

THE JKBS TRIEDGE



- ▶ Tech-savvy curriculum
- ▶ Strong industry connect
- ▶ Learn beyond academics

JKBS

LEARN | INNOVATE | EXCEL



**ADMISSION
BROCHURE**

PGDM | BBA

LEGACY

is important.

Ensure a good one for your

CAREER!

VIRTUAL TOUR

Get a glimpse of the campus



10 acres of lush green, eco- friendly campus strategically located in the corporate hub, Gurugram Digital Knowledge Resource Center with **1000+** International and National e- journals
Highly secure and fully AC residential campus
wi fi campus **24*7** power backup

VISION

To be a globally recognized, socially righteous, environment friendly, trusted and innovative institution of excellence.

MISSION(s)

To be a trusted institute for developing socially and environmentally sensitive managers.

To establish a technology adept environment for facing the dynamic industry.

To develop managers with global vision for business.

To nurture change leaders





SHRI GOVIND HARI SINGHANIA

19th Mar 1937 - 2nd Oct 2014

Visionary leader, Entrepreneur, Senior Industrialist, Vice President of JK Organization, Prominent Educationist, Founder JK Business School, Gurugram

VISION OF FOUNDER CHAIRMAN

Shri Govind Hari Singhania was an illustrious and visionary leader who was an entrepreneur in his own right and contributed immensely for the development of Industry as a senior industrialist. Apart from his contribution to the growth of J.K.Organization (founded 135 + years ago) that ranks as one of the largest Industrial Conglomerates in India, Shri Singhania was the Vice President of JK Organization and Director in various other JK Group's companies.

He founded 'JK Business School (JKBS)' and 'Sir Padampat Singhania Institute of Management and Technology' in the year 2006 with a vision to provide high quality management education with focus on academic excellence and skill enhancement of young aspiring managers and created world class infrastructure at Gurugram to accomplish it. His vision, dreams and values will always remain as guiding principles for JK Business School.



MR. ABHISHEK SINGHANIA

Co-Founder & Managing Director, JK Technosoft, Chairman JK Business School, Gurugram

CHAIRMAN'S MESSAGE

Today the world is becoming increasingly dynamic, complex, integrated and interdependent. Therefore, the future managers will be working in a constantly changing environment. The need of the hour is to develop a fiercely competitive edge with a global perspective. Therefore, knowledge becomes the primary source of power to get the core competencies required to meet this challenge of the future world.

JK Business School (JKBS), Gurugram is committed to providing excellent business education and we constantly strive to prepare our PGDM students to develop multiple discipline business skills through regular infusion of latest ideas that can help them in becoming successful managers. By using modern methods of blended learning we help them to adapt and successfully face complex challenges in their business career. We regularly review and upgrade our curriculum to keep pace with the requirements of the industry; In sync with the NEP 2020 we have introduced Outcome Based Education (OBE) that focuses on measuring student performance through outcomes which include knowledge, skills and attitudes. We invite industry leaders to share their experiences with students and seek Academic Collaboration with Foreign Universities and their faculty. During summer, all students work in an industry so as to develop a wholesome knowledge and understanding of doing business in the competitive environment. This enables them to have an ability to regularly adapt to the requirements of continuously evolving dynamic business situations

As an industry anchored B School, JKBS students enjoy a unique advantage of learning about all business tools and techniques from highly experienced and qualified faculty with vast theoretical and practical knowledge which is regularly polished and upgraded through constant interaction with practitioners from varied industries and research work. We have an excellent infrastructure including residential accommodation for all the students.

JKBS is a perfect blend of academics and dynamic environment to motivate everyone. Therefore, the students joining JKBS will find their learning environment to be stimulating and congenial to prepare themselves adequately for a successful and rewarding business career.

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



PROF. (DR.) SANJIV MARWAH

Educationist, Director JK Business School, Gurugram

DIRECTOR'S MESSAGE

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

Friends,

The journey towards excellence always begins with self-discovery.

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

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

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

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

I invite you to be a part of the exciting world of endless opportunities at JKBS, a premier business school with a global vision; committed to nurture the Leaders of tomorrow.



