In Quest of Excellence

Jagannath International Management School

“Grooming Stars of Tomorrow”
A TRUE VISIONARY

“You see things and you say Why?
But I dream of things that never were and say Why not?”
- George Bernard Shaw

Also a true visionary... who dared to dream!
He lives no more but his dreams live on... and on!

<table>
<thead>
<tr>
<th>Institution</th>
<th>Year</th>
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<tbody>
<tr>
<td>JIMS (Rohini)</td>
<td>1993</td>
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<td>JIMS (Kalkaji)</td>
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<td>JaganNath University (Bahadurgarh)</td>
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And many dreams to come!
Our Vision
We visualize JIMS as an institute of higher academic learning known for its total commitment to excellence in management and professional education, research and consultancy with a holistic concern for quality of life, environment, society & ethics.

Our Mission
To serve society and improve the quality of life by imparting high quality education in management and professional courses, providing training and development services, fostering research, giving consultancy services to industry and disseminating information through publication of books, journals and magazines.

Core Values
- Integrity and Ethics
- Transparency and Accountability
- Innovative Learning and Development
- Entrepreneurship and Diversity
- Social Responsibility and Environment
Chairman’s Message

JIMS was founded in 1997 with a clear vision and purpose. It was envisioned that in the foreseeable future it would evolve into a world class business school recognized for its commitment to high powered quality education and research. JIMS is also committed to developing outstanding professionals and entrepreneurs who exemplify humanistic values, are socially responsible stewards and create and disseminate practitioner-oriented knowledge that will uplift society.

The current global economic slowdown is driving India Inc. to rethink strategy, reassess agendas and revisit several of the long-standing rules of the game. Leadership is being stretched for direction and results; management is being tested for fortitude and having a balanced head-on-shoulders approach to keep the momentum going. As the business world gets more complex B-School recruits will need to be equipped with new skill-sets, innovative ideas and a heightened mental toughness to sail through the current corporate turbulence.

In order to keep pace with the velocity of change and thrive in an uncertain environment JIMS has already shifted gears to a mode of mastering change. It has launched several strategic initiatives both at the macro and micro levels to ensure that student’s overall development is in tune with the present demands and expectations of industry. At JIMS, our strategic focus in future will address areas of curriculum design, mentoring and live projects, advanced statistical software training, international summer internships, soft skills, stress coping and EI learning. These initiatives will focus on developing student competencies in dealing with global complexity, emerging technologies and change, and social and cultural diversity.

I am confident that our “high value adding” initiatives will help create tomorrow’s skilled leaders as value is all about upskilling individuals and contributing to business results.

Dr. Amit Gupta
Director General’s Message

The creation of an educational institution is often an act of faith and in the expression of that faith lies a tremendous philosophy that guides the actions of those who fashion and manage such institutions. The purpose behind inception of JIMS, was to create a high priority national asset fully equipped to develop our young human resources to meet the needs of our wealth-creating business organizations.

At JIMS we truly believe that learning is a life-long adventure that begins with discovery. We are fully cognizant of our responsibility to transform what we know into useful practice. We strive to integrate and share what we know with our students, academic peers, and others. Our passion for learning is sustained by intellectual curiosity and scholarship, and we endeavor to instill this same passion in our students by actively engaging them in their own learning by setting high expectations for academic achievement and by mentoring.

We place special emphasis on the holistic development of our students. Our one-year personality development module is designed to provide rigorous exposure to our budding managers in the areas of inter-personal communication, business etiquette, time and stress management and leadership skills.

Dr. (Cdr) Satish Seth

Director’s Message

Dear Students,

Welcome to JIMS for a unique and exciting period of learning!

JIMS is recognized nationally for its innovative and holistic approaches to higher education in the 21st Century. The mission of JIMS is to prepare students to become critical thinkers, effective communicators and responsible global leaders by providing an academically-challenging and values-based curriculum. We strive for excellence in pedagogy through innovative and collaborative teaching-learning practices. These pedagogies comprise a blend of lectures, case study, projects, and simulations apart from workshops, seminars and conferences.

The Institute provides a truly high-tech learning environment with smart classrooms, automated Library and modern computer labs. The opportunities for the development of students are immense as apart from professional excellence, we focus on honing their overall personality through soft skills training.

Once again best wishes to all of you for a rich, happy and eventful two years of learning at JIMS!

Dr. J. K. Batra
Jagannath International Management School, Kalkaji, was established in 1997 by Jagan Nath Gupta Memorial Education Society. In pursuance of its belief that standard of living can be improved through Quality Education, Jagan Nath Gupta Memorial Educational Society - a non-profit registered organization, has been imparting high quality professional education for over two decades in Delhi-NCR and Jaipur. The Society has already set up a good number of quality educational institutes and is making efforts to establish itself across the country.

JIMS Kalkaji Campus, which conducts PGDM and PGDM (IB) courses (AICTE Approved), is situated in the heart of South Delhi. It is in close proximity to the prominent Nehru Place Business Centre and is well connected by Metro and Public Transport. The institute has NAAC Accreditation and ISO 9001:2015 International Quality Certification. The PGDM program is recognized by Association of Indian Universities (AIU) as equivalent to MBA degree of Indian University.
Governing Body

**Chairperson**

Mr. Anil K. Agarwal  
President  
Cosmos Group  
Former President, ASSOCHAM

**Vice-Chairperson**

Dr. T.N. Kapoor  
Former Vice-Chancellor  
Panjab University

**Members**

Dr. Amit Gupta  
Chairman  
JIMS

Mr. Rajesh Agarwal  
Co-founder & Director  
Micromax Informatics Ltd

Mr. Kamal Singh  
Executive Director  
UN Global Compact Network India

Dr. Ramesh Behl  
Director  
IMI, Bhubaneswar

Mr. C. M. Krishna  
Hony. Advisor  
PHDCCI

Mr. Subhash Bhaskar  
Additional Gen. Mgr. (HR)  
MMTC Ltd.

Prof. G. K. Agarwal  
Professor  
International Management Institute

Prof. A. K. Sen Gupta  
Chair Professor  
Jagannath International Management School

Mr. Kumar Abhinav  
National Product Marketing Manager-India, Barco  
(Alumni)

Dr. Mahesh Gupta  
CMD, Kent RO Systems Ltd  
and Former President, PHDCCI

Mr. Vijay Rai  
Managing Director - APAC & EMEA Markets, Saviour US Inc and  
President – NHRDN, Delhi & NCR Chapter

Dr. G. P. Rao  
Former Sr. Vice President (HR & IR)  
Reliance Industries Ltd

Dr. Simrit Kaur  
Principal, SRCC  
University of Delhi

Mr. Deepak Maheshwari  
Head, Govt. Affairs  
Symantec

Mr. Alok Bhattacharji  
Founder Member  
The Continuum

Dr. Poonam Verma  
Principal, SSCBS  
University of Delhi

Dr. (Cdr.) Satish Seth  
Director-General  
Jagannath International Management School

Prof. D. K. Banwet  
Former Vice-Chancellor  
University of Engg. and Mgmt. Kolkata

Dr. Lalit B. Singhal  
Additional Director General of  
Foreign Trade, Ministry of Commerce and Industry

Dr. R. K. Mittal  
Vice-Chancellor  
Ch. Bansilal University, Bhiwani

Dr. Sanjay Sehgal  
Dean  
Department of Financial Studies, (South Campus) University of Delhi

Mr. R. K. Mehrishi  
Managing Director  
Zenta Healthcare Pvt. Ltd.

Dr. S. K. Chaudhari  
Director  
Infrastructure Professionals Enterprises (P) Ltd.

Mr. Anupam Datta  
Head (International Business)  
VE Commercial Vehicles

Dr. J. K. Batra  
Director  
Jagannath International Management School

Mr. Vijay Singh  
Manager (HR&MS)  
LG Electronics  
(Alumni)
Strategic Partnerships

Foreign Universities

1. NUS, Singapore
2. NTU, Singapore
3. Cologne University of Applied Sciences, Germany
4. NNBS, Holland
5. University of Newfoundland, Canada
6. Austin University, USA
7. University of Westminster, UK
8. MDIS, Singapore
Strategic Partnerships

National Organizations
• PHDCCI
• UNGCN
• NHRDN
• ISTD
• FIEO
• NEN
• FICCI
• NIESBUD
• WASME

Delhi University Colleges
• SBS College of Business Studies
• Jesus and Mary College
• SRCC
• Ramanujan College

Corporate
• Deloitte
• Singer India
• KPMG
• ICICI
• Axis Bank
Our Resources

Computer Labs
The Institute has state-of-the-art computer labs in terms of hardware and networking technologies. High bandwidth internet connectivity of 20 Mbps is available round the clock. The LAN connects Core i5 machines with 18.5" TFT monitors. Students are exposed to operating systems such as WINDOWS 10 professional and Linux SUSE. Apart from application software, the students are also exposed to management software such as ERP, Systat, SPSS, Prowess, Capitaline database etc.

Automated Library
The library is a veritable storehouse of information with 25,000 text and reference books and 150 periodicals and journals (Indian and Foreign). It is completely computerized through 'LIBSYS' software and has a barcoding issue system. The library is equipped with DELNET as well as OPAC facilities. JIMS Library is also a member of the British Council and the American Centre Libraries. The Library is located on two floors and has a seating capacity of 100.

Entrepreneurship Centre
To support the ‘Start-up’ and ‘Stand-Up India’ campaigns and ignite the entrepreneurial instincts of our students, E-Cell has been established in the institute to extend support and aid in developing innovative business ideas. We have inspired, educated, and empowered our budding entrepreneurs as they innovate and create business ventures worldwide. Our mission is to accelerate the entrepreneurial ambitions of our students and alumni to enable them to be business catalysts in the dynamic business world.

Teaching Aids
The institute places considerable emphasis on the variety and quality of teaching aids provided in various laboratories, classrooms and other spaces such as conference room, auditorium etc. Smart boards, LCD, Laptops and OHPs are available in all classrooms. These enabling facilities enrich management learning through films and documentaries.
Our Resources

Wi-Fi Enabled Campus

The Laptop today is a handy equipment for all young scholars as it not only facilitates but also enriches the process of online academic learning. Wi-Fi facility is available throughout the campus. It enables students to sit and interact on-line anywhere in the campus. It also makes internet browsing seamless and convenient. This encourages the students and faculty members to seek information from a host of on-line databases. Students can instantly browse through numerous websites for information.

Setting up of New Labs

In addition to IT lab, JIMS under its innovative umbrella has established Business Analytics, Commerce, Digital Marketing, Personal Growth and Communication Labs. Consistent to our objective of empowering our students to become confident and effective communicators and by offering content-specific support in written, oral, and visual communication the latest communication software developed by Orell Technology is installed which helps to train and improve communication and team skills of the students.

