

**THE JKBS TRIEDGE**



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



**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)



2021

**6th Rank** - Top B-Schools of Super Excellence, GHRDC- CSR Ranking

**Ranked in the A2 Band:** Institution of Academic Excellence in the OBE Rankings 2021 by R. World Institutional Ranking!

**7th rank among Top 10 private B-Schools in India for Best Academia-Industry Alliance-** EducationWorld 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

2020

**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 6,99,100\****

### 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, 92,500\***



Scan the QR code to apply

*\*Fees can be changed on discretion of management*

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

“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



**Shailija Manocha**

*PGDM*

*IMT, Ghaziabad*  
Branding, Services  
Marketing, Marketing  
Management, Consumer  
Behavior, Integrated  
Marketing Communication



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



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



**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



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



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



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



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



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

# 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

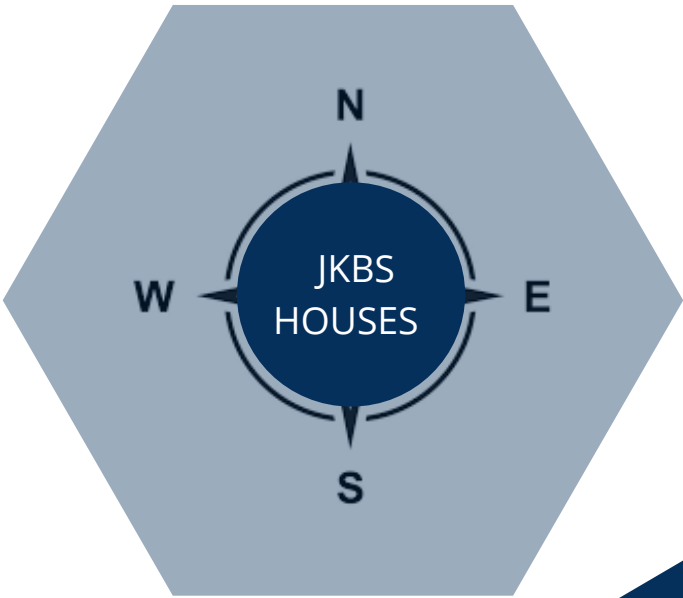
### INDUSTRY CONNECT

- 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 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

A central blue octagon with an orange border contains the text "Alumni Connect". It is surrounded by eight circular portraits of alumni, each connected to the center by a solid blue line. From each portrait, a dotted line extends outwards to a solid orange circle. The alumni are arranged in a ring around the central octagon.

**Alumni  
Connect**

**Kartikey Srivastava**

2012-2014  
Sr. Manager  
IDFC First Bank

**Tania Mukherjee**

2018-2020  
HR Manager - Team Lead  
Extramarks Education

**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**

**Sanket Kumar**

2017 -2019  
Consultant  
Grant Thornton

**Sachin Dubey**

2011 -2013  
Area Sales Manager  
Ambuja cement Ltd

**Utpal Kant**

2011 -2013  
Senior Area Sales Executive  
SC Johnson

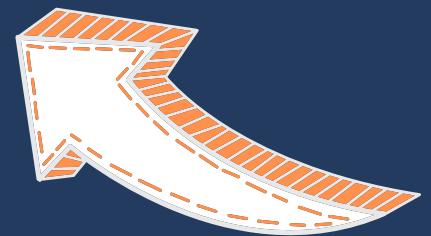
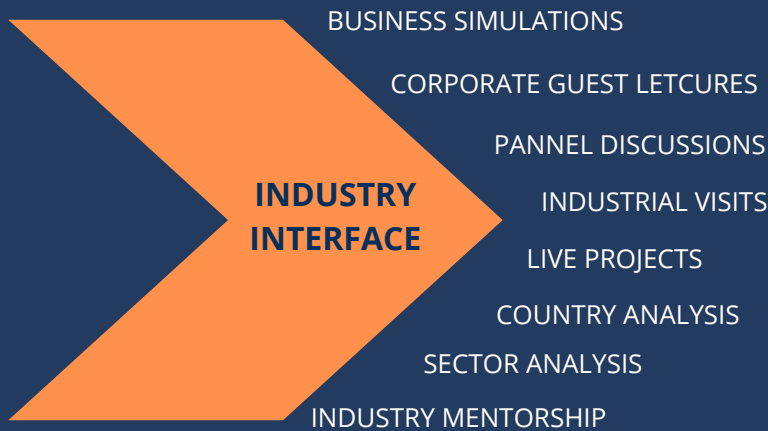
**Mrigank Shekhar**

2008 -2010  
Operations Manager  
Aron Global(Colombia)



# 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*



**Managerial Aspirants**

# 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



