

Brochure 2018-19

In Quest of Excellence



Jagannath International Management School

“Grooming Stars of Tomorrow”



Late. Sh. Jagannath Gupta
(1950 - 1980)

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 !*

JIMS (Rohini)	1993
JIMS (Kalkaji)	1997
JIMS (Vasant Kunj)	2003
JIMS (Jaipur)	2003
JNIT (Jaipur)	2008
JaganNath University (Jaipur)	2008
JaganNath University (Bahadurgarh)	2013

And many dreams to come !



NAAC Accredited

ISO: 9001:2015 Certified

“NIRF Ranking”

75 - 100 Group (April, 2018)

“10th Best Private B-School in North India and 39th Best in India”

NHRDN - Cinque Survey (March, 2018)

“31st Best Private B-School in India”

TOI Survey (February, 2018)

“A+++ Ranking”

Business India (December, 2017)

“30th Best B-School in North India and 12th Best B-School in India for Learning Experience”

Business Today Survey (October, 2017)

“Top B-School of Eminence in India”

CSR-GHRDC Survey (October, 2017)

Contents

02	Chairman’s Message
03	Director-General’s Message
03	Director’s Message
04	JaganNath Gupta Memorial Educational Society
05	Governing Body
06	Strategic Partnerships
08	Our Resources
10	Core Faculty
11	Visiting Faculty
12	Pedagogy
13	Industrial Visits
14	International Conference & National Seminars
16	FDPs /MDPs/Workshops
18	Distinguished Guests
19	Guest Lectures
20	International Speakers
21	Co-Curricular Activities
22	Entrepreneurial Initiatives
23	Laurels for JIMS
24	Cultural Extravaganza
26	Our Recruiters
27	Top Placements
28	Social Initiatives
29	Alumni Connect
30	JIMS Publications
31	Mandatory Disclosure
32	Top Rankings

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

Jagan Nath Gupta Memorial Educational Society

Jagannath International Management School, Kalkaji, was established in 1997 by JaganNath Gupta Memorial Education Society. In pursuance of its belief that standard of living can be improved through Quality Education, JaganNath 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.



JAGANNATH INTERNATIONAL MANAGEMENT SCHOOL - MOR, Pocket 105, Kalkaji, New Delhi.



JAGANNATH INTERNATIONAL MANAGEMENT SCHOOL OCF, Pocket-9, Sector-B, Vasant Kunj, New Delhi.



JAGAN INSTITUTE OF MANAGEMENT STUDIES 3, Institutional Area, Sector-5, Rohini, New Delhi.



JIMS ENGINEERING MANAGEMENT TECHNICAL CAMPUS - Knowledge Park-III, Greater Noida, U.P.



JAGANNATH GUPTA INSTITUTE OF ENGG. & TECHNOLOGY - Plot No. 1P 2 & 3, Phase-IV, Sitapura Indl. Area, Jaipur (Rajasthan)



JAGAN NATH UNIVERSITY, NCR - State Highway-22, Bahadurgarh-Jhajjar Road (Haryana)



JAGAN NATH UNIVERSITY - Village Rampura, Tehsil Chaksu, Jaipur (Rajasthan)

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. Alope 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.

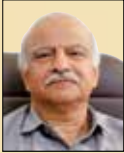
The institute will also be setting up a “Mock Bank” and a “Retail Store” in partnership with HDFC Bank and Reliance Retail.



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. Seema Aggarwal
Professor
Ph.D, M.Sc (Tech)



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



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



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



Ms. Sanjeela Mathur
Associate Professor
Ph.D Pursuing, MBA, BA



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



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



Dr. Samridhi Tiwari
Assistant Professor
Ph.D, M.Phil, MBA, B.Com



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



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



Ms. Palak Gupta
Assistant Professor
Ph.D Pursuing, MCA



Ms. Barkha Narang
Assistant Professor
M.Tech, B.Tech



Dr. Vandana Mehta
Assistant Professor
Ph.D, MBA, B.Sc



Dr. Swapna Sen
Assistant Professor
Ph.D, MBA(F), B.E.
(Civil), UGC-NET



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



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

Visiting Faculty

Academicians

S No.	Name of Faculty	Qualification	Area of Specialization	Experience
1.	Dr. M.P. Singh	B.Sc, M.Sc, LLB, MBA, CAIIB, Ph.D	International Business	35 Years
2.	Dr. R P Rustagi	M.Com, M.Phil, Ph.D	Finance Management	30 Years
3.	Mr. Ankur Wahal	BA, B.Com, LLB, MBA	Financial Technology	15 Years
4.	Ms. Anubha Walia	B.Com, M.Com, MBA, Ph.D	HRM	17 Years
5.	Dr. Girish Ahuja	M. Com, Ph.D	Financial Management	35 Years
6.	Mr. Hari Parmeshwar	B.Com (Hons), MBA (HR), Masters in Business Law	Law & HR	20 Years
7.	Mr. Raghuvansh Mathur	B.Sc (H), PGDM (Marketing)	Strategic Marketing	25 years
8.	Prof. Bharat Bhushan	B.Com, M.Com, M.Phil, Ph.D	Financial Accounting, Law, Corporate Legal Environment	32 Years
9.	Dr. Chandra Shekhar Sharma	B.Com, M.Com, Ph.D	Financial Derivatives, M&As	30 Years
10.	Mr. G. Krishnamurthy	B.Tech, MBA	Business Analytics and Consulting	34 Years
11	Prof. M. Zafar	B.Tech, MBA	Mathematics & Operations Research	20 Years