BOARD OF GOVERNORS

Chairman

Mr. Abhishek Singhania
Industrialist & JK Education Foundation

Members

Sh. NP Agarwal
Secretary, JK Education Foundation

Mr. Rajiv Bajaj
Chairman, Bajaj Capital Ltd.

Mr. Vipul Prakash
Co- Founder –HUM (The People) on

Dr.H.Chaturvedi
Director- BIMTECH, Greater Noida

Dr. DPS Verma
Professor – Delhi School of Economics

Dr. Amit Mittal
Dean Research, Chitkara University

Dr. Richa Dahiya
Dean –JKBS

Prof. Kuber
Assistant Professor – JKBS

Dr. Sudhanshu Bhushan
Professor- JKBS

Prof. (Dr) Sanjiv Marwah
Secretary BOG, Director – JKBS



JK Business School (JKBS)

135+
years of
Proud Legacy

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

Diversity

drives the thriving culture at JKBS

JK BUSINESS SCHOOL IS ONE OF THE
FEW B-SCHOOLS IN INDIA TO HAVE
51% OF WOMEN
IN ITS PGDM PROGRAM



Student representatives from
ACROSS INDIA

INSTITUTION ACCOLADES (RANKINGS AND AWARDS)



2020-21

3rd Rank - Top B-Schools of Eminence, GHRDC- CSR Ranking

Top 10 Best Global Institutes for Marketing Programs- The Knowledge Review

7th rank among Top 10 private B-Schools in India for Best Academia-Industry Alliance- Education World Higher Education Grand Jury Awards 2020-21

11th Rank in the India- Global Human Resource Development Centre (GHRDC)

23rd Rank in Top Private B-Schools in India - Education World Ranking

Top 38 Private Business School- Business World Ranking

Top 12 - Business school in North India- Business World Ranking

In the journey to provide quality education, JKBS has grown to be one of the best B Schools of India.

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

100+ Indian and Foreign companies recruiting the management graduates every year from JKBS.

Over 100 Management Development Programs, Conference and Seminars organized.

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

GOVIND HARI SINGHANIA GLOBAL IMMERSION PROGRAM



Under the Govind Hari Singhania Global Immersion Program students are offered scholarships that contribute significantly towards the expenditure incurred by them for foreign study programs. A select few receive this scholarship on merit basis. In such exposures, students typically study Global Marketing, Supply Chain Management, Venture Formation, Finance, International Comparative Management, Cross Cultural study etc. and are awarded a certificate.

Canada, August 2017

Visit to University of British Columbia (UBC)

Singapore, January 2016

Visit to for a International Entrepreneurship Program

California USA, June- August 2016

Visit to California State University (CSUMB)

Poland , July - August 2016

Visit to Wroclaw University of Economics (WEU)

Soth Korea, September 2016

Visit by JKBS Students for Global Summit

“The PGDM program has given me a great bundle of opportunities for both hard and soft skills that are needed to have an impact, whether in business or career development.”

Prashant Verma- PGDM 2015- 17

PROGRAMMES OFFERED

PGDM

A two-year, credits based, full time management program on the lines of the ones offered by various IIMs and recognized by AICTE, a body under the Ministry of HRD, Govt of India. A very high rigour, content rich, autonomous program which is valued for being in sync with the latest and dynamic requirements of the industry.

Fee structure for the entire program 5,99,100*

Program Education Objectives

To provide a holistic understanding of the global business environment, identify problems and offer solutions by exercising their social, technical and leadership skills.

To develop self-motivated dynamic change leaders with strong institutional values, interpersonal and technical skills to meet professional and ethical responsibilities.

To create an environment for developing entrepreneurial skills with universally acceptable innovative ideas contributing to the growth of the organisation.

To nurture professionals with interdisciplinary knowledge with a global perspective.



Scan the QR code to apply

**Fees can be changed on discretion of management*

Specialisations

Finance
Marketing
Human resources
Business Analytics
Digital Marketing & Analytics
Logistics
Global business

Program Outcomes

Apply knowledge of management theories and practices to solve business problems.

Foster Analytical and critical thinking abilities for data-based decision making.