A Commerce laboratory has been newly set-up, wherein students practice their theoretical knowledge gained in the classroom. Mock commerce and business activities are undertaken in this laboratory. By this method of learning and practicing, students will develop knowledge and self-confidence to run a business profitably.

The institute will also be setting up a “Mock Bank” and a “Retail Store” in partnership with HDFC Bank and Reliance Retail.

Other Facilities

Fully air-conditioned auditorium, spacious lecture halls and a conference room equipped with audio-visual aids, outdoor cafeteria, recreation room, GDPI room etc. provide excellent academic and recreational facilities.
Core Faculty

Dr. (Cdr.) Satish Seth  
**Professor & Director-General**  
Ph.D, M.E (Mech), B.E (Mech), MBA

Dr. J. K. Batra  
**Professor & Director**  
Ph.D, M.Com, MBA (HR), ACA, ACMA

Dr. Preeti Singh  
**Professor & HOD-PGDM (IB)**  
Ph.D, M.Com, B.Com

Dr. Neelam Tandon  
**Professor**  
Ph.D, M.Phil

Dr. Mukul Mishra  
**Associate Professor**  
Ph.D, MBA, B.Sc., UGC-NET

Dr. Komal Khattar  
**Associate Professor**  
Ph.D, M.Phil, MBA, B.Com

Ms. Jyoti Kukreja  
**Assistant Professor**  
Ph.D Pursuing, BA (H), UGC-NET

Dr. Saniya Chawla  
**Assistant Professor**  
Ph.D (HR), MBA (HR)

Dr. Anju Shukla  
**Assistant Professor**  
Ph.D, MBA, B.Sc., UGC-NET

Ms. Rachna Kathuria  
**Assistant Professor**  
Ph.D Pursuing, NET-JRF, GS, MBA

Ms. Gopika Kumar  
**Assistant Professor**  
Pursuing Ph.D, M.Com, B.Com, UGC-NET

Dr. Sanjeela Mathur  
**Associate Professor**  
Ph.D Pursuing, MBA, BA

Ms. Jyoti Kukreja  
**Assistant Professor**  
Ph.D Pursuing, BA (H), UGC-NET

Dr. Anja Mathews  
**Assistant Professor**  
Ph.D, MBA, PGDBM, B.Com

Ms. Pallavi Mathur  
**Associate Professor**  
Ph.D Pursuing, MBA, BA

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Dr. Preeti Singh  
**Professor & HOD-PGDM (IB)**  
Ph.D, M.Com, B.Com
Visiting Faculty

Academicians

<table>
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<tr>
<th>S No.</th>
<th>Name of Faculty</th>
<th>Qualification</th>
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<tr>
<td>1.</td>
<td>Dr. M.P. Singh</td>
<td>B.Sc, M.Sc, LLB, MBA, CAIIB, Ph.D</td>
<td>International Business</td>
<td>35 Years</td>
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<td>2.</td>
<td>Dr. R P Rustagi</td>
<td>M.Com, M.Phil, Ph.D</td>
<td>Finance Management</td>
<td>30 Years</td>
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<td>3.</td>
<td>Ms. Anubha Walia</td>
<td>B.Com, M.Com, MBA</td>
<td>Financial Technology</td>
<td>15 Years</td>
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<td>4.</td>
<td>Mr. Sujoy Choudhary</td>
<td>M. Com, Ph.D</td>
<td>HRM</td>
<td>17 Years</td>
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<td>5.</td>
<td>Mr. Pradeep Narula</td>
<td>Group President</td>
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<td>6.</td>
<td>Ms. Bhavna Kapur</td>
<td>Director - Plus One Degree</td>
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<td>7.</td>
<td>Mr. Ankur Wahal</td>
<td>BA, B.Com, LLB, MBA</td>
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<td>8.</td>
<td>Mr. Manmohan Bhutani</td>
<td>Head HR &amp; VP Business Operations, India</td>
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<td>9.</td>
<td>Mr. Pankaj Dubey</td>
<td>Managing Director &amp; Country Head</td>
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<td>Mr. Kamal Singh</td>
<td>Executive Director</td>
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<td>11.</td>
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<td>Sr. Customer Relationship Manager - Asia</td>
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Corporate Managers

Mr. Pradeep Narula
Group President
Wave Inc.

Ms. Bhavna Kapur
Director - Plus One Degree
HCL Technologies Ltd.

Mr. Sujoy Choudhary
Sr. Customer Relationship Manager - Asia
(Microsoft Ltd.)

Mr. Manmohan Bhutani
Head HR & VP Business Operations, India
American Cyber Systems

Mr. Subhash Bhaskar
Additional Gen. Mgr. (HR)
MMTC Ltd.

Mr. Pankaj Dubey
Managing Director & Country Head
Polaris India Private Limited

Mr. Kamal Singh
Executive Director
UN Global Compact Network India

Ms. Anju Uppal
General Manager (HR)
AIMIL

Mr. Rajeev Gupta
Business Head – PCS
Reliance Retail Ltd

Mr. Vijay Rai
MD (Asia Pacific & EMEA Mkts)
Saviour, US INC
President – NHRDN, Delhi & NCR Chapter

Ms. Kulkjeet Kaur
Manager
IOCL

Mr. Deepak Mehra
Head-Training & Development
Videocon
Effective Management requires wisdom based on contextual analysis and insights more than intelligence alone. At JIMS, the pedagogy comprises of a balanced mix of case studies, presentations, panel discussions, role plays, simulation exercises and games etc. In essence, it emphasizes application of concepts in decision-making rather than mere conceptual understanding. Students also undergo:

- Regular 360° evaluation system
- Field / Live projects
- Active participation in national & international level seminars and competitions.

Field Based Learning and Live Research Projects

Field studies and individual research projects are an important and integral part of the curriculum. These are designed to help students deepen their knowledge in a particular area of interest. Field based learning is typically conducted by teams of three or more students who work in close association with the sponsoring organization and an internal faculty who acts as a guide and mentor. Projects may involve a product launch, new business development or research aimed at solving a real life situation/problem. Sponsoring organizations may include small entrepreneurial ventures to large corporations in the manufacturing and services sector.
Industrial Visits

Coca-Cola
An industrial visit to ‘Coca Cola (Moons Beverages)’, Sahibabad was organized for PGDM students on March 12, 2018. The beverages produced by the company include Coca-cola, Maaza, Sprite, and Fanta. A new variant Rimjhim is also produced at the plant. The plant is fully automated and produces 2200 cans a minute. After plant visit, an interaction session was conducted, where the questions and doubts of students were addressed by Mr. Kamal Rajput and Mr. Gopesh Mittal. They briefed the students on the production processes in the plant such as formation of bottles into different shapes and sizes, washing of bottles, filling, capping, labeling and packaging.

Safexpress
An industrial visit to the most renowned network and channel partner in the domain of logistics and supply chain: Safexpress, Binola was organized for PGDM students on Saturday February 24, 2018. The team was accompanied by Ms. Jyoti Kukreja, Faculty, JIMS Kalkaji and welcomed by Mr. Mohinder Gothwal, Senior Manager-Admin and Mr. Sanjeevan Prasad Bhatt, Head-Operations. He explained in detail the processes of arrival of the transit, unloading and loading of the consignment along with documentation details.

Parle
An industrial visit was organized for PGDM students to Parle-G, Bahadurgarh on August 2, 2017. The students were welcomed by Ms. Shivani, Administrator-In charge. The students were taken around the sprawling factory and explained the finer nuances of the processes and procedures of the production of various brands such as Full-toss, Mango bite, Krackjack, Monaco, Hide & Seek, etc. The students were shown a presentation that charted the progress of Parle-G since its inception to its current leading position it has in the market.

Companies Visited
- Hero Motors
- Havelis Ltd.
- Maruti Suzuki
- Yamaha
- Whirlpool
- Escorts
- NSE
- Moser Baer Ltd.
- Mother Dairy
- Halonix
- Roto Pumps Ltd.
- Yakult
- Bisleri
- Relaxo
- Amul
XIIIth International Conference

JIMS, in partnership with the PHDCCI, KAS, Germany and BW Accelerate organized an International Conference on “Leveraging Big Data Analytics for Global Excellence” on February 10, 2018. The Chief Guest on the occasion was Mr. Peter Max Rimmele, Resident Representative to India, KAS, Germany with Guests of Honor: Mr. Sunil Sharma, Jt. Secretary, Ministry of Health & Family Welfare Govt. of India and Dr. Simrit Kaur, Principal, SRCC, Delhi University. Mr. Anil Khaitan, President, PHDCCI delivered the inaugural address.

The Technical Session-I was chaired by Dr. Vishnu Kirpalani, Distinguished Prof. Emeritus, Concordia University, Canada and the other distinguished panel members were Dr. Jose Lam, Memorial University of Newfoundland, Canada, Dr. Istvan Molnar, Corvinus University, Budapest, Hungary, Mr. Jaap Verdonck, Professor, NNBS, Holland, Dr. Greg Wood, Memorial University of Newfoundland, Canada, Mr. Naveen Tandon, Director - IEA, India, AT & T Commn. Services India Pvt. Ltd. Mr. Santosh Kumar Jha, Chief General Manager, Container Corporation of India Ltd and Mr. Manmohan Bhutani, VP (HR) & Business Operations, American Cyber Systems. Technical Session II was chaired by Mr. Ron Mcluckie, Chairman & CEO, WIAL India Pvt. Ltd and the panelists were Mr. Ignace Hindrick, Senior Consultant, India Consult, Mr. Roderick Harding, Director, Media Communications, Garnet & Gold, USA, Dr. Hidekazu Sone, Shizuoka University of Art & Culture Hamamatsu, Japan and Mr. Kyosuke Yamanaka, Director, Yamanaka Trading Company, Japan and Dr. Animesh Saxena, CEO Neetee Apparel LLP.

The last technical session was the ‘Research Paper Presentation’ competition. ‘The Best Research Paper Award’ was won by Mr. A. K. Singh, Department of Commerce, Associate Professor, Delhi School of Economics. The second prize was awarded to CA, Abha Mathur followed by Ms. Guneesha Kohli, Entrepreneur. They won INR 10000, 5000 and 3000 respectively.
National Seminar on “CSR and Sustainability”
A National HR Seminar on the contemporary theme: ‘Corporate Governance, Social Responsibility and Sustainability’ was organized by JIMS, Kalkaji in collaboration with ISTD on September 16, 2017. Mr. Kamal Singh, Executive Director, UN Global Compact Network India, was the Guest of Honor at the inaugural Session. The technical sessions were enlightened by Dr. Bhaskar Chatterjee, Chief Guest, Chair, FICCI, Committee, Mr. Dipankar Ghosh, Partner of Thinkthrough Consulting Private Limited (TCC), Mr. Santanu Roy, Executive Director, -TQ & SD, GAIL and Mr. Dinesh Aggrawal, Former Head, Sustainable Development, NTPC.