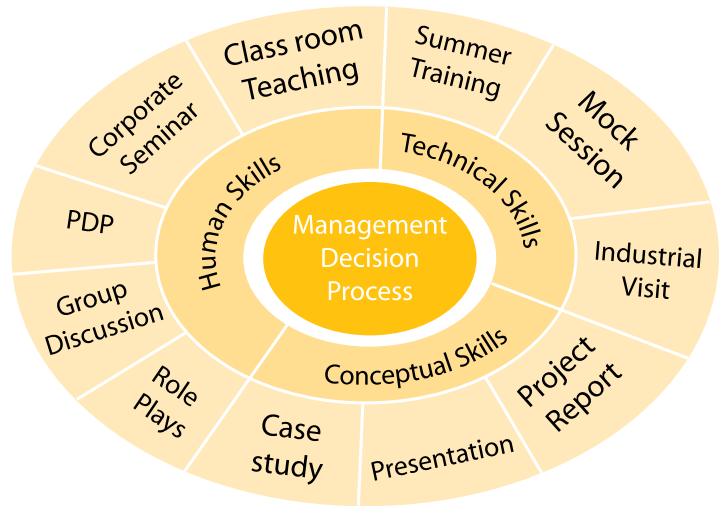
Corporate Managers

Mr. Pradeep Narula <i>Group President</i> Wave Inc.	Ms. Bhavna Kapur <i>Director - Plus One Degree</i> HCL Technologies Ltd.	Mr. Sujoy Choudhary <i>Sr. Customer Relationship Manager - Asia</i> (Microsoft Ltd.)
Mr. Pankaj Dubey <i>Managing Director & Country Head</i> Polaris India Private Limited	Mr. Manmohan Bhutani <i>Head HR & VP Business Operations, India</i> American Cyber Systems	Mr. Subhash Bhaskar <i>Additional Gen. Mgr. (HR)</i> MMTC Ltd.
Mr. Kamal Singh <i>Executive Director</i> UN Global Compact Network India	Ms. Anju Uppal <i>General Manager (HR)</i> AIMIL	Mr. Rajeev Gupta <i>Business Head – PCS</i> Reliance Retail Ltd
Mr. Vijay Rai <i>MD (Asia Pacific & EMEA Mkts)</i> Saviour, US INC President – NHRDN, Delhi & NCR Chapter	Ms. Kulkjeet Kaur <i>Manager</i> IOCL	Mr. Deepak Mehra <i>Head-Training & Development</i> Videocon

Pedagogy

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.



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 | • Yamaha | • NSE | • Halonix | • Bisleri |
| • Havells Ltd. | • Whirlpool | • Moser Baer Ltd. | • Roto Pumps Ltd. | • Relaxo |
| • Maruti Suzuki | • Escorts | • Mother Dairy | • Yakult | • Amul |

International Conference

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 Seminars

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.



Dr. Bhaskar Chatterjee, Director General and CEO, IICA delivers inaugural address



Chief Guest, Mr. Sujoy Choudhury, Senior CRM – Asia, Microsoft addressing students

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. Rajshekhar Malaviya, CEO, Promodome Communications 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.



Chief Guest, Anurag Sharma, General Manager-Clarks India and Guest of Honour Ms. Bhavna Kapur, Director, Marketing Communication, HCL at inaugural session of the seminar

FDPs / MDPs



Mr. C.M. Krishna, Hony. Advisor, PHDCCI and faculty Mr. Ankur Wahal with MDP delegates

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.



Dr. (Cdr) Satish Seth, Director-General, JIMS Kalkaji delivering welcome address at the Panel Discussion



Dr. Neelam Tandon, Professor, JIMS Kalkaji addressing faculty members

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.



Mr. Sumeet Raisinghani, VP, M cube Financial Services addressing students



Mr. C. M. Krishna, Hony. Advisor, PHDCCI and Dr. (Cdr) Satish Seth, Director-General, JIMS with workshop participants

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.



Mr. Rupak Agarwal, Founder and CEO, Eveueme conducts students’ workshop

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



Guest Lectures

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

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 Hindtrick, 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



Dr. Amit Gupta, Chairman, JIMS with Director and Dean, Westminster University



Prof. Hidekazu Sone, Professor, Shizuoka University addressing students



Mr. Ignace Hindrick, Senior Consultant, India Consult, India and Belgium addressing Faculty Members



Ms. Ester Martinez, CEO & Editor-in-Chief, People Matters addressing students



Mr. Roderick Harding, Director, Garnet & Gold, USA being felicitated by Director, Dr. J.K. Batra

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.



Mr. A.P. Mittal, Member Secretary, AICTE awarding Diploma Certificates



Mr. Rajeev Gupta, Business Head-PCS, Reliance Retail addressing students

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.



Dr. J. K. Batra, Director, JIMS Kalkaji and Faculty members with Prize Winners



Dr. (Cdr) Satish Seth, Director-General, JIMS Kalkaji and Dr. J.K. Batra, Director, JIMS Kalkaji awarding winners

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



Mr. Rohit Churamani, Managing Director at i3 Research Consultants addressing students during E-Week

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 elaborative, 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.



Mr. T S Ahluwalia, Member, FIEO Managing Committee addressing students



Ms. Shruti Sinha, Regional Manager, North India, Wadhvani Foundation addressing E-Club students

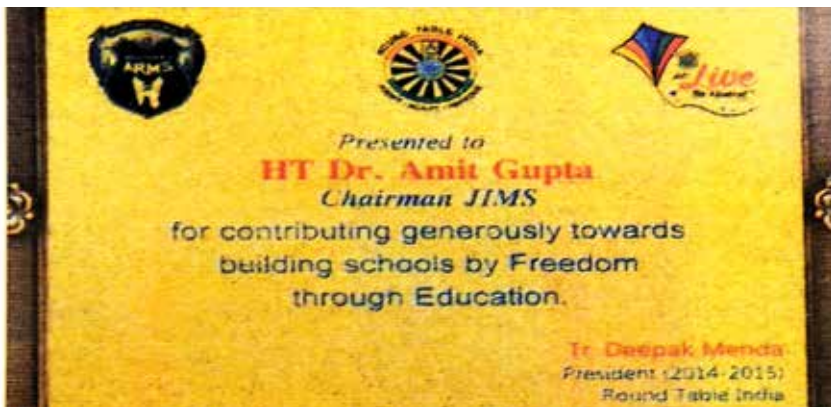
NEN - Workshop - Orientation Programme

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, Wadhvani 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.

Laurels for JIMS

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.

Cultural Extravaganza



King of Pop-'Badshah'

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.



Movie Idols - Kareena and Imran



Rockstar - Neha Kakkar





Rising Pop Star - Mankirat Aulakh



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

JIMS Alumni - Shivani Singh - "Mrs. Asia Pacific - Gladrags"



King of Bhangra - Daler Mehendi



Pop Queen-Shibani Kashyap

Our Recruiters

- Aditya Birla Group
- Airtel
- Amazon.com
- American Express
- Asian Paints
- Assocham
- 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
- Protviti 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



Navneet 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



Rotaract Club enact - 'Nukkad Natak' on "Women Empowerment"



Faculty participates in Blood Donation Camp

Alumni Connect

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.



Chairman - Dr. Amit Gupta, Faculty and Alumni



Alumni Sports Winners at Jasola Sports Complex

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 Jhingan

"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 Publications

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".