Ability to develop Value based Leadership ability.

Ability to understand, analyse and communicate global, economic, legal, and ethical aspects of business.

Ability to lead themselves and others in the achievement of organisational goals, contributing effectively to a team environment.



PROGRAMMES OFFERED

BBA

A three-year, full-time bachelor in business management program affiliated to Gurugram University, State University of Govt of Haryana. The program offers a wide spectrum of classroom learning and is facilitated by industrial visits, internships, management games and live projects. The approach of the program is focused on practical knowledge, experiential learning, continuous upgradation and committed approach towards academic excellence.

Fee structure for the entire program 2, 89,000*



Scan the QR code to apply

**Fees can be changed on discretion of management*

**ONLY INDUSTRY ANCHORED B SCHOOL OF
GURUGRAM UNIVERSITY**

1 CONFIDENCE AND SELF-MANAGEMENT SUM UP MY THREE YEARS AT JKBS. THE LEARNING HERE HELPED ME TO FACE CHALLENGES AND TAKE INITIATIVES. WE ALSO GOT THE OPPORTUNITY TO INTERACT WITH INDUSTRY SPECIALISTS AND GAIN INSIGHTS ON THE CORPORATE WORLD. ALL OF THIS ENABLED ME TO DEVELOP MY ABILITIES AND EXCEL IN ALL ASPECTS OF MY WORK AND LIFE.



ABHINAV SAXENA

“ THE CULTURE AND FACULTY AT JKBS INSTILLED IN ME A PASSION TO EXCEL AND FOSTERED MY GO-GETTER ATTITUDE. **”**



AVINA VERMA



FACULTY FROM EX IVY LEAGUE B SCHOOLS, TRIPLE CROWN INSTITUTES, IIMS, IITS & MORE



Sanjiv Marwah

PhD

Strategic Marketing ,
Customer Relationship
Management , Scenario
Building, Business Networking
and Education Management



Sudhanshu Bhushan

PhD

Boston University, USA
Strategic Management,
Economics, Business Ethics
and Leadership



Richa Dahiya

PhD

Green Marketing, Business
Research Methods, Business
Analytics, Cross Cultural
Behavior and Corporate Social
Responsibility



Vikram Tyagi

PGDM

IIM Ahmedabad
Logistics and supply chain
management, International
business, Strategic
management, managing
multinational corporations



Ajay Mehta

PhD

Leadership and Team
Building, Disaster
Management,
Environmental Studies
Human Rights & Values and
Personality Development



Supriya Sehgal

PhD (Pursuing)

FDP IIM Ahmedabad
Management Accounting
and Control, Financial
Reporting and Analysis,
Managerial Economics and
Wealth Management



Sandeep S. Parmar

PhD

Michigan State University, USA
Financial Analytics, Investment
Banking, Capital Markets,
Banking, Portfolio
Management, Business
Strategy, Entrepreneurship.



Hitesh Manocha

PGDM

IIM Ahmedabad
Management Perspectives,
Strategic Management, Sales
and Distribution Management
and B2B Marketing



Mukul Jain

PhD

Capital Markets, Finance,
Investments, Taxation,
Business & Company Law,
HR, Production &
Operations Management,
Strategic Management



Kuber Sharma

MBA

*Value Investing & Marketing-
Columbia B School*
Entrepreneurial Finance, Capital
Markets and Investing, Alternative
Investments, Private Equity and
Venture Capital, Impact Investing,
Managing High Growth Firms



Sridhar Manohar

PhD

FDP IIM Ahmedabad
Innovation and
Entrepreneurship, Scale
Development Process and
Multivariate Analytics and
Research Methodology



Sonia Arora

LLM

London School of Economics
International Relations, Business
Law, International Contracts and
Transactions, Compliance
Specialist, Placements and Soft
Skills Training

FACULTY FROM EX IVY LEAGUE B SCHOOLS, TRIPLE CROWN INSTITUTES, IIMS, IITS & MORE



Shailija Manocha
PGDM
IMT, Ghaziabad
Branding, Services
Marketing, Marketing
Management, Consumer
Behavior, Integrated
Marketing Communication