National Finance Seminar
A National Finance Seminar on “Technological Disruptive Innovations: A New Financial Landscape in India” was organized on March 24, 2018. Cryptocurrency, increasing use of blockchain, incorporation of chatbots, use of humanoids by banks and the growth of crowd funding were the topics discussed. Mr. Sujoy Choudhury, Senior Customer Relationship Manager-Asia, Microsoft Limited presided as the Guest of Honor. Mr. Lohit Vatsa, Chartered Accountant and Executive Director, Vatsa and Co., Mr. Eish Taneja, Chartered Accountant and Managing Partner of Eish Taneja & Associates and Mr. Manpreet Wasan, Chief Manager, ICICI Bank also spoke on the occasion.

National Marketing Seminar
A Marketing seminar on “Relationship Marketing: Opportunities and Challenges” was organized on February 3, 2018. The Chief Guest at the seminar was Mr. Anurag Sharma, General Manager-Clarks India and Guest of Honour, Ms. Bhavna Kapur, Director, Marketing Communication, HCL. Other eminent dignitaries included Mr. Rajeshkhar Malaviya, CEO, Promodome Communicaions and Mr. Rajeev Gupta, Head-PCS, Reliance Retail. Several significant concepts such as design thinking and customer pyramid were discussed. The seminar was a knowledge enriching session that gave many new insights.
FDPs / MDPs

MDP on “Bankruptcy and Insolvency Code”

MDP on “Bankruptcy and Insolvency Code” was conducted by JIMS in PHD House, New Delhi on December 8, 2017. Eminent Speakers included Dr. T K Vishwanathan, Chairperson, Bankruptcy Laws Reforms, Mr. Ankur Wahal, Strategy and Financial Consultant and Mr. Virendra Ganda, President, NCLT Bar Association. The Speakers discussed the key topics such as bankers perspective and insights on corporate insolvency, liquidation process and services and quality check.

Post Budget Panel Discussion 2018

A Panel Discussion on Union Budget 2018-19 was organized on February 7, 2018. The panel consisted of Dr. S. P. Sharma, Chief Economist, PHD Chamber of Commerce and Industry, Mr. Sunil Kapoor, Financial Consultant and Taxation Adviser of repute and Mr. Praveen Kataria, practicing Chartered Accountant, Prof. Dr. (Cdr) Satish Seth, Director General JIMS Kalkaji and Prof. Dr. J K Batra, Director JIMS Kalkaji. The panel discussion was followed by a Q&A round which created awareness and gave students an insight on income tax matters and factors affecting economic growth of the country. This was an enriching experience for the students.

FDP on “Research Methods and Data Analytics”

A FDP on ‘Research Methods and Data Analytics’ was organized in the campus from May 14-26, 2018. R programming, Advanced Excel, Cloud Computing, Text Mining, Sentiment analysis, Social Media Analytics, Data Mining and Data Visualization were the key highlights. Operational level module included linear and nonlinear modelling, classical statistical tests, time-series analysis and graphical techniques. The application statistical tools through parametric and non parametric test, descriptive, predictive and prescriptive analytics proved highly useful to all participants. Mr. Kaushik Sen, Senior Manager, IOC alongwith eminent faculty members namely Dr. Neelam Tandon, Professor, JIMS Kalkaji along with Dr. Swapna Sen, Ms. Palak Gupta and Ms. Barkha Narang addressed the faculty members.
Workshop on “Excel”
A Workshop on MS-Excel was conducted for PGDM & PGDM (IB) batch 2017-2019 in the campus auditorium on April 5, 2018. Mr. Sumeet Raisinghani, VP, M cube Financial Services and Mr. Sumit Mamtani, Head- Training and Operations guided students on the various features of MS Excel from corporate point of view. The mentors enthusiastically shared a glimpse of the various applications of this software followed by a set of questions which tested students on their technical skills. It was an excellent workshop, which was appreciated by all the students.

Workshop on “Digital Marketing”
A Workshop on ‘Digital Marketing’ was jointly organized by JIMS-PHDCCI on May 25, 2018. The workshop was conducted at the PHD chamber and was attended by 25 participants from various organizations including SMEs. Mr. C. M. Krishna, Hony. Advisor, PHDCCI and Dr. (Cdr) Satish Seth, Director-General, JIMS conducted the workshop. Many significant aspects and tools such as pop-up marketing, blog marketing, viral marketing and search engine optimization were unfurled. It was a rich learning experience for all the workshop participants.

Workshop on “Placement interviews”
A workshop on the topic: ‘Placement Interviews” was organized for PGDM and PGDM (IB) students batch (2016-2018) by JIMS Kalkaji on Saturday, December 2, 2017 by Mr. Rupak Agarwal, Founder and CEO, Eveueme. He discussed the 5 Mantras about what interviewers look for such as collaboration v/s competitive mindset, asking intelligent questions v/s simply directing, presentation skills to energize people around oneself, people skills v/s technical skills and lastly the art of detailing. Also, there was a simulated live interview for students.
Distinguished Guests

- Mr. Venkaiah Naidu
- Mr. Arun Jaitley
- Sri Sri Ravi Shankar
- Mr. Salman Khurshid
- Mr. Soli Sorabjee
- Mrs. Sheila Dixit
- Mr. Naveen Jindal
- Mr. Alok Prakash Mittal
- Mr. Alok Kumar Verma
- Ms. Rajni Abbi
<table>
<thead>
<tr>
<th>Company</th>
<th>Guest Speaker</th>
<th>Topic</th>
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<tbody>
<tr>
<td>LG Electronics</td>
<td>Mr. Vijay R. Singh</td>
<td>“Understanding the Organization Context in the Current Scenario”</td>
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<td>AGM - HR</td>
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<tr>
<td>Yes Bank Ltd.</td>
<td>Mr. Deepak Goyal</td>
<td>“Careers in Banking and Finance”</td>
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<td></td>
<td>Executive Vice President</td>
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<tr>
<td>UN Global Compact Network India</td>
<td>Mr. Kamal Singh</td>
<td>“Current Trends in Globalization”</td>
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<td></td>
<td>Executive Director</td>
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<tr>
<td>Association of Certified Forensics</td>
<td>Mr. Rahul Magan</td>
<td>“Risk in Digital Financial Transactions and its Mitigation”</td>
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<tr>
<td>Accounting Professionals (ACFAP)</td>
<td>Chief Executive Officer, Treasury Consulting LLP, Country Director</td>
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<tr>
<td>Kwality</td>
<td>Mr. Rajneesh Tomar</td>
<td>“Factors that lead to Success in Corporate”</td>
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<td>Sr. Manager -HR</td>
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<tr>
<td>Genpact India</td>
<td>Ms. Divya Kukreja Batra</td>
<td>“Interview Skills”</td>
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<td>Asst. Manager</td>
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<td>Bank of Tokyo Mitsubishi UFJ</td>
<td>Mr. Apurv Dixit</td>
<td>“Risk Management in Corporate Treasury”</td>
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<td>Manager - Finance</td>
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<td>Wave Inc</td>
<td>Mr. Pradeep Narula</td>
<td>“Cross-Cultural Skills”</td>
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<td></td>
<td>Group President</td>
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<td>Centre for Research on Cyber</td>
<td>Mr. Anuj Aggarwal</td>
<td>“Cyber Crime and Cyber Law”</td>
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<tr>
<td>Crime and Cyber Law</td>
<td>Chairman</td>
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<td>BIS Research</td>
<td>Mr. Faisal Ahmed</td>
<td>“Success Story of BIS Research”</td>
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<td>Founder</td>
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<td>HCL Technologies</td>
<td>Mr. Apurva Chamaria</td>
<td>“Big Data Analytics for Effective Decision-Making”</td>
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<td></td>
<td>VP &amp; Head - Corporate Marketing</td>
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<tr>
<td>Langham Capital India Pvt. Ltd.</td>
<td>Mr. Aditya Mittal</td>
<td>“Sources of Finance for a Start up Venture”</td>
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<td>Associate Vice President</td>
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<td>ICICI Securities Ltd.</td>
<td>Ms. Malini Prasad</td>
<td>“Investment and financial skills”</td>
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<td>Zonal Marketing Head : North &amp; East</td>
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<td>American Cyber Systems</td>
<td>Mr. Mannohan Bhutani</td>
<td>“Effective Team Development”</td>
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<td>Head HR &amp; VP Business Operations, India</td>
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<tr>
<td>Stanmax</td>
<td>Mr. Drhuv Garg</td>
<td>“Entrepreneurship for Young Indian”</td>
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<td>Director - Operations</td>
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<tr>
<td>University of Westminster</td>
<td>Senior Lecturer</td>
<td>“Managing and Leading Diverse Team”</td>
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<td>Leadership and Development</td>
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<td>AIMIL</td>
<td>Ms. Anju Uppal</td>
<td>“Stress Management”</td>
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<td>General Manager (HR)</td>
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<td>Reliance Retail Ltd.</td>
<td>Mr. Rajeev Gupta</td>
<td>“Retailing in India: Scope and Opportunities”</td>
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<td>Business Head - PCS</td>
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<td>GE</td>
<td>Ms. Abhilasha Dhaka</td>
<td>“People Analytics for Achieving Team Excellence”</td>
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<td>Head - Human Resources</td>
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<td>ITC</td>
<td>Mr. Rahul Sinha</td>
<td>“Global Employability Skills”</td>
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<td>Manager - HR</td>
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<td>IDFC</td>
<td>Ms. Sonam</td>
<td>“Investment Banking”</td>
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<td>Territory Head</td>
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<td>Disney Shoes</td>
<td>Mr. B.D. Nathani</td>
<td>“Luxury Retail Marketing: Celebrity Management”</td>
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<td></td>
<td>CEO</td>
<td></td>
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<tr>
<td>Sheffield Business School</td>
<td>Dr. Kaushik Pandya</td>
<td>“Lean Implementation and its Benefits”</td>
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<td></td>
<td>Head - Business Systems</td>
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</tbody>
</table>
International Speakers