Mandatory Disclosure

S. No.	Category	PGDM / PGDM (IB)
1	Name of the Institute	Jagannath International Management School
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

National Institutional Ranking Framework
Ministry of Human Resource Development
Government of India

India Rankings 2018: Management (Rank-band: 75-100)

Name	City	State
Shri Sri Siddaganga Institute of Management & Research, Halebidu	New Delhi	Delhi
Delhi Institute of Management Studies	Delhi	Delhi
Department of Management Studies	Bangalore	Karnataka
Amrita Institute of Management Studies	Delhi	Delhi
A. U. A. University	Madurai	Tamil Nadu
Indian Institute of Technology and Science	Palampur	Himachal Pradesh
Institute of Business Management & Research, IIM's Institute	Delhi	Delhi
Institute of Management Studies	Delhi	Delhi
Uttarakhand Institute of Management Studies, Dehra Dun	Dehra Dun	Uttarakhand
Uttarakhand Institute of Management Studies, Dehra Dun	Dehra Dun	Uttarakhand

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

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

Super Bumper November 2017 Issue
competition success review

CSR-GHRDC B-Schools Survey 2017

Rank	Name of the B-School	Score	Rank	Score
1	Amrita Institute of Management, Dehra Dun	100.00	10	85.00
2	Amrita Institute of Management, Dehra Dun	98.00	11	84.00
3	Amrita Institute of Management, Dehra Dun	96.00	12	83.00
4	Amrita Institute of Management, Dehra Dun	94.00	13	82.00
5	Amrita Institute of Management, Dehra Dun	92.00	14	81.00
6	Amrita Institute of Management, Dehra Dun	90.00	15	80.00
7	Amrita Institute of Management, Dehra Dun	88.00	16	79.00
8	Amrita Institute of Management, Dehra Dun	86.00	17	78.00
9	Amrita Institute of Management, Dehra Dun	84.00	18	77.00
10	Amrita Institute of Management, Dehra Dun	82.00	19	76.00

NHRDN & SHINE.COM
B-Schools Ranking In India for 2017-2018

S No.	Name of the College	Data Source	Student Quality	Intellectual Capital	Quality of Infrastructure	Richness of Campus Life	Academic Excellence	Placements	Corporate Connectedness	Accreditations & Quality Assurance	Leadership & Governance	Alumni Connectedness	TOTAL
34	Jalpuria Institute of Management, Noida	Primary	101	80	30	37	95	47	25	25	70	30	539
35	Xavier Institute of Social Service, Ranchi	Primary	101	92	27	28	65	46	25	25	75	40	523
36	SDM Institute for Management Development, Mysore	Primary	95	90	34	30	75	48	25	25	70	30	522
37	Amity Business School, Noida	Primary	100	92	27	28	86	50	25	25	60	25	517
38	Jalpuria Institute of Management, Lucknow	Primary	100	81	36	35	67	48	25	25	70	29	516
39	JIMS Kalkaji, Delhi	Primary	100	80	25	18	102	48	25	25	65	25	513

'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)

business today

WOMEN'S BEST B-SCHOOLS

Rank	Name of the B-School	Score	Rank	Score
1	Amrita Institute of Management, Dehra Dun	100.00	10	85.00
2	Amrita Institute of Management, Dehra Dun	98.00	11	84.00
3	Amrita Institute of Management, Dehra Dun	96.00	12	83.00
4	Amrita Institute of Management, Dehra Dun	94.00	13	82.00
5	Amrita Institute of Management, Dehra Dun	92.00	14	81.00
6	Amrita Institute of Management, Dehra Dun	90.00	15	80.00
7	Amrita Institute of Management, Dehra Dun	88.00	16	79.00
8	Amrita Institute of Management, Dehra Dun	86.00	17	78.00
9	Amrita Institute of Management, Dehra Dun	84.00	18	77.00
10	Amrita Institute of Management, Dehra Dun	82.00	19	76.00

OUTLOOK BUSINESS

Top 100 Management Schools

Rank	Name of the B-School	Score	Rank	Score
1	Amrita Institute of Management, Dehra Dun	100.00	10	85.00
2	Amrita Institute of Management, Dehra Dun	98.00	11	84.00
3	Amrita Institute of Management, Dehra Dun	96.00	12	83.00
4	Amrita Institute of Management, Dehra Dun	94.00	13	82.00
5	Amrita Institute of Management, Dehra Dun	92.00	14	81.00
6	Amrita Institute of Management, Dehra Dun	90.00	15	80.00
7	Amrita Institute of Management, Dehra Dun	88.00	16	79.00
8	Amrita Institute of Management, Dehra Dun	86.00	17	78.00
9	Amrita Institute of Management, Dehra Dun	84.00	18	77.00
10	Amrita Institute of Management, Dehra Dun	82.00	19	76.00

'Rank 84', among Top 100 Management Schools (Outlook Business - Oct. 2017)

मेट्रो रंग

1. सफल - नवीनता प्रसार के नए तरीके

2. शायद ही सोचने के बिना ही प्रसार

3. नए - नवीनता के बिना ही प्रसार

4. नए - नवीनता के बिना ही प्रसार

ब्रांडिंग दिलाएगी आपको पहचान

'पॉप स्टार नाइट' में रॉक बैंड की धूम

नए-नए बैंडों की शक्ति के अलावा और भी कुछ लोग, जैसे कि 'सुपरस्टार' जो 'कैश' के अलावा ही प्रसार के लिए भी प्रसिद्ध हो चुके हैं।

THE TIMES OF INDIA

6 yrs after signing, India yet to...

B-SCHOOL AWARDS

10th Annual B-School Awards...