Geeta Kapur Malhotra
MBA
CFA Level 1
Finance, Taxation,
Accounting and Stock
Markets



Gagan Dewan
MBA
Enterprise Sales, Business
Development,
Transformation and
Customer Relationship
Management and
Negotiation skills



Charu Sharma
MBA
Human Resource,
Recruitment and
Selection, Career
Development



Suman Kumar Deb
PhD (Pursuing)
Operation Research,
Statistics and Quantitative
Techniques, Business Maths,
supply chain management
and Project Management



Vishnu Sharma
M. Tech
Management Information
Systems, E-Commerce,
Database Management
and Computer Networks



D K Malhotra
PhD
Derivative Securities, Fixed
Income Securities,
International Finance,
Corporate Finance,
Investment and Portfolio
Management.



Swapna Sen
PhD
Statistics, Analytics,
Machine Learning,
Artificial Intelligence,
Finance and
Operations.



Vandana Sharma
PhD
Retail Management,
Digital Marketing
Strategy, Business
Communication



Vipul Soota
*POAB (Dale
Carnegie)*
Soft Skills and
Leadership Training

JKBS TRI-EDGE

A unique learning experience

THE JKBS TRIEDGE



- ▶ Tech-savvy curriculum
- ▶ Strong industry connect
- ▶ Learn beyond academics

TECH SAVVY

- Technology adept environment
- Technologically advanced teaching learning
- Google G-Suite for online classes
- Blended pedagogy and curriculum

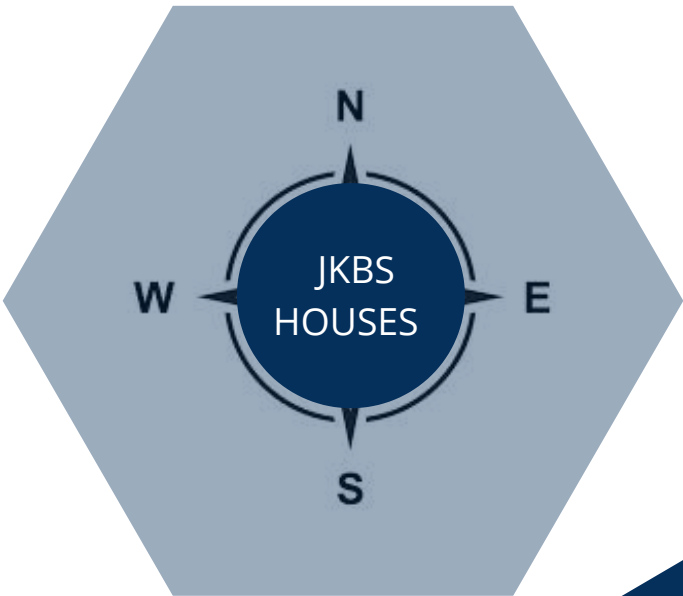
INDUSTRY CONNECT

- Strong Industry academia interface
- Regular guest lectures, leadership talks and webinars
- Strong alumni network
- Industrial visits
- Live projects and capstone projects
- Workshops with industry experts

BEYOND ACADEMICS

- Conferences, seminars, MDPs
- Clubs and committees
- Annual management fest and events
- CSR activities
- Global network for learning through scholarships

GET INVOLVED!



CORPORATE
RESOURCE
CENTER

DATA SCIENCE,
ANALYTICS &
CYBERSECURITY
(DSAC) CLUB

AIESEC

MANTHAN

INFORMATION
TECHNOLOGY
CLUB

LIBRARY
CLUB AND
COMMITTEE

FOOD
COMMITTEE

NIRMAAN

CSR
HEAL
CLUB

DMRC
CLUB AND
COMMITTEE

DISCIPLINE
COMMITTEE

HOSTEL
COMMITTEE

TRIGUN AND
ENTREPRENEURSHIP
COMMITTEE

SPORTS
CLUB AND
COMMITTEE

MARKETING
CLUB

COMMUNICATION
CLUB

REDRESSAL AND
GRIEVANCE
COMMITTEE

ATRANGI

FINANCE
CLUB

CORPORATE VIEWS



"It was a great pleasure to be at JK Institute. Excellent infrastructure and faculty for learning."