- Prof. Jaap Verdonck-Huffnagel, Professor, NNBS, Netherlands
- Prof. Laurens van Leeuwen, Professor, NNBS, Netherlands
- Dr. Ahmad Mlouk, Professor, Staffordshire University, UK
- Mr. Ron Mc Luckie, Chairman & CEO, WIAL, USA
- Ms. Victoria Woodward, Regional Manager (South Asia), Westminster University, UK
- Dr. Mojisola Olugbode, Professor, Plymouth University, UK
- Prof. V.H. Kirpalani, John Molson School of Business, Concordia University, USA
- Mr. Ignace Hindrick, Senior Consultant, India Consult, India and Belgium
- Prof. Jose Lam, Grenfell Campus, University of Newfoundland, Canada
- Dr. Jane Chang, Professor, Westminster University, UK
- Dr. Hugh Colaco, Professor, Aston University, UK
- Dr. Cornelia Scott, Professor (Economics), Anhalt University of Applied Sciences, Germany
- Prof. Maggie Anderson, Professor, Northampton University, UK
- Dr. Andreas Donner, Vice Dean, Anhalt University of Applied Sciences, Germany
- Dr. Greg Haddock, Vice Provost & Dean, Northwest Missouri State University, USA
- Dr. Wolfgang Veit, Professor, Cologne University of Applied Sciences, Germany
- Dr. John Pike, Admissions-International Affairs, Westminster University, UK
- Mr. Roderick Harding, Director, Garnet & Gold, USA
- Dr. Tapas Mishra, Professor, University of Southampton, UK
Co-Curricular Activities

Annual Convocation
Convocation of PGDM and PGDM International Business (2015-2017) batch was held on September 23, 2017 in the auditorium of JIMS Kalkaji. The Chief Guest on the occasion was Mr. Alok Prakash Mittal, Member Secretary, AICTE. Dr. (Cdr.) Satish Seth, Director-General, JIMS Kalkaji presented the annual report with the key highlights on Foreign Collaborations, Industry tie ups and students’ placements. Thereafter, Dr. Amit Gupta, Chairman, JIMS Kalkaji, presented diplomas to the students while the Chief Guest awarded prizes and medals to the students who topped their batches.

Orientation Day
A two-day orientation programme for the new PGDM and PGDM (IB) batches was conducted on July 2-3, 2018. On the inaugural day, Chief Guest, Mr. Rajeev Gupta, Business Head-PCS, Reliance Retail presided over the orientation ceremony. Dr. (Cdr.) Satish Seth, Director-General, JIMS welcomed the students and apprised them of the various facets of JIMS academic and cultural fabric. Chairman JIMS, Dr. Amit Gupta advised the new entrants to thrive and succeed academically and personally and keep the spark of life shining at all times. Director, Dr. J. K. Batra gave the vote of thanks.

Markathon 2018
The Annual Marketing festival, Markathon, 2018 was held on February 2, 2018. The festival attracted students from several Delhi NCR colleges such as Hindu, Hansraj, ANDC, and Amity College. All the students participated with full vigor and excitement in events such as ‘Kabadi Bazar’, ‘Ad Mad Show’ ‘Business Plan’, Management Games, Case Study, Ad Guru etc. Dr. J. K. Batra conferred all winners with cash prizes and certificates.

Annual Sports Day 2018
Keeping in mind the role of sports in maintaining health, JIMS Annual Sports Meet was organized on March 29, 2018 at Siri Fort Sports Complex, New Delhi. Various sports such as Table Tennis, Badminton, Basketball, Football and Cricket were conducted. Trophies and Medals were presented to the winners by Dr. (Cdr) Satish Seth, Director-General, JIMS Kalkaji and Dr. J.K. Batra, Director, JIMS Kalkaji. All the students of JIMS campuses cheered the students with great zeal, spirit and enthusiasm.
Entrepreneurial Initiatives

E-Week
JIMS Kalkaji witnessed an eventful E-Week program from November 7-11, 2017. Mr. Rohit Churamani, Managing Director, i3 Research Consultants presided as the Chief Guest at the opening ceremony. All aspects of entrepreneurship and management were touched upon through several events, competitions and activities. Over 250 participants from more than 35 eminent colleges of Delhi and NCR participated in contests such as Business Quiz, Treasure hunt, T-shirt painting, Campus Company, Chalchitra, IPL Auction and above all Business Plan competition. Participants presented elaborate, innovative and thought provoking business plans that impressed the audience.

E-Seminar
A National Seminar on ‘India’s Changing Economic Landscape: Trends and Opportunities in Entrepreneurship’ was conducted on August 12, 2017. Dr. (Cdr.) Satish Seth, Director General, JIMS Kalkaji gave the welcome address. Dr. Rishi Raj Singh, Director (Training) NIESBUD and Mr. T S Ahluwalia, Member, FIEO Managing Committee presided as the Guests of Honour, highlighted the Government Policies and Initiatives to foster Entrepreneurship among youth. Dr. Sunita Kaistha, Co-Founder and President Women Work Health Initiatives (WWHI) and Dr. Animesh Saxena. Managing Director, Neetee Clothing Pvt Ltd. were the Guest Speakers.

NEN - Workshop - Orientation Programme
A workshop-cum-orientation programme was organized by the Entrepreneurship-Cell of JIMS Kalkaji on April 4, 2018. The workshop was conducted by Ms. Shruti Sinha, Regional Manager, North India, Wadhwani Foundation who is a reputed ‘Entrepreneur-Educator-Mentor-Investor’. She discussed the new facets of entrepreneurship such as corporate intrapreneur, women entrepreneur and social entrepreneur as well as the significant roles played by SIDBI, NEN and NIESBUD. The session unleashed entrepreneurial instincts of the budding entrepreneurs and aroused the interest and scope in this untold domain.
Top Rankers Excellence Award

Dr. Amit Gupta, Chairman, JIMS has been bestowed with the prestigious Top Rankers Award of “Academia Leadership in Entrepreneurial Excellence” at the “National Management Summit” held at Hotel Imperial, Janpath, New Delhi. The award was presented to him by Dr. Pritam Singh, Ex Director IIM, Lucknow and is currently DG, IMI. A large number of dignitaries from industry and academia graced the occasion.

National CSR Award

Dr. Amit Gupta, Chairman, JIMS has been conferred with the Prestigious National Award of ‘Building Schools by Freedom through Education’ by The Round Table of India. His important CSR endeavour includes a generous donation of Rs. 15 lakhs towards construction of new academic blocks of three new schools in Delhi, Rajasthan and Punjab which will help nearly 2100 students in getting primary education under RTE.

Best Placements Award

JIMS Kalkaji takes pride in being awarded ‘Best Management College’ of the year award for “Career Orientation” by ‘Higher Education Review’ magazine. The institute which has placed students in top MNCs, Public Sector organizations, NGOs etc., the world over, has been acknowledged for the positive impact it had created on society at large and the education fraternity in particular.

MDIS Singapore Award

JIMS PGDM students Charu Pathak, Ujjala Nijhawan and Swati Singh won the first prize in the international “Online Video Competition” organized by Management Development institute of Singapore (MDIS). Our students competed with those from top universities of the South-East Asia and emerged victorious. The second and third prizes were won by students from Zhejiang Technical institute of E-Com, China. A team from MDIS, Singapore visited JIMS to award the coveted prize of USD 500 to our students.
Life at JIMS

The institute organizes a variety of cultural events throughout the year. These events include the Zest and Dandiya, Kshitij, Freshers’ Party, Pop Star Nite etc. Celebrities from the world of music and film stars are invited to participate in the events which are marked by great fanfare, glitter, pomp and show. Various noted celebrities have visited the campus such as Badshah, Kareena Kapoor Khan, Imran Khan, Neha Kakkar just to name a few.
King of Bhangra - Daler Mehendi

Rising Pop Star - Mankirat Aulakh

Pop Queen - Shibani Kashyap

JIMS Alumni - Shivani Singh - “Mrs. Asia Pacific - Gladrags”

Mrs. Asia Pacific Exquisite International 2016 -
India Exquisite Goodwill Ambassador 2017,
Ms. Congeniality & Proud Tara Girl,
Community Service Award Winner, USA
WQIFA 2017 awar award Winner
Cover Girl for Lifestyle Magazine
(Women Power 2017 Edition)
Our Recruiters

- Aditya Birla Group
- Airtel
- Amazon.com
- American Express
- Asian Paints
- Assoscham
- Audi
- Axis Bank
- Bajaj Allianz
- Bajaj Capital
- Bata India Ltd.
- Berger Paints
- Birla Telecom
- BIS Research
- Café Coffee Day
- Capital IQ
- CBRE
- CFL
- Citibank
- Delmonte
- Deloitte
- Deutsche
- Ernst and Young
- Exide
- Fedex
- Glenmark
- Godrej & Boyce
- Godrej CPC
- Grasim
- HCL Technologies
- HDFC Life
- Heinz India
- HFFC
- Hindustan Unilever
- Kent RO
- ICICI Bank
- ICICI Prudential
- ICICI Securities
- IMRB
- India Bulls Home Finance
- IndusInd Bank
- Internet Moguls
- ITC Ltd.
- Jai Bharat Maruti
- J.K. Tyres
- Jubilant Foods
- Khimji Ramdas
- Kotak Mahindra
- L.G. Electronics
- Lewis Berger
- Luminous
- Makemytrip
- Madura Fashion
- Maruti Ltd.
- Matrix
- Max New York Life
- Moody’s
- MRF Tyres
- MTR
- Nestaway
- Naukri.com
- Nestle
- Orient Craft
- Oyo Rooms
- Pantaloons
- Philips
- Protiviti Consulting
- Reckitt Benckiser
- Reliance Life Insurance
- Raymonds
- Reliance Money
- Safe Express
- Shiksha.com
- Shine.com
- Standard Chartered Bank
- Tata Capital
- Tata Motors
- TOI
- Titan
- Usha Shriram
- Videocon
- VIP Industries
- Whirlpool
- Yes Bank
- 99acres.com
Top Placements

PGDM & PGDM (IB)
Highest Salary: Rs. 15.25 Lakhs; Average Salary: Rs. 5.50 Lakhs

Sanat Thakur
Sales Manager
Khimji Ramdas

Vishal Misri
Team Manager
Amazon.com

Shivi Mehrotra
Associate Consultant
CBRE

Rashmi
Tax Consultant
Deloitte

Preeti Prahladan
Management Executive
Nestle

Faneesh Sharma
Sales Executive
ITC

Abhishek
Associate Analyst
E & Y

Sijo Francais
Sales Officer
Asian Paints

Robin Khari
Sales Executive
JK Tyres

Divya Sharma
Executive-Finance
Airtel

Shivika Sharma
Senior Corporate Relations
Naukri.com

Ravneet
Management Executive
Amul

Nishant Chauhan
Sales Executive
Café Coffee Day

Disha Jain
Management Executive
HDFC-AMC

Shivneet Kaur
Sales Manager
Aditya Birla

Zohad Uddin
Territory Sales Supervisor
MRF Tyres

Utkarsh Sharma
Deputy Manager
ICICI Bank

Kanika Arora
Management Executive
Aptech

Vishnu Nair
Deputy Manager
Tata Motors Finance

Prashant Rana
Management Executive
Audi
Social Initiatives

Chairman, JIMS, Plantation of Saplings at DDA Park, Kalkaji

Chairman JIMS with students awarded Merit Scholarships

Students visit Institute for The Blind

Vocational Training Programme in ‘Cutting and Tailoring’ at the Dakshinpuri Center of DCCW

Students organised “Clean India Drive”

Students with Dr. Harshvardhan, Minister of Science & Tech. on World’s Wetlands Day

Rotoract Club enact - ‘Nukkad Natak’ on “Women Empowerment”

Faculty participates in Blood Donation Camp
Alumni Dinner Meet

JIMS Alumni Dinner Meet was held on December 16, 2017 at the PSOI, Chanakyapuri, New Delhi. A large number of alumni participated in the event. The ensuing interaction between the faculty, the alumni and current student batches was marked by lively cheer and warmth. Mr. Alok Bansal of PGDM (2011-13) and Mr. Tushar of PGDM (2012-14) were awarded as the “Distinguished Alumni 2017. The Alumni Meet ended with a rocking DJ and sumptuous dinner.