सांस्कृतिक महोत्सव में नाच-गाना और परिक्रमा

सांस्कृतिक महोत्सव में नाच-गाना और परिक्रमा

जेआईएमएस के स्टूडेंट को 8.5 लाख का ऑफर

Interview with Dr. Amit Gupta, Chairman, JIMS, Kalkaji, New Delhi

नई दिल्ली (ब्यूरो)। कलकत्ता स्थित जगन्नाथ इंटरनेशनल मैनेजमेंट स्कूल (जेआईएमएस) के पीजीटीएम 2010-12 के स्टूडेंट को 8.5 लाख रुपये का पैकेज ऑफर मिला है। जेआईएमएस के अध्यक्ष डॉ. अमित गुप्ता ने बताया कि मार्केटिंग के स्टूडेंट को मिले ऑफर में सबसे बड़ा पैकेज कोर्टक महींद्रा बैंक ने दिया जो कि 8.5 लाख रुपये का था, जो कि पिछले वर्षों में सबसे अधिक था। विभिन्न कोर्स के छात्रों के प्लेसमेंट के लिए कई कंपनियां आ रही हैं।

आर्थिक संकट पर सेमिनार

जगन्नाथ इंटरनेशनल मैनेजमेंट स्कूल (जेआईएमएस) के कालकाजी कैम्पस में 'विश्व में निरंतर आर्थिक संकट: समस्याएं, चुनौतियां एवं रणनीतियां' विषय पर एक नेशनल सेमिनार का आयोजन किया गया। सेमिनार का उद्घाटन मनोवैद्य माधेवदत्त ने किया। जेआईएमएस के डायरेक्टर डॉ. सतीश सेठ के मुताबिक मैनेजमेंट की पढ़ाई में सेमिनार और वर्कशॉप की अलग अहमियत है। इनके माध्यम से स्टूडेंट्स को कॉर्पोरेट वर्ल्ड से परस्पर संपर्क करने का मौका मिलता है।

न्यूज डायरी

जिम्स में रॉक शो

नई दिल्ली। जगन्नाथ इंटरनेशनल मैनेजमेंट स्कूल (जिम्स) में वार्षिक काल्चरल फेस्टिवल श्रितितज के तहत प्रसिद्ध रॉक बैंड परिक्रमा के साइड शो का आयोजन किया गया। इस दौरान दिल्ली के विभिन्न कॉलेजों डाट एरिया 130 के चेयरमैन डॉ. अमित गुप्ता ने बताया कि सदस्यों और शहर की नानी संस्थाओं ने उत्तरी दिल्ली के भलसवा गांव के वरीय व सुविधाहीन बच्चों को विचार देने के लिए 20 लाख...

Horizon B-schools awarded

JIMS along with the Indian Institute of Foreign Trade have been jointly awarded the Best B-School Award 2011 by Star News. The award was presented to the institutes at an awards ceremony held in Mumbai recently.

Take GRE in August and September

BUDGET DISCUSSION

After the announcement of Union Budget 2012-13, Jagannath International Management School (JIMS), Kalkaji organized a panel discussion on national features of the Budget and its impact on the present fiscal situation.

MARCH 26, 2012

Culture, rock and colours of life

JIMS students held a gala time at their annual college festival 'Worship 2012'.

NEWSPAPERS

Students of JIMS participated in a newspaper-making competition...

COOKING DEMO

Chef Yoko Rastoni presented a cooking demonstration during the inauguration...

जेआईएमएस ने निर्धन वर्ग के बच्चों के लिए धन जुटाया

नई दिल्ली 27 मार्च (ब्यूरो)। जगन्नाथ इंटरनेशनल मैनेजमेंट स्कूल ने आज दिल्ली स्थित गरीब बच्चों (सीडीएच) - 130 के बच्चों में दिल्ली में 'गैंग स्टार शो' का आयोजन किया जिसका प्रमुख अतिथि डॉ. अमित गुप्ता थे। इस कार्यक्रम में डॉ. अमित गुप्ता ने बताया कि सदस्यों और शहर की नानी संस्थाओं ने उत्तरी दिल्ली के भलसवा गांव के वरीय व सुविधाहीन बच्चों को विचार देने के लिए 20 लाख रुपये का धन जुटाया है।

मजा लें 'परिक्रमा' की रॉकिंग नाइट का...

परिक्रमा बैंड की रॉकिंग नाइट का आयोजन किया गया...

Centres of Excellence

old convocations

aying it louder

JIMS: Special emphasis on IT

JIMS Paper Contest

www.jagannath.org

... where quality education is a way of life



Jagannath International Management School

MOR, Pocket 105, Kalkaji,
New Delhi - 110 019

+91 11 4061 9200 (100 lines)

