECO-FRIENDLY ENVIRONMENT**

- A** Padampat Block
- B** Govind Block
- C** Lady Anusuiya Singhamia Hostel (Girls)
- D** Shyam Hari Singhamia Hostel (Boys)
- E** Mess
- F** Knowledge Resource Centre (Library)
- G** Tuck Shop
- H** IT Lab (1<sup>st</sup> Floor)
- I** Cafeteria
- J** Nursery



Solar Street Lamps



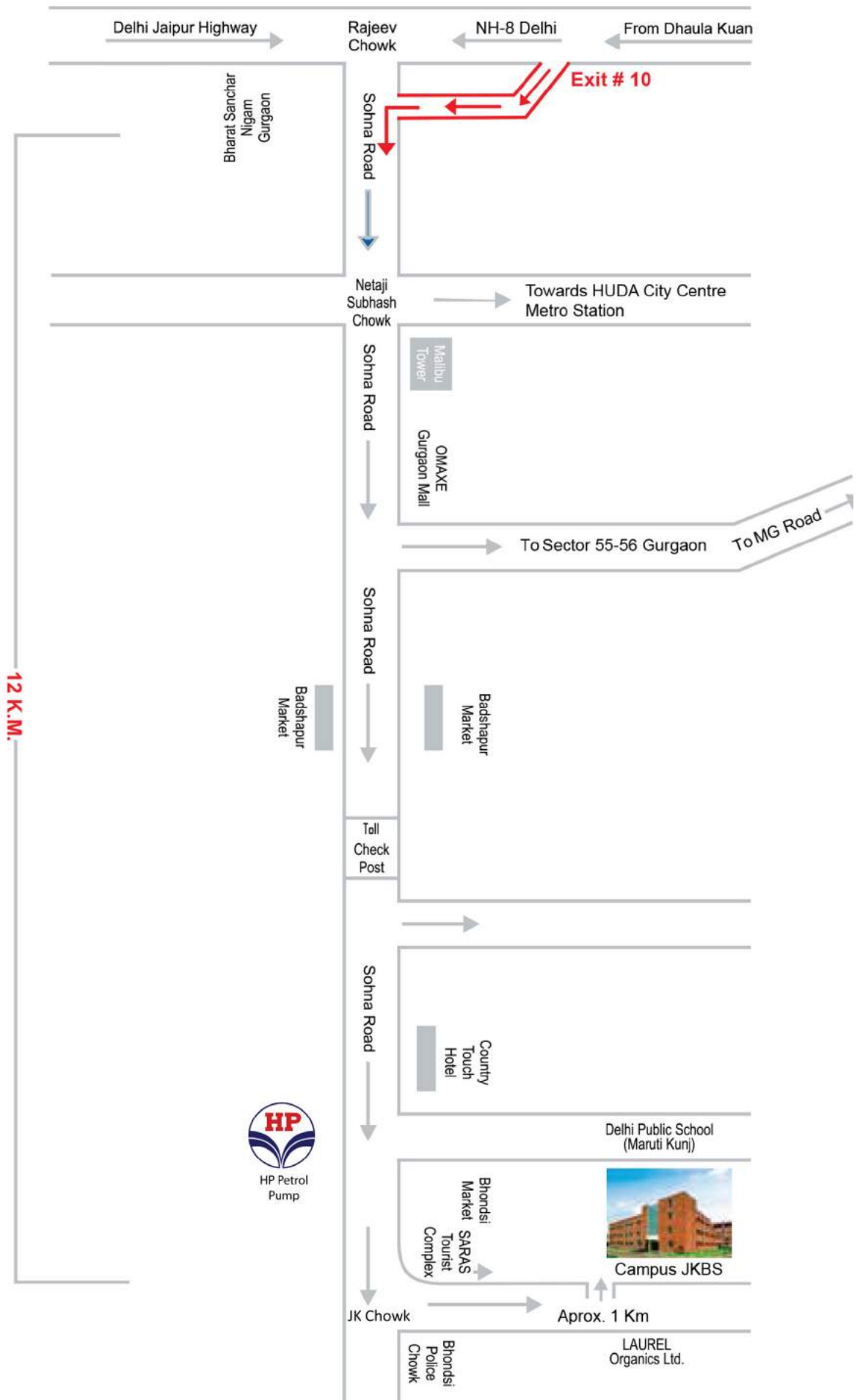
Mosquito & Insect Repellent Plants



Rain Water Harvesting System

*Damdama Lake Road*

# ROUTE MAP TO JKBS





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