Annual Alumni Sports Day

An Alumni Interaction builds affinity in the minds of the former students and encourages them to contribute for all round progress of their Alma matter. The JIMS Alumni Sports Day was organized on March 10, 2018 at Netaji Subhash Sports Complex, Jasola, New Delhi. Alumni Teams enthusiastically participated in sports like Cricket, Table Tennis, Badminton and Football. The alumni were happy and cheerful and competed in the sports with lot of enthusiasm. The day concluded with prize distribution by the Secretary, NSSC who complimented the alumni on their sportsmanship and camaraderie.

Nikhil Mehta

“JIMS has acquired a strong identity and has evolved into a prestigious Business School with its own distinct culture and tradition. It provides an arena for intellectual and cultural expressions and prepares the students to face the challenging corporate world.”

CBRE

Sonal Dang

“Success is a journey, not the destination. This sums up my learning during my stay at JIMS where I picked up great insights and knowledge through the invaluable guidance and teachings of my faculty, friends and peers.”

Deloitte

Gautami Jhingaran

“JIMS with its strong faculty and excellent infrastructure has provided me with numerous opportunities to gain knowledge and practical exposure and also nurtured my career by showing me the enlightened path to success. Proud to be a JIMSite.”

Naukri.com

Mayank Chaudhary

“In JIMS there is lot of focus on Industry interaction and that really helped me and my peers as well. JIMS is synonymous with Leadership. JIMS helped build and embed this quality in me.”

Audi
JIMS News
The Institute publishes a students’ magazine ‘JIMS NEWS’. The main objective is to develop the writing skills and creativity of students who contribute articles, poems etc. to the magazine. ‘JIMS NEWS’ covers important events of the institute, such as seminars, workshops, guest lectures, industrial visits, cultural activities etc. The publication also covers information on current topics in the area of management, information technology, economics etc.

JIMS 8M Journal
JIMS 8M is a quarterly management journal. Eminent academicians, consultants and management practitioners contribute to the Journal by writing research based papers covering the various aspects of management i.e. Men, Machines, Money, Markets, Methods, Modernization, and Maintenance & Materials. A fully refereed journal, 8M, explores the latest research and innovative thinking in management. The journal has an international focus and offers a variety of perspectives from around the world to help students gain greater insight into current management theory and practice.

Books Published
Based on the prize winning papers received in the Research Paper Contests, the Institute has published various books such as: “New Dimensions in Global Business: Perspectives”, “Creating Corporate Advantage”, “Managing in the Era of Change: Challenges & Perspectives” and “Managing Global Competitiveness: What Indian Companies Must Do”.

JIMS Publications
### Mandatory Disclosure

<table>
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<tr>
<th>S. No.</th>
<th>Category</th>
<th>PGDM / PGDM (IB)</th>
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<tbody>
<tr>
<td>1</td>
<td>Name of the Institute</td>
<td>Jagannath International Management School</td>
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</table>
| 2      | Address including Telephone, Fax and Email          | Jagannath International Management School  
          | MOR, Pocket-105, Kalkaji, New Delhi - 110019  
          | Ph : 40619200 (100 lines)  
          | Fax : 26220998  
          | Email : jnims@vsnl.com                               |
| 3      | Name and Address of the Director                    | Dr. J.K. Batra  
          | House No.1219, Sector-8, Faridabad - 121005                              |
| 4      | Name of Programme (Full Time) Approved by AICTE     | PGDM and PGDM (IB)                                                             |
| 5      | Number of seats                                     | PGDM: 120  
          | PGDM (IB): 60                                                           |
| 6      | Duration                                            | 2 Years                                                                        |
| 7      | Calendar                                            | July - June                                                                   |
| 8      | Minimum Eligibility for Admission                   | Graduation : 50% marks in any discipline (Students appearing in final year examination are also eligible)  
          | Valid CAT/MAT/XAT/CMAT Score                                         |
|        |                                                      | MAT Composite Score : 500  
          | CAT Percentile : 70                                                      |
| 9      | Fees Structure                                      | PGDM / PGDM (IB) : Application form: ₹ 1000/- and with DD ₹ 1050/-  
          | PGDM : ₹ 7.20/- Lacs (Fees is payable in four installments)  
          | PGDM (IB) : ₹ 7.20/- Lacs                                               |
| 10     | Faculty Student Ratio                               | 1:15                                                                           |
| 11     | Faculty Details                                     | Core Faculty : 19*  
          | Ph.D : 14  
          | Post Graduate : 19  
          | Visiting Faculty : 02 *faculty details on page 10                       |
| 12     | Campus Placements                                   | Number of companies visited : 102  
          | Total students placed : 98 %  
          | Maximum Salary : ₹ 15.25 Lacs PA  
          | Average Salary drawn : ₹ 5.5 Lacs PA                                  |
| 13     | For more details, visit our website                 | www.jagannath.org                                                             |
‘Top Rankings’

‘NIRF Ranking in 75-100 Group’ (April, 2018)

‘Top B-School of Eminence in India’ (CSR-GHRDC Survey, Oct 2017)

‘10th, Best Private B-School in North India and 39th Best in India’ (NHRDN-Cinque Survey, March, 2018)

‘30th, Best B-School in North India and 12th Best B-School in India for Learning Experience’ (Business Today Survey, Oct. 2017)

‘Rank 84’, among Top 100 Management Schools (Outlook Business - Oct. 2017)
JIMS in Media
Analysis of Educational Background
PGDM (2017-2019)

- BBA: 36
- B.Com: 43
- B. Sc/B.Tech: 13
- B.A: 4
- BCA: 3
- Other: 2

Analysis of Dual Specialization Selected
PGDM (2017-2019)

- Mkt. + BA: 18%
- Mkt. + EE: 4%
- HR+ Mkt.: 33%
- Fin + Mkt: 40%
- Fin + HR: 1%
- Fin + BA: 4%
Overall marks % of Students PGDM (2017-2019)

- 35%: 28%
- 37%: 37%
- 70% & Above: 35%

Gender Break Up PGDM (2017-19)
Name: Apoorva Agarwal  
Stream: B.Sc  
Specialisation: Marketing+HR  
SIP Company: Kwality Limited  
SIP Project: A Study of Employee Database Management in Kwality Ltd.

Name: Bhrigu Talukdar  
Stream: BSc  
Specialisation: Marketing+HR  
SIP Company: Amul Pvt. Ltd.  
SIP Project: A Study on the Retailers Perception Regarding Amul Products in Delhi NCR

Name: Jigyasa Saini  
Stream: B.Com (H)  
Specialisation: Marketing+HR  
SIP Company: Essjay Ericsson Pvt. Ltd.  
SIP Project: A Study on Effectiveness of Performance Management system in Multinational Companies in India

Name: Law  
Stream: B.A (Psychology)  
Specialisation: Marketing+HR  
SIP Company: The Times of India  
SIP Project: Porter's Five Forces Analysis for 'Print Media' for Delhi NCR (with Respect to TOI News Paper)
Name: Meghna Mitra  
Stream: BBA  
Specialisation: Marketing+HR  
SIP Company: Siemens Healthcare Pvt. Ltd.  
SIP Project: An Exploratory Study of In–Vitro Dignostic Equipments (with Special Reference to Siemens Healthcare)

Name: Monika  
Stream: BBA  
Specialisation: Marketing+HR  
SIP Company: Mapro food pvt. ltd.  
SIP Project: A Study on Consumer Buying Behavior of Liquid Concentrates with Reference to Mapro

Name: Monika Kumari  
Stream: BCA  
Specialisation: Marketing+HR  
SIP Company: Amul Pvt. Ltd.  
SIP Project: A Study on Consumer Preference for Amul Chocolates in North West Region of Delhi

Name: Niharika Saigal  
Stream: B.Com  
Specialisation: Marketing+HR  
SIP Company: Mapro food pvt. ltd.  
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<th>Name</th>
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<th>Raghav Sehgal</th>
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Name: Sonali Kaul  
Stream: BBA  
Specialisation: Marketing+HR  
SIP Company: Safexpress Pvt. Ltd.  
SIP Project: A Detailed Study of Impact of Attrition on Safexpress

Name: Akanksha Pandey  
Stream: B.Com (P)  
Specialisation: Marketing+HR  
SIP Company: Mapro foods pvt. ltd.  
SIP Project: A Comparative study of Analyzing Competitors strategy for Brand Awareness with respect to MAPRO liquid Concentrate products

Name: Ankita Das  
Stream: BCA  
Specialisation: Marketing+HR  
SIP Company: DEN Net Works Ltd.  
SIP Project: A Study of Recruitment and Selection of Personnel in DEN Networks Ltd.