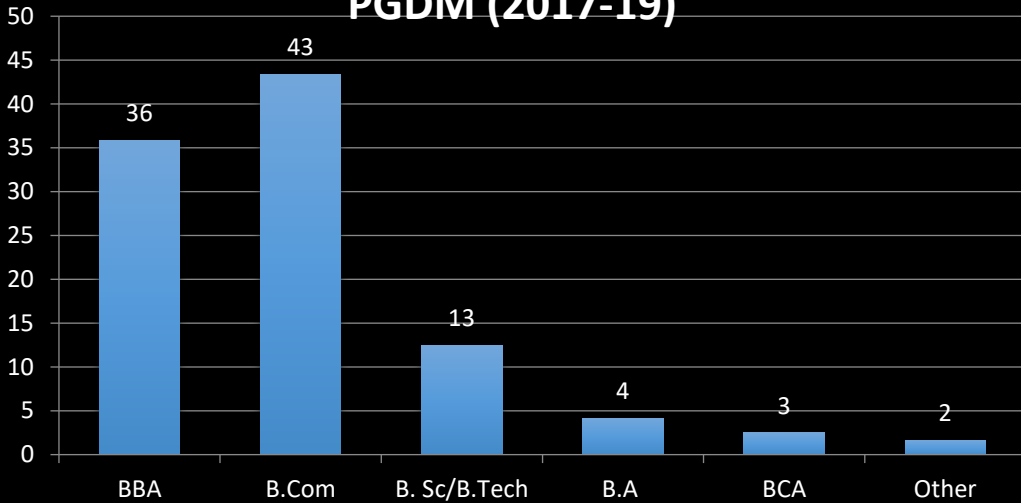
+91 11 2622 0998

✉ jnims@vsnl.com

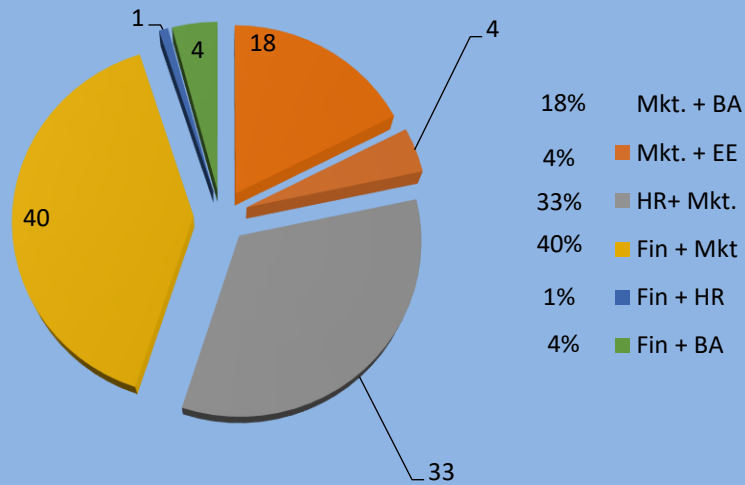
☎ +91 98 68 23 94 72

📞 1800 - 11 - 2074

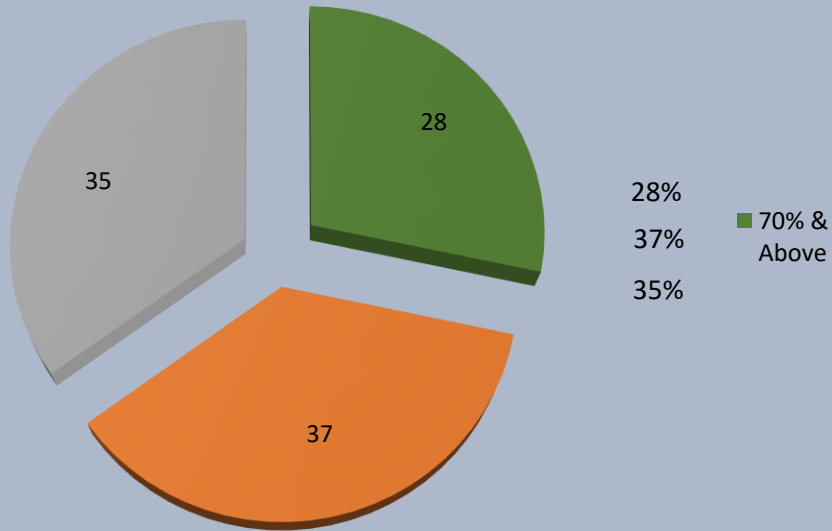
Analysis of Educational Background PGDM (2017-19)



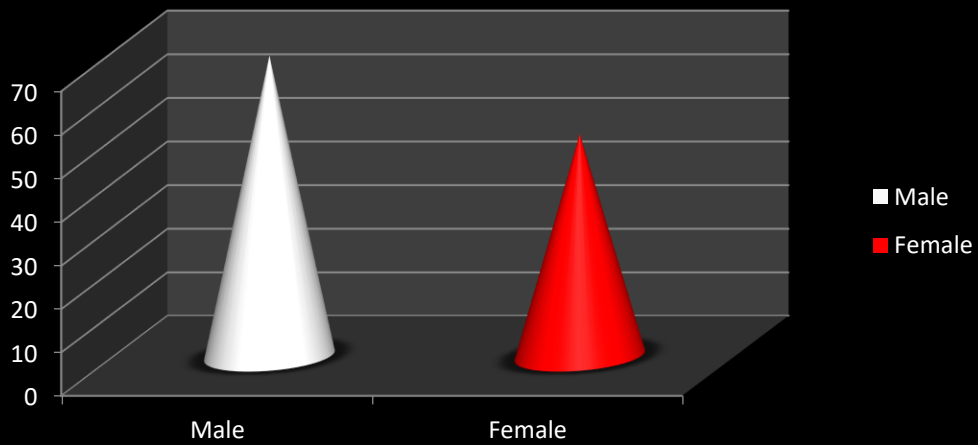
Analysis of Dual Specialization Selected PGDM (2017-2019)



Overall marks % of Students PGDM (2017-2019)



Gender Break Up PGDM (2017-19)





Name : Apoorva Agarwal
Stream : B.Sc
Specialisation : Marketing+HR
SIP Company : Kquality Limited
SIP Project : A Study of Employee Database Management in Kquality Ltd.

Name : Bhriгу 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 Diagnostic 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

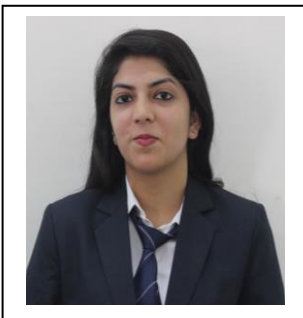
Name : Niharika Saigal
Stream : B.Com
Specialisation : Marketing+HR
SIP Company : Mapro foods pvt. ltd.
SIP Project :A Study of Consumer Perception of Potential Consumers in Modern Trade at Mapro Foods Pvt. Ltd.





Name : Priyanka Chaudhary
Stream : B.Tech
Specialisation : Marketing+HR
SIP Company : Mapro Food pvt. ltd.
SIP Project :A Market survey on Customers Preference towards MAPRO Crushes in Modern Trade and HoReCa

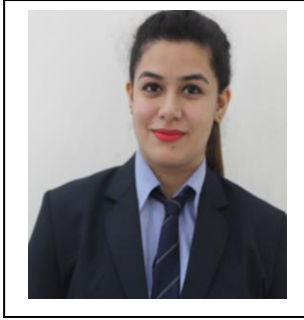
Name : Raghav Sehgal
Stream : BBA
Specialisation : Marketing+HR
SIP Company : Educationinsta
SIP Project : A Study of Promotional strategies for Branding and Listing at Education Insta



Name : Sheetal Kuhar
Stream : B.Tech
Specialisation : Marketing+HR
SIP Company : Karbonn
SIP Project : A Study on Recruitment Process in Karbonn

Name : Shruti Rathore
Stream : BBA
Specialisation : Marketing+HR
SIP Company :R J Corporations Ltd (Nike Divison)
SIP Project :An Exploratory Study of Management Information System in Nike (with special reference to Human Recourses)





Name : Sonali Kaul
Stream : BBA
Specialisation : Marketing+HR
SIP Company : Safexpress Pvt. Ltd.
SIP Project : A Detailed Study of Impact of Attrition on Safexpress

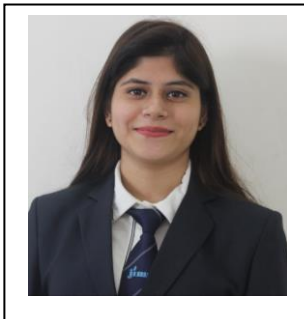
Name : Akanksha Pandey

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.