Mr. Anil K Agarwal, Ex President, Assocham & CEO, Cosmos Group.

"It was pleasure speaking to the young students and budding manager."

Mr. Suryakant Dixit, Manager HR, Thomson Press.

"I was greatly inspired by the vision of JKBS and its accomplishment during very short start-up period."

Mr. Prabhjot Sodhi, NC, GEF UNDP, Centre for Environment Education.

"Excellent facilities. Student are disciplined and eager to learn."

Mr. Rakesh Singh Gautam, Sr. Vice President, HR, Bata India Pvt. Ltd.

"Extremely impressed with the facilities available. A good institution for higher education."

Mr. Ganesh Natarajan, Vice Chairman, ZENSAR & Co-Chairperson, NASSCOM.

"It was a great experience in JK, while interacting with the students. My whole hearted wishes for their bright career."

Ms. Sushmita Sahoo Mishra, Manager HR, Siemens Healthcare.

"Great opportunity to meet the students. Wish you and the institute lots of success."

Mr. Martial G Roland
CMD, Nestle India Limited



ALUMNI SPEAK

“JKBS gives you the opportunity to develop your leadership skills in a safe environment and campus (spread over 10 acres).

I worked in diverse teams, soiled my hands with best business practices and put what I learnt into my work.”

Pushpam Kumar, Manager- Hewlett Packard,
PGDM 2006-2008

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

Govind Pratap Singh Meriya

C 2012-14, L&T Finance, RM

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

Akshat Mishra

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

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

Ankur Agarwal

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

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

Kartikey Srivastava

PGDM 2012-14, HSBC Bank, Relationship Manager



Pushpam Kumar

2006-2008

Manager

Hewlett-Packard

Neha Upadhyay

2013-2015

Senior Executive

Future Supply Chain Solutions Ltd.

Neeraj Kumar

2012-2014

Business Analyst

Accenture

Simran Ari

2018-2020

HR Executive

Asahi India Glass Ltd

**Alumni
Connect**

Tania Mukherjee

2018-2020

HR Manager - Team Lead

Extramarks Education

Kartikey Srivastava

2012-2014

Sr. Manager

IDFC First Bank

Akshat Mishra

2011-2013

Marketing and Operations Assistant

Prime Group (Dubai)

Neha Deora

2012-2014

Customer Relationship Manager

HDFC Bank



Twinkle Gaur

2017 -2019

Financial Planning Analyst
Ameriprise Financials Inc.

Somdeep Mandal

2017 -2019

Business Devopment Manager
BYJUs

Madhusudan Gaur

2017 -2019

Senior Sales officer
Berger Paints

Prateek Soni

2010 -2012

Deputy Manager
Shree Cement Ltd.

Alumni Connect

Sachin Dubey

2011 -2013

Area Sales Manager
Ambuja cement Ltd

Sanket Kumar

2017 -2019

Consultant
Grant Thornton

Mrigank Shekhar

2008 -2010

Operations Manager
Aron Global(Colombia)

Utpal Kant

2011 -2013

Senior Area Sales Executive
SC Johnson

PEDAGOGY @ JKBS

Weekly test, quiz, case studies, assignments, live projects, seminar, workshops, corporate talks, presentations besides mid-term and end-term assessments and summer and final project reports