Name: Abha Nayal  
Stream: BBE  
Specialisation: Marketing + HR  
SIP Company: Seimens  
SIP Project: A Study on Identifying key Challenges of Repudiating Siemens AMC by Customers Constructive Feedback
Name: Abhishek Mohan
Stream: BBA
Specialisation: Marketing+HR
SIP Company: Sopra Steria India.
SIP Project: A Study of Communication plan of New Way at Sopra Steria India

Name: Aisha Chandra
Stream: BA
Specialisation: Marketing+HR
SIP Company: Amul Pvt. Ltd.
SIP Project: A Market Survey Report on Retailer's Preference for Amul Milk Products in Delhi NCR

Name: Aditya Dhan Raj
Stream: BBA
Specialisation: Marketing+HR
SIP Company: TOI
SIP Project: A Study of Effectiveness of Sales Promotion Techniques at Times of India for Delhi - NCR

Name: Aman Mishra
Stream: BBA
Specialisation: Marketing+HR
SIP Company: Amul India. Ltd.
SIP Project: A Comparative Study of Marketing Strategies for Beverage Segment of Amul with reference to Ananda Ltd.
Name : Chetan Sharma
Stream : BBA
Specialisation : Marketing+HR
SIP Company : Bajaj Capital
SIP Project : A Study on ‘360 financial Planning’ IT solution to investment Analysis – from Bajaj Capital

Name : Deepali Bisht
Stream : BA (EngHons)
Specialisation : Marketing+HR
SIP Company : Siemens Pvt. Ltd.
SIP Project : An Analytical Study of the Marketing Potential of Siemens Building Technology in Aviation

Name : G. Rohit
Stream : B.Com
Specialisation : Marketing+HR
SIP Company : Thomas Cook India Ltd.
SIP Project : A Study on Customer Awareness of Foreign Exchange Market with special Reference to Thomas Cook

Name : Gaurav Dhir
Stream : BBA
Specialisation : Marketing+HR
SIP Company : Wipro
SIP Project : An Analysis of ‘Visual Merchandising’ of FMCG Products at Wipro Enterprises Ltd.
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Name: Saurabh Kapoor  
Stream: BBA  
Specialisation: Marketing + HR  
SIP Company: Orange Marcom Services Pvt. Ltd.  
SIP Project: A Study on Growth of Exhibition Industry with Reference to Cold Chain

Name: Shubham Sharma  
Stream: BBA  
Specialisation: Marketing + HR  
SIP Company: Fifty6 Digital  
SIP Project: A Study on effectiveness of Digital Marketing with special Reference to Fifty6 Digital

Name: Shivam Sachdeva  
Stream: B.Sc  
Specialisation: Marketing + HR  
SIP Company: Luminous Power Technologies.  
SIP Project: A Study on Dealers Satisfaction at Luminous Power Technology (with reference to TPWE & Ceiling Fans)

Name: Simran Rana  
Stream: B.Com  
Specialisation: Marketing + HR  
SIP Company: Victor Components  
Name : Swati Vijay
Stream : BJMC
Specialisation : Marketing + HR
SIP Company : Future Consumer Limited.
SIP Project : A study on Enhancing Customer Base for KARA Nailpolish Remover Through Below the Line Activation

Name : Syed Davar Hussain
Stream : B.Com
Specialisation : Marketing + HR
SIP Company : Times of India
SIP Project : A Comparative Analysis of Customer’s Feedback towards HT and TOI at Delhi NCR

Name : Vishakha Verma
Stream : B.Tech
Specialisation : Marketing + HR
SIP Company : Godfrey Phillips India
SIP Project : A Study on Effectiveness of Sales Promotion Technique (Code Based Consumer offer) to Accelerate sales Volume of Pan Vilas

Name : Anjali Pathak
Stream : BA
Specialisation : Marketing+HR
SIP Company : Raisins Online Services Pvt.Ltd.
SIP Project : A Study on Consumer’s Perception of Income Tax Return filling through a mobile Application (FREETURN)
Name : Nidhi Rehal  
Stream : B.com (H)  
Specialization : Marketing+HR  
SIP Company : LG Electronics  
SIP Project : A Study on Experiential Marketing at LG Electronic

Name : Anmol Mehta  
Stream : BBA  
Specialisation : Marketing+HR  
SIP Company : Escorts Agri Machinery  
SIP Project : A Study on Sales and Distribution Management in Escort Ltd. (AMG) for NCR

Name : Anshu Raj  
Stream : BBM  
Specialisation : Marketing+HR  
SIP Company : Dharampal Premchand Ltd. (DPL)  
SIP Project : A Study on Consumer Perception of Hydroponic Vegetables (Nature’s Miracle), a new Product Lunch by BABA DS Group

Name : Akshay Tanwar  
Stream : BBA  
Specialisation : Marketing+HR  
SIP Company : SMC Global Securities  
SIP Project : A Comparative Analysis of SMC with its Competitors for Online Stock Trading
**Marketing-Entrepreneurship**

Name: Aatif Jamal  
Stream: BBS  
Specialisation: Marketing-EE  
SIP Company: DPL Group  
SIP Project: A Study on Brand Promotion of Dharampal Premchand Ltd. (BABA) with Special Reference to ‘Liquid life’ for Delhi -

Name: Anirudhi Maheshwari  
Stream: B.A (H)  
Specialisation: Marketing-EE  
SIP Company: Surya Silks India Pvt Ltd  
SIP Project: An Analysis on Administration and Customer Relation Management with Reference to Hoshiyar Singh Suresh Chandra Pvt. Ltd.

Name: Kunal Garg  
Stream: BBA  
Specialisation: Marketing-EE  
SIP Company: U Flex  
SIP Project: A Study on Brand Promotion Activities at Uflex Ltd. for Delhi NCR region

Name: Moinuddin Md Ghaos  
Stream: BSC IT  
Specialisation: Marketing-EE  
SIP Company: ASV Courier & Cargo Pvt. Ltd.  
SIP Project: A Study on Effectiveness of Supply Chain Management and Customers Satisfaction with special Reference to ASV Courier and Cargo Pvt. Ltd
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<td>To Study the Effectiveness of Logistics Management with Special Reference to ASV Courier and Cargo Pvt. Ltd</td>
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### Name: Akash Singhal
- **Stream:** B.Com
- **Specialization:** Marketing-Business Analytics
- **SIP Company:** CBRE
- **SIP Project:** An Analysis of consumer Preferences for “Residential assets class” in Real Estate Industry Residential with Respect to CBRE

### Name: Amit Singh Rawat
- **Stream:** B.B.A
- **Specialization:** Marketing-Business Analytics
- **SIP Company:** Outlook Magazine
- **SIP Project:** An Analytical Study on Consumer’s Preference towards Selection of News Magazine with Respect to Outlook in Delhi NCR

### Name: Anisha Dadhich
- **Stream:** B.Com
- **Specialisation:** Marketing-Business Analytics
- **SIP Company:** DPL Group.
- **SIP Project:** A Study of Effectiveness of Brand Promotion on Customer Behaviour for BABA Products

### Name: Prateek Kumar Yadav
- **Stream:** BBA
- **Specialisation:** Marketing-Business Analytics
- **SIP Company:** BFMe E-Commerce Pvt. Ltd.
- **SIP Project:** A Detailed Study on Effectiveness of Logistics Management (with Special Reference to DTDC)
Name : Sachin Yadav  
Stream : B.Sc (Life Science)  
Specialisation : Marketing-Business Analytics  
SIP Company : Amul  

Name : Siddharth Rana  
Stream : BBA  
Specialisation : Marketing-Business Analytics  
SIP Company : CBRE  
SIP Project : A Study on Consumer Behavior towards Buying Residential Property in Delhi NCR Region

Name : Vinit Krishna  
Stream : BBA  
Specialisation : Marketing-Business Analytics  
SIP Company : Times of India  
SIP Project : A Study of Consumer Behaviour and Sales Promotion at Times of India.

Name : Yash Kumar  
Stream : BBA  
Specialisation : Marketing-Business Analytics  
SIP Company : CBRE  
SIP Project : An Analytical study on Evaluating the impact of RERA and GST on Demand, Supply and pricing Trends in Residential Properties of Kolkata.
Name : Adrit Anand Gupta  
Stream : B.Com  
Specialisation : Marketing-Business Analytics  
SIP Company : Leayan Global Limited  
SIP Project : Product Design and Market Analysis of Furo Sports – A New Brand of Red Chief Shoes

Name : Ayush Varshney  
Stream : BBA  
Specialisation : Marketing-Business Analytics  
SIP Company : Godrej & Boyce  
SIP Project : Validation of Francis Kanoi Data to ascertain brand wise Market Share of Godrej Appliances

Name : Bhawil Gulati  
Stream : BBA  
Specialisation : Marketing-Business Analytics  
SIP Company : LG Electronics  
SIP Project : A Comparative Analysis of LG and its Competitors in Consumer durable Market

Name : Deepika K  
Stream : B.Com (H)  
Specialisation : Marketing-Business Analytics  
SIP Company : Amul Pvt. Ltd.  
SIP Project : A Study of consumer Response to Instore Promotion and Purchase Intention of Amul Single Origin Chocolates
Name: Farheen Khan
Stream: B.Sc.
Specialisation: Marketing-Business Analytics
SIP Company: CBRE
SIP Project: A Study on Sales Management Tool ‘R-Square’ and its Impact on Enhancing Sales

Name: Lokesh Bhardwaj
Stream: BBA
Specialisation: Marketing-Business Analytics
SIP Company: Edelweiss Broking Ltd.
SIP Project: A Project Report on (ESOP) funding with respect to HDFC Bank at Edelweiss Broking Ltd.

Name: Neha Maheshwari
Stream: BBA
Specialisation: Marketing-Business Analytics
SIP Company: Clarks India
SIP Project: A Study on Effectiveness of Brand Communication towards Consumers in Delhi NCR with Reference to Clarks Future Footwear

Name: Nipun Jain
Stream: B.Tech
Specialisation: Marketing-Business Analytics
SIP Company: Goibibo
SIP Project: A Study on lead Generation and Inventory Management of Goibibo Ground Transportation
Name: Pooja Tripathi  
Stream: B.A  
Specialisation: Marketing-Business Analytics  
SIP Company: Aditya Birla Group  
SIP Project: A Comparative Study of Consumer Behaviour for Private and Government Insurance Sector (with Special Reference to ABSLT & LIC

Name: Pushap Midha  
Stream: B.Com  
Specialisation: Marketing-Business Analytics  
SIP Company: The Times of India  
SIP Project: A Survey on Marketing Strategy of The Times of India in Delhi NCR

Name: Sumit Singh  
Stream: B.Sc  
Specialisation: Marketing-Business Analytics  
SIP Company: Amul Pvt. Ltd.  
SIP Project: A Study of Marketing strategies Adopted by AMUL for Confectionary Vertical Happy Treat Products

Name: Lakshay Sethi  
Stream: BBA  
Specialisation: Marketing-Business Analytics  
SIP Company: Clarks India  
SIP Project: Brand Perception of Consumers towards Clarks Shoes in Delhi NCR at Clarks Future Footwear with Special Reference to Implementation of an Omni Channel Solution
Name: A. Ramnivas
Stream: B.Tech
Specialisation: Marketing-Business Analytics
SIP Company: Dharmapal Premchand Ltd.(DPL)
SIP Project: A Study on Consumer Perception towards Nature’s Miracle Products in Delhi NCR Region
Name: Akhil Nair  
Stream: B.com  
Specialisation: Finance & Business Analytics  
SIP Company: Rupee Makers  
SIP Project: A Study on the growth of LIC Changing Perspective of Investors’ in Delhi & NCR

Name: Gaurav Arora  
Stream: B.com  
Specialisation: Finance & Business Analytics  
SIP Company: CBRE  
SIP Project: A Study on Financial Modeling of Real Estate Project with Reference to Current Scenario of Investments in Residential Market in Hyderabad

Name: Shreya Verma  
Stream: BBA  
Specialisation: Finance & Business Analytics  
SIP Company: Amul Pvt. Ltd.  
SIP Project: A Study of Distribution channel and Placement Strategies of Amul Chocolate for Modern Retail outlet in Delhi NCR

Name: Tanya Gusain  
Stream: B.com (H)  
Specialisation: Finance & Business Analytics  
SIP Company: BHEL  
SIP Project: A longitudinal Study on Cash Flow Analysis of BHEL (Bharat Heavy Electrical Ltd.) Hardwar
Name: Tushar Aggarwal
Stream: B.com
Specialisation: Finance & Business Analytics
SIP Company:
SIP Project: Turkey’s Imports Analysis of the Potential for Supply Chain Restructuring & How is Performance Affected by Reputation
Name : Ayushey Jain
Stream : B.Com (H)
Specialisation : Finance- HR
SIP Company : CBRE
SIP Project : Talent Acquisition and Labor Compliance process in CBRE
Name: A. Ananthapadmanabhan  
Stream: B. Com  
Specialisation: Finance + Marketing  
SIP Company: Orange Marcon Services Pvt. Ltd.  
SIP Project: A Study on Growth of Exhibition about HVAC Industry with Special Reference to Orange Service Pvt. Ltd.