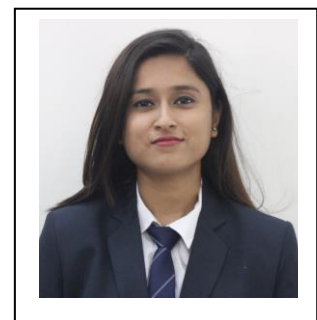
Name : Abha Nayal

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 : 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 : 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 : 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 Capita

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





Name : Karan Mishra
Stream : BBE(Bachelor in Business Economics)
Specialisation : Marketing + HR
SIP Company : Transport Corporation of India
SIP Project :A Study of Cold Storage Opportunities for Fruit and Vegetable in Delhi NCR (With Special reference to TCI)

Name : Karishma Behl
Stream : B.Com
Specialization : Marketing + HR
SIP Company : Net Carrots
SIP Project : To study Recruitment and Selection Process at Netcarrots Pvt. Ltd



Name : Monalisa Das
Stream : B.Com (H)
Specialisation : Marketing + HR
SIP Company : Contentra Technology
SIP Project : A Comprehensive Study of Training and Development Process Followed in Contentra Technologies Pvt. Ltd.

Name : Puja Kumari
Stream : BBA
Specialisation : Marketing + HR
SIP Company : Dharampal Premchand Ltd. (DPL)
SIP Project :A Study of Promotional Strategies adopted by DS Group for Liquid Life





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



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 : Simran Rana
Stream : B.Com
Specialisation : Marketing+ HR
SIP Company : Victor Components
SIP Project : A Study of HRD Practices Followed in Victor Component Pvt. Ltd





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 : 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 : 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 : 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





Name : Sourav Kumar Sarkar
Stream : B.A
Specialisation : Marketing-EE
SIP Company : ASV Courier & Cargo Pvt. Ltd.
SIP Project :To Study the Effectiveness of Logistics Management with Special Reference to ASV Courier and Cargo Pvt. Ltd

Marketing-Business Analytics



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
SIP Project :A Study of Amul Frozen Snacks –
Distribution and Promotion in North
Delhi – Market.

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 : Dharampal Premchand Ltd.(DPL)
SIP Project : A Study on Consumer Perception towards Nature's
Miracle Products in Delhi NCR Region

Finance & Business Analytics



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

SPECIALIZATION – FINANCE+HR



Name : Ayushey Jain

Stream : B.Com (H)

Specialisation : Finance- HR

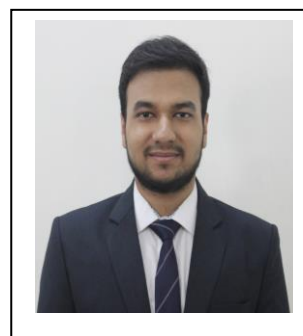
SIP Company : CBRE

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





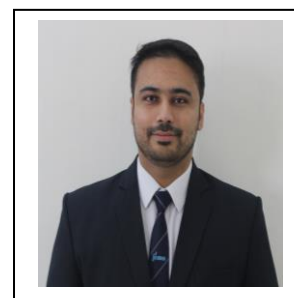
Name : Bhavya Trivedi
Stream : B. Com
Specialisation : Finance+Marketing
SIP Company : Bajaj Capital Ltd.
SIP Project :A Study of Effectiveness of ICICI Mutual Funds for Indian Investors

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.



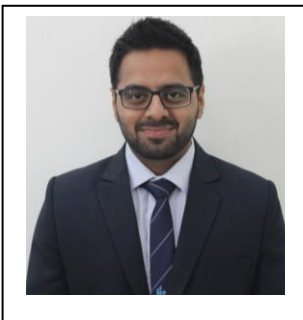


Name : Himanshu Chauhan
Stream : BBA
Specialisation : Finance + Marketing
SIP Company : Bajaj Capital
SIP Project : A Study of Schemes of Mutual Fund and their Effectiveness in India

Name : Jubin Joy
Stream : BBA
Specialisation : Finance + Marketing

SIP Company : Safexpress

SIP Project :An Analytical Study of Route Planning Optimization of Delivery Vehicles in Delhi – NCR Hub at Safexpress Pvt. Ltd.



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

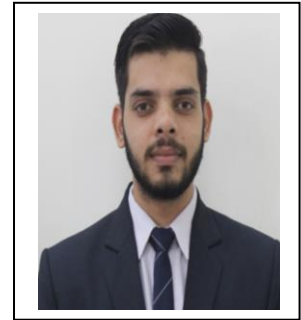
Name : Mehak Soni
Stream : BA (Eng. Hon)
Specialisation : Finance + Marketing
SIP Company : CBRE
SIP Project : A Study on Factors Influencing Investor's Perception towards Real Estate Investment





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 Reference 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.)

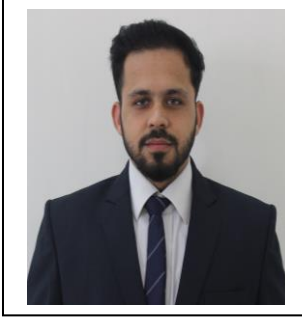
Name : Ritika Sharma
Stream : B com (H)
Specialisation : Finance + Marketing
SIP Company : CBRE
SIP Project :Competitive Analysis of Provident Park Square - A Project of CBRE



Name : 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 : 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





Name : Saurabh Sehgal
Stream : B.Com
Specialisation : Finance + Marketing
SIP Company : Earnst and Young
SIP Project : A Study on Transformational changes of Financial Technology (Fintech) and its impact on Indian Economy

Name : Shikhar Bajpayee

Stream : B.Com

Specialisation : Finance + Marketing

SIP Company : Rupee Makers

SIP Project :A Study of Effective Advertisement Strategy used by Builders in Real Estate in Delhi - NCR



Name : Shivam Sharma

Stream : BBA

Specialisation : Finance + Marketing

SIP Company : Havells India Ltd.

SIP Project :A Comparative Study of Loyalty Program of Havells (Eplues Schem) with its Major Competitors

Name : Shivangi Bajaj

Stream : B.com

Specialisation : Finance + Marketing

SIP Company : Kotak Mahindra Bank

SIP Project :A Study of Small Medium Enterprises Applying for Working Capital Loans from Kotak





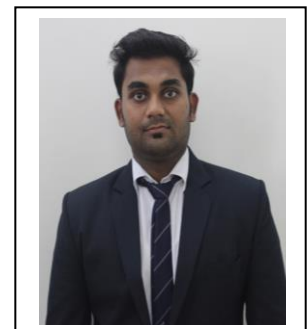
Name : Shubham Aggarwal
Stream : B.Com (H)
Specialisation : Finance + Marketing
SIP Company : CBRE, Gurugram
SIP Project :Revenue Analysis of Project Management Consultancy Department of CBRE

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
SIP Project :A Study on Evaluating Marketing Strategies of Real Estate Developers for Residential Flats in Pune



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.)