INFRASTRUCTURE



State of art Digital Classrooms



Computer Resource Centre



Digital Knowledge Resource Centre



Pulsating Cafeteria



Boardroom



Best in Class Infrastructure



Secure in Campus Residential Facility

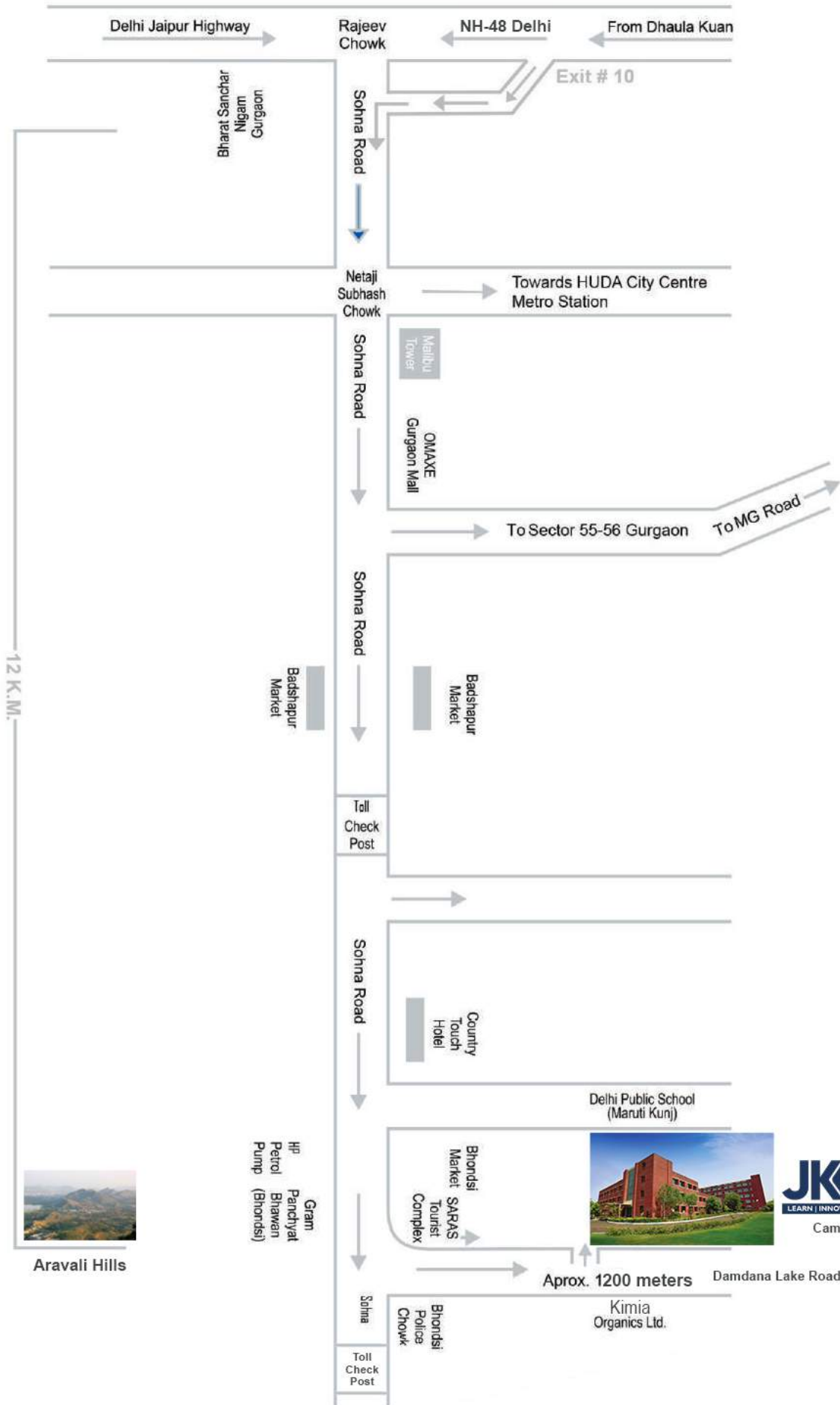


Well Equipped Recreation Facility

CORPORATE PATRONAGE



ROUTE MAP OF JKBS



Aravali Hills



JKBS
LEARN | INNOVATE | EXCEL
Campus

**10 ACRES
LUSH
GREEN
CAMPUS**



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

EC-FRIENDLY ENVIRONMENT

- Solar Street Lamps
- Mosquito & Insect Repellent Plants
- Rain Water Harvesting System



JK Business School

JK Chowk, 1200 mtrs on Damdama Lake Road
Off-Sohna Expressway Gurugram-122102 (Haryana)
Mob: +91 - 9711629701-05 | E-mail: admissions@jkschool.org
Website: www.jkschool.org



www.jkbschool.org

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