Name: Abhishek Jain  
Stream: B.Com (H)  
Specialisation: Finance + Marketing  
SIP Company: Bajaj Capital Ltd.  
SIP Project: A Study on Investor's Perceptive towards Individual Stocks and Mutual Funds.

Name: Anshu Jha  
Stream: B.Com  
Specialisation: Finance + Marketing  
SIP Company: Tivoli Grand Resort & Hotel  
SIP Project: A Study on effectiveness of Personal selling in hotel industry (with Reference to TIVOLI GRAND)

Name: Bharat Chauhan  
Stream: BBA  
Specialisation: Finance + Marketing  
SIP Company: Axis Bank  
SIP Project: Consumer Satisfaction of Retail Products of Axis Bank in Comparison with ICICI, Kotak Mahindra & HDFC Bank
Name : Bhavya Trivedi
Stream : B. Com
Specialisation : Finance+Marketing
SIP Company : Bajaj Capital Ltd.
SIP Project : A Study of Effectiveness of ICICI Mutual Funds for Indian Investors

Name : Brahamanand Kumar
Stream : B.Com
Specialisation : Finance+Marketing
SIP Company : CBRE
SIP Project : A Study on Project Funding in Real Estate in Hyderabad

Name : Chanchal Singh
Stream : B.Com
Specialisation : Finance+Marketing
SIP Company : CBRE
SIP Project : An Exploratory study of Transitional buying Behavior of Customers towards Residential Properties in Pune

Name : Haider Aaqil
Stream : B.Com (H)
Specialisation : Finance+Marketing
SIP Company : Raisins Online Services Pvt.Ltd.
SIP Project : An Analytical study of Income Tax Return with FREETURN – of Raisin Online Services Pvt. Ltd.
Name: Himanshu Chauhan
Stream: BBA
Specialisation: Finance + Marketing
SIP Company: Bajaj Capital
SIP Project: A Study of Schemes of Mutual Fund and their Effectiveness in India

Name: Jubin Joy
Stream: BBA
Specialisation: Finance + Marketing
SIP Company: Safexpress

Name: Lakshay Nagpal
Stream: B.Tech
Specialisation: Finance + Marketing
SIP Company: Safexpress Pvt. Ltd.
SIP Project: Identifying Scenario and Possibilities of Expansion of Outbound Business in Tire - 2&3 Cities at Safexpress

Name: Mehak Soni
Stream: BA (Eng. Hon)
Specialisation: Finance + Marketing
SIP Company: CBRE
SIP Project: A Study on Factors Influencing Investor’s Perception towards Real Estate Investment
Name : Nidhi Bhagat  
Stream : B.Sc Chem (H)  
Specialisation : Finance + Marketing  
SIP Company : Fortis Healthcare  
SIP Project : A study on inventory planning & Re-order level for Fortis Healthcare Ltd.

Name : Pranav Kaushik  
Stream : BBA  
Specialisation : Finance + Marketing  
SIP Company : GreyOrange India Pvt.ltd  
SIP Project : A Research Project "Market Potential" of Grey Orange’s Products for PAN India

Name : Nirali Tyagi  
Stream : BSC  
Specialisation : Finance + Marketing  
SIP Company : CBRE  
SIP Project : A Study of Effectiveness of Advertisement and Digital Marketing Campaigns' on Consumer Behaviour in Real Estate with special Referance to CBRE.

Name : Rajat Dawar  
Stream : B.Com  
Specialisation : Finance + Marketing  
SIP Company : CBRE  
SIP Project : A Comparative Analysis of CBRE’s Prestige Jindal City with Arvind Oasis (for North Bangalore Region)
Name: Rishabh Raikwal
Stream: BBA
Specialization: Finance + Marketing
SIP Company: Mapro food pvt. ltd.
SIP Project: An Investigation into Understanding Consumer Demand and Satisfaction with Respect to Liquid Concentrate Products (MAPRO. India Pvt. Ltd.)

Name: Sakshi Thirani
Stream: B.Com
Specialisation: Finance + Marketing
SIP Company: CBRE
SIP Project: An analytical study of the impact of RERA and GST on the pricing and on Demand and supply on Kolkata residential Micro Market with reference to CBRE

Name: Ritika Sharma
Stream: B com (H)
Specialisation: Finance + Marketing
SIP Company: CBRE
SIP Project: Competitive Analysis of Provident Park Square - A Project of CBRE

Name: Sarfaraj Alam Khan
Stream: B.Com (H)
Specialisation: Finance + Marketing
SIP Company: Godrej & Boyce
SIP Project: A Comparative Analysis on Marketing Presence of Godrej and other Appliances in North & West Delhi
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<th>B.Com</th>
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<td>Shivam Sharma</td>
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<td>B.Com</td>
<td>Finance + Marketing</td>
<td>Rupee Makers</td>
<td>A Study of Effective Advertisement Strategy used by Builders in Real Estate in Delhi - NCR</td>
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</table>
Name: Shubham Aggarwal
Stream: B.Com (H)
Specialisation: Finance + Marketing
SIP Company: CBRE, Gurugram
SIP Project: Revenue Analysis of Project Management Consultancy Department of CBRE

Name: Sonali Dixit
Stream: B.Com
Specialization: Finance + Marketing
SIP Company: Quantum Global Securities Pvt. Ltd.
SIP Project: A Study on the Effectiveness of Portfolio Management Services of Quantum Global Ltd.

Name: Sozena Shafi Baba
Stream: B Com
Specialisation: Finance + Marketing
SIP Company: The Times of India
SIP Project: A Comparative Analysis of Print Media Industry with special focus on The Times Group

Name: Varun Aggarwal
Stream: BBA
Specialisation: Finance + Marketing
SIP Company: Godrej & Boyce
SIP Project: An Analytical Study of the Market Share of Godrej Appliances in Delhi
Name: Ritesh Kumar  
Stream: B.Com  
Specialisation: Finance + Marketing  
SIP Company: Raisin Online Services Pvt.Ltd.  
SIP Project: Marketing Analysis of online ITR Filing on the Customers of FREETURN Application.

Name: Karan Sharma  
Stream: BCA  
Specialisation: Finance + Marketing  
SIP Company: CBRE  

Name: Akshay Sharma  
Stream: BBA  
Specialisation: Finance + Marketing  
SIP Company: Thomas Cook India Ltd.  
SIP Project: Marketing Strategies of Thomas Cook Relating to Foreign Exchange

Name: Bhavya Dhiman  
Stream: BBA  
Specialisation: Finance + Marketing  
SIP Company: Quantum Global  
SIP Project: A Study on Factors Influencing Investment in Equity shares in India Capital Market (with reference to Quantum Global Services Pvt. Ltd.)
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</table>
Name : Monika
Stream : B.Com
Specialisation : Finance + Marketing
SIP Company : Centrum Capital Pvt. Ltd.
SIP Project : A Study on ‘Changes in Trends of Asset Allocation Post- Demonetization among HNI Client

Name : Praveen Kumar Gupta
Stream : B.Com (H)
Specialisation : Finance+ Marketing
SIP Company : Loan Frame
SIP Project : An Analytical study of Working Capital Lending Sources for Delhi NCR Region

Name : Pratibha Sahoo
Stream : B.Com
Specialisation : Finance + Marketing
SIP Company : CBRE
SIP Project : A Comparative Study of online vs Offline Marketing Strategies in Real Estate Industry with Special Reference to CBRE

Name : Princy Jain
Stream : B.Com (P)
Specialisation : Finance + Marketing
SIP Company : U Flex
SIP Project : A Study on Ratio Analysis and Credit Monitoring Arrangement Data Analysis of UFLEX Ltd
Name : Puneet Goyal
Stream : B.Com
Specialisation : Finance+ Marketing
SIP Company : Aditya Birla Group
SIP Project : An Analytical Study on Equity Research through Fundamental and Technical analysis of Private Sector Bank

Name : Robin Cherian
Stream : B.Com
Specialisation : Finance+ Marketing
SIP Company : Mapro Food Pvy.
SIP Project : Analysis of Retailer’s Perception in Modern trade for Mapro Food Private

Name : Shubham Gambhir
Stream : B.Com
Specialisation : Finance+ Marketing
SIP Company : HDFC Bank
SIP Project : A confirmation of SERVQUAL Model by Customers at HDFC Bank

Name : Udit Verma
Stream : B.Com
Specialisation : Finance+ Marketing
SIP Company : CBRE
SIP Project : A Study on Residential Demand Real Estate Sector of Gurgaon
Name: Vanshika Jadon
Stream: B.Com
Specialisation: Finance+ Marketing
SIP Company: Messe Frankfurt
SIP Project: A Study on evaluation of the effectiveness of Exhibition with special reference to the Light India (A Project of Messe Frankfurt)

Name: Vatsal Pathak
Stream: BBA
Specialisation: Finance+ Marketing
SIP Company: Times of India
SIP Project: An Analytical Study of Promotion mix of Times of India

Name: Aman Sharma
Stream: BJMC
Specialisation: Finance+ Marketing
SIP Company: CBRE
SIP Project: A Study on Buyer’s preference towards Residential Real Estate Market in Kolkata