Name : Garima Malhotra
Stream : B.Com (H)
Specialization : Finance + Marketing
SIP Company :CBRE.
SIP Project : A Study on Assessment of Sales Potential for Residential Project (Embassy Edge) in North Bangalore

Name : Gaurav Kumar Gupta
Stream : BBA
Specialization : Finance + Marketing
SIP Company : Times of India
SIP Project : A study of Reader's Perception towards English Newspapers (with special reference to Times of India)



Name : Harsh Sharma
Stream : B.Com
Specialisation : Finance + Marketing
SIP Company : CBRE
SIP Project : A Study of Real Estate Valuation of Commercial Property in Chennai

Name : Maniti Doshi
Stream : B.Com
Specialisation : Finance + Marketing
SIP Company : Shramik Bharti
SIP Project : A Survey Repeat on Awareness of "Organic Farming" by Farmers – Produces organisatoin at Shramik Bharti





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

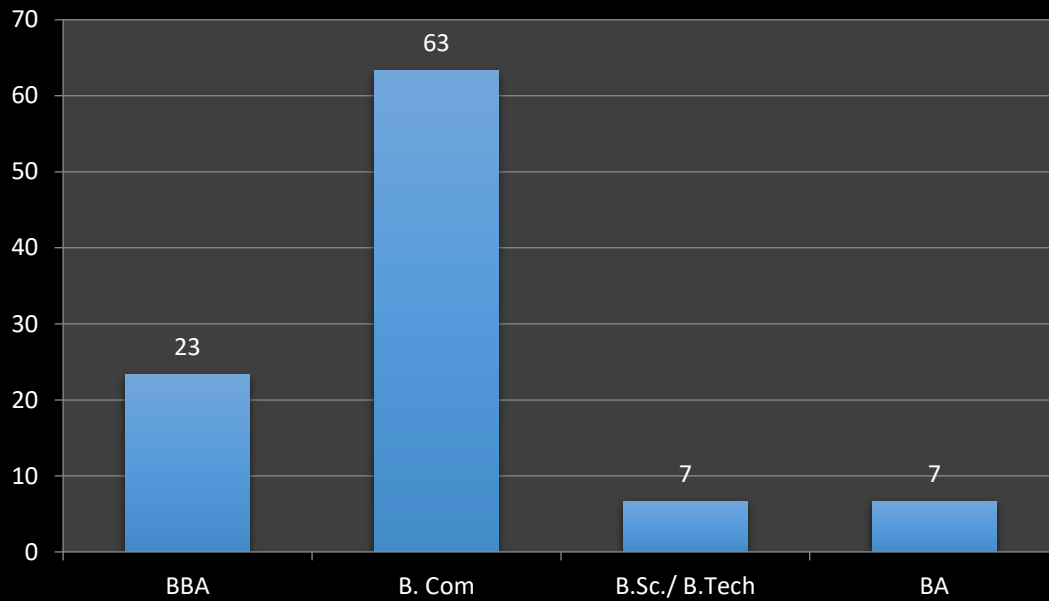


Name : Aman Sharma
Stream : BJMC
Specialisation : Finance+ Marketing
SIP Company : CBRE
SIP Project : A Study on Buyer's preference towards Residential Real Estate Market in Kolkata

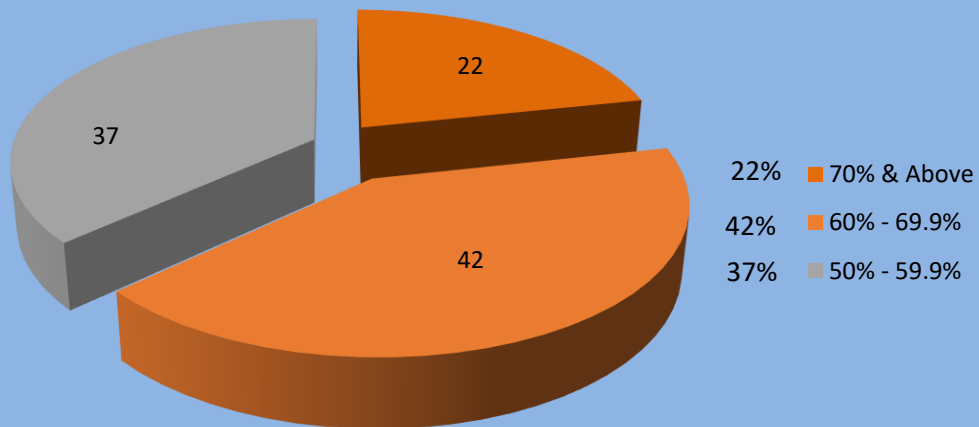
Name : Sajal Singhal
Stream : B.Com
Specialisation : Finance+ Marketing
SIP Company : Indian Bank
SIP Project : A Study of Current Practices of CRM (Customers Relationship Management) of India Bank



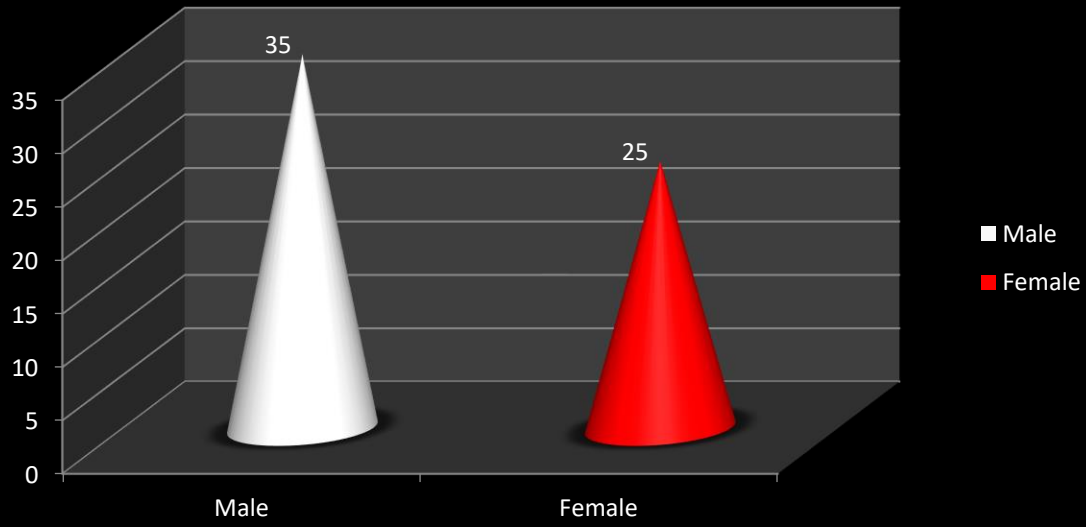
Analysis of Educational Background PGDM (IB) (2017-19)