Name: Sajal Singhal
Stream: B.Com
Specialisation: Finance+ Marketing
SIP Company: Indian Bank
SIP Project: A Study of Current Practices of CRM (Customers Relationship Management) of India Bank
Analysis of Educational Background PGDM (IB) (2017-19)

Overall marks % of Students PGDM (IB) (2017-2019)

22% 70% & Above
42% 60% - 69.9%
37% 50% - 59.9%
Name                      : Abdul Rafie
Stream                    : B.Com
SIP Company                : Bajaj Capital
SIP Project                : A Study of Wealth Management and Investment Decisions taken by Investors in Delhi NCR

Name                      : Aakanksha Sharma
Stream                    : BBA (B&I)
SIP Company                : CBRE
SIP Project                : A Project Report on Market Survey for ‘Frontier Heights’ (Premium Housing Project in Bangalore) at CBRE

Name                      : Aman Sahu
Stream                    : B.Com
SIP Company                : BAJAJ Capital
SIP Project                : A Study on Investor Awareness on Long Term Financial Products in India

Name                      : Anjlee Chauhan
Stream                    : B.A
SIP Company                : Bajaj Capital
SIP Project                : A Study of Marketing Strategies of Bajaj Capital with Respect to SIP (Systematic Investment plan) & STP (Systematic Transfer Plan) in Mutual Funds
Name: Arpit Dwivedi  
Stream: B.Com  
SIP Company: Bajaj Capital  
SIP Project: A Study of investor Awareness Towards Schemes of Mutual Funds in India

Name: Ashish Kumar Sharma  
Stream: B.com(H)  
SIP Company: Quantum Global Securities Pvt. Ltd.  
SIP Project: Awareness of Indian Investors of Equity Share in Capital Market

Name: Chinju Chandran  
Stream: BA (Eng Hons)  
SIP Company: AIM India Pvt. Ltd.  
SIP Project: A Study of Marketing Strategies followed at AIM India

Name: Deepak Gupta  
Stream: BBA  
SIP Company: Sony India Pvt Ltd  
SIP Project: A Study on Brand Activation of Playstation PS4 at Sony India Pvt. Ltd.
Name : Deepanshu Chawla  
Stream : B.com  
SIP Company : Make My Trip.Com  
SIP Project : A Study of Promotional Marketing and Lead Generation for Holiday Ambassador Program of Make My Trip in Delhi NCR

Name : Deepanshu Gora  
Stream : B.Com (H)  
SIP Company : Landmark Group  
SIP Project : A Study on Consumer Buying Behaviour at Max Fashion

Name : Devanshu Madhok  
Stream : BBA  
SIP Company : Raisins Online Services Pvt.Ltd.  
SIP Project : A Study on Evaluation of Customer Perception Towards Income Tax Return by Free Turn App

Name : Dinesh Sharma  
Stream : BBA  
SIP Company : Quantum Global Securities Pvt. Ltd.  
SIP Project : A Study of Investor Perception Towards Derivative Market
Name : Disha Sagar  
Stream : B.Com  
SIP Company : Bajaj Capital  
SIP Project : A Comparative Analysis of SBI & HDFC Mutual Funds (2011-15)

Name : Divya Aggarwal  
Stream : BBA  
SIP Company : Quantum Global Securities Pvt. Ltd.  
SIP Project : Fundamental and Technical Analysis of Automobile sector and its Impact on Automobile Share Price

Name : Harsh Bansal  
Stream : B.Com (Hons)  
SIP Company : Emperor Events & Entertainment Pvt. Ltd.  
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</table>
Name : Mandeep Thakur
Stream : B.Sc
SIP Company : Freecharge
SIP Project : A Study on Customer Awareness towards Digital Payments in India

Name : Manisha Yadav
Stream : BMS (Hons)
SIP Company : Bajaj Capital
SIP Project : A Study on Financial Literacy and Awareness among Investors in Delhi NCR

Name : Mehak Pasricha
Stream : B.Com (H)
SIP Company : Bajaj Capital.
SIP Project : A Comparative Study on Investors Perception towards Bank Fixed Deposits and Mutual Funds in Delhi NCR Region

Name : Mohd Arshad Parvez
Stream : B.A (H)
SIP Project : A Study of Demand and Competitors analysis for foxnuts with respect to Pozitiiv Foxnuts
Mohit Maheshwari  
Stream: BBA  
SIP Company: Make My Trip  
SIP Project: A Study on Promotional Marketing of ‘Holiday Ambassador Program’ in Delhi NCR in Make My Trip

Mohit Singh  
Stream: BBA  
SIP Company: Bajaj Capital  
SIP Project: Wealth Creation with Special Reference to Mutual Funds - SIP

Mrityunjay Mishra  
Stream: B.Com  
SIP Company: Bajaj Capital  
SIP Project: A Study of Awareness of Systematic Investment Planning in Mutual Funds

Obaid Yaseen  
Stream: B.Com  
SIP Company: J&K Bank Pvt. Ltd.  
SIP Project: A Study of Customer Relationship Management in J&K Bank
Name: Prachi Sharma
Stream: B.com (H)
SIP Company: Emperor Events & Entertainment Pvt. Ltd.
SIP Project: A Study on Event Marketing and Promotion of ‘Mighty Master’ at Emperor Events and Entertainment Pvt. Ltd.

Name: Piyush Sharma
Stream: B.Com
SIP Company: CBRE
SIP Project: An analysis of Residential Market in Delhi - NCR through Digital Marketing and enhancing the CBRE Portal

Name: Priyanka Yadav
Stream: B.A
SIP Company: Joka Lake Ventures
SIP Project: An Evaluation of a Study on Promotional Strategies of Joka Lake Ventures – An Upcoming Food Delivery Giant for Corporate and Educational Institutions
Name: Qazi Munis Faheem  
Stream: Bsc IT  
SIP Company: Sony India Pvt Ltd  
SIP Project: A Study on Experiential Marketing and Brand Activation Program of Sony Playstation for Delhi - NCR

Name: Rahul Sharma  
Stream: B Com  
SIP Company: Bajaj Capital  
SIP Project: A Capitalization of Mutual Fund and ULIP

Name: Rajni Tanwar  
Stream: BBA (CAM)  
SIP Company: Bajaj Capital Ltd.  
SIP Project: A Comparative Study on Perception of Customer in Delhi NCR towards Mutual Funds and other Investment Options

Name: Riya Joshi  
Stream: BBA (B&I)  
SIP Company: CBRE  
SIP Project: A Study on Role of Housing finance in the sale of Residential Real Estate Projects with Respect to CBRE Kolcutta
Name: Rushali Gupta  
Stream: B.Com (H)  
SIP Company: Make My Trip  
SIP Project: Study on Consumer Behaviour for innovation loyalty program by Make My Trip (Holiday Ambassador)

Name: Saransh Sharma  
Stream: B.Com (H)  
SIP Company: Eco Tasar Silk Pvt. Ltd.  
SIP Project: A Study of Exploring the Potential for Premium Car Cushion Market and Mapping the Existing Supply Chain and Pricing in the Market at ECO TASAR SILK Pvt. Ltd.

Name: Sachin Sharma  
Stream: B.Com (H)  
SIP Company: Eco Tasar Silk Pvt. Ltd.  
SIP Project: A Study of Exploring the Potential for Premium Car Cushion Market and Mapping the Existing Supply Chain and Pricing in the Market at ECO TASAR SILK Pvt. Ltd.

Name: Shalini Pandey  
Stream: B Com (H)  
SIP Company: Shiksha.Com - Info Edge Group  
SIP Project: A Study on Measurement of ‘Brand Awareness’ and ‘Brand Perception’ with Respect to Online Education Portals at Siksha.com
Name : Shubhi Jain
Stream : B.Com
SIP Company : Quantum Global Securities Pvt. Ltd.
SIP Project : An Analytical study of Investment platforms and Customer Perception Towards Quantum Global Securities

Name : Simran Arora
Stream : B.Com
SIP Company : Emperor Events
SIP Project : An Analytical Study of Effectiveness of Social Media Campaign’ for Mighty Master at Emperor event

Name : Sonakshi Bajaj
Stream : B.A (Marketing Management & Retail Business.
SIP Company : Landmark Group (Max Retail Division)
SIP Project : A Study on the Impact of Promotional Strategies on Buying Behaviour of Consumers of MAX FASHION

Name : Sonali Dhamija
Stream : B.Com (H)
SIP Company : Dharmapal Premchand Ltd.
SIP Project : A Study on Brand awareness and product distribution of BABA’s Product in Delhi & NCR
Name: Stephen John  
Stream: BBA (IB)  
SIP Company: Dharampal Premchand Ltd. (DPL)  
SIP Project: A Study on Brand Marketing and Consumer Behaviour for Liquid Life Natural Mineral Water and BABA’s Product in Delhi NCR

Name: Suraj Sheelwant  
Stream: B.Com (P)  
SIP Company: Saint Gobain  
SIP Project: A Study on Brand Awareness of Tile & Stone Hubs at Saint – Gobain Weber for Delhi - NCR

Name: Tanya Arora  
Stream: B. Com (H)  
SIP Company: Dainik Jagran  
SIP Project: A Study of Media Consumption Research for B2B with reference to Dainik Jagran
Name : Ujjwal Bansal
Stream : B.Com
SIP Company : Sony India Pvt Ltd
SIP Project : A Project Report on ‘Brand Activation Program’ for Sony Playstation at Delhi NCR in Sony India Pvt. Ltd

Name : Varsha
Stream : B.Com(H)
SIP Company : CBRE
SIP Project : A Study of Buying Behavior of Clients in Real Estate with special reference to Bangalore City

Name : Vikrant Seth
Stream : BBA
SIP Company : CBRE
SIP Project : A Study of ‘R square’ Based Digital Marketing at CBRE Gurgaon

Name : Vinay Pareek
Stream : B.Com (H)
SIP Company : Edelweiss Broking Limited
SIP Project : A Study on ESOP Funding for select Clients in Delhi NCR at Edelweiss
Name: Vishal Tanwar  
Stream: BBA  
SIP Company: IDBI Federal Life Insurance Co. Ltd.  
SIP Project: Advertising Strategies of IDBI Federal

Name: Vedansh Sharma  
Stream: BBA  
SIP Company: Landmark Group  
SIP Project: A Study of Sales Promotion Strategies at Max Fashion

Name: Bikul Sharma  
Stream: B.Com H)  
SIP Company: India Infoline Ltd.  
SIP Project: A Qualitative Exploratory Study of Blockchain Technology and its Implications for the Monetary and Financial Systems

Name: Simran  
Stream: B.Com (H)  
SIP Company: CBRE  
SIP Project: Demographic Analysis of Leasing in Commercial Market of Real Estate in Kolkata at CBRE