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



Gender Break Up IB (2017-19)





Name : Abdul Rafee
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

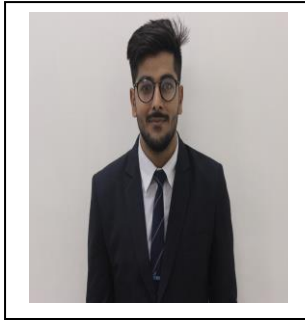
Name : Ashish Kumar Sharma
Stream : B.com(H)
SIP Company : Quantum Global Securities Pvt. Ltd.
SIP Project : Awareness of Indian Investors of Equity Share in Capital Market



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

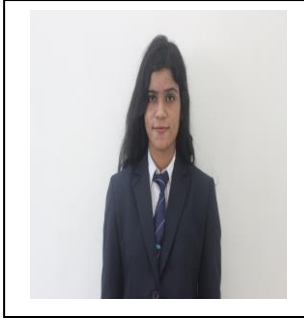
Name : Deepanshu Gora
Stream : B.Com (H)
SIP Company : Landmark Group
SIP Project : A Study on Consumer Buying Behaviour at Max Fashion



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.
SIP Project :A Study on Marketing Strategies of 'Mighty Master' - An event Promotion scheme of Emperor Events & Entertainment Pvt. Ltd.



Name : Harsh Kesharwani
Stream : B.Com
SIP Company : Core Tech Agriculture Pvt. Ltd.
SIP Project :A Study of Farmers Behaviour Towards Biofertilizers in Sarangarh Chhattisgarh at CORE TECH AGRI & BIO Solution Pvt. Ltd.

Name : Harshdeep Singh Bagga

Stream : B.Com

SIP Company : Bajaj Capital

SIP Project :A Comparative Study of Investment in Mutual Funds and Stock Market Equity Shares (with reference to Bajaj Capital Ltd.)



Name : Juhi Garg

Stream : B.com

SIP Company : CBRE.

SIP Project : Analysis of Customers requirements for Leasing residential Property in NCR-With Reference to CBRE

Name : Karan Mohan Khanna

Stream : B.Com(hons)

SIP Company : Bajaj Capital

SIP Project :Comparative Analysis of Reliance and HDFC Mutual Funds





Name :Khalid Jamal
Stream : B.com (H)
SIP Company : New Shama Laboratories Pvt. Ltd.
SIP Project :A Study of Customers Awareness and Perception towards Herbal Health care Products with Respect to New Shama Laboratories Pvt. Ltd

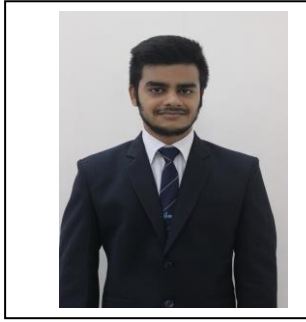
Name : Khyati Gulati
Stream : B.Com (H)
SIP Company : LG Electronics
SIP Project :A Study on Consumer Buying Behaviour in Consumer Durable Industry & Experiential Marketing Technique Adopted by LG India



Name : Kritika Bhati
Stream : BBA
SIP Company : Messe Frankfurt
SIP Project :A Study of Green Lighting Technology Industry with Respect to LED Expo: A Case of Messe Frankfurt

Name : Lipakshi Vasal
Stream : B.com (H)
SIP Company : SMC Global Securities
SIP Project : A Comparative study on Equity and Derivative Market from Investors Perspective





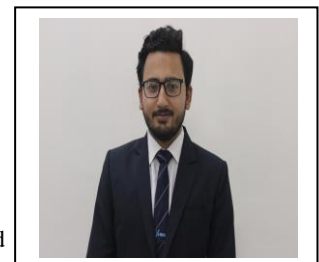
Name : Mandeep Thakur
Stream : B.Sc
SIP Company : Freecharge
SIP Project :A Study on Customer Awareness towards Digital Payments in India

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

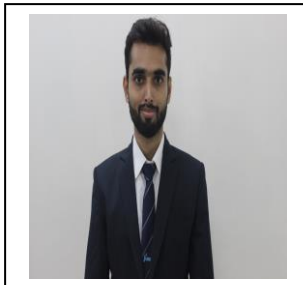
Name : Mohd Arshad Parvez
Stream : B.A (H)
SIP Company : Pozitiiv Mominsons Consumer Goods Pvt.
SIP Project :A Study of Demand and Competitors analysis for foxnuts with respect to Pozitiiv Foxnuts





Name : 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

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



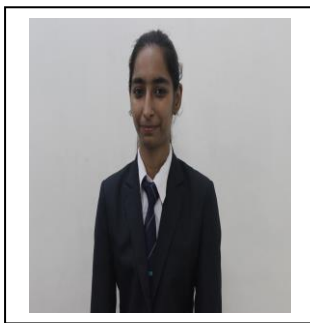
Name : Mrityunjay Mishra
Stream : B.Com
SIP Company : Bajaj Capital
SIP Project :A Study of Awareness of Systematic Investment Planning in Mutual Funds

Name : 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 : 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 : 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 : 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

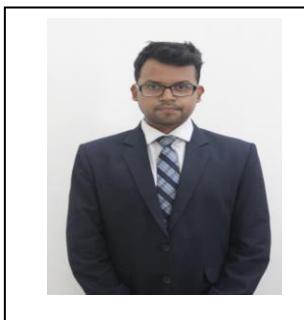
SIP Project : A Study on Role of Housing finance in the sale of Residential Real Estate Projects with Respect to CBRE Kolcutta





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 : 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 : Saransh Sharma
Stream : B.Tech
SIP Company : Bajaj Capital
SIP Project :Comparative Analysis of Systematic Investment Plan and Lump Sum Investment in Mutual Funds

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 : Dharampal 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



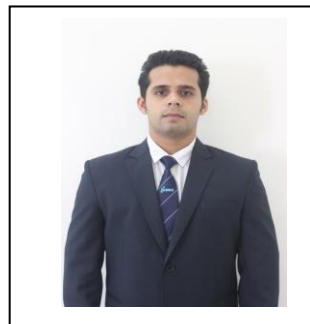


Name : Vishal Tanwar
Stream : BBA
SIP Company : IDBI Federal Life Insurance Co. Ltd.
SIP Project : Advertising Strategies of IDBI Federal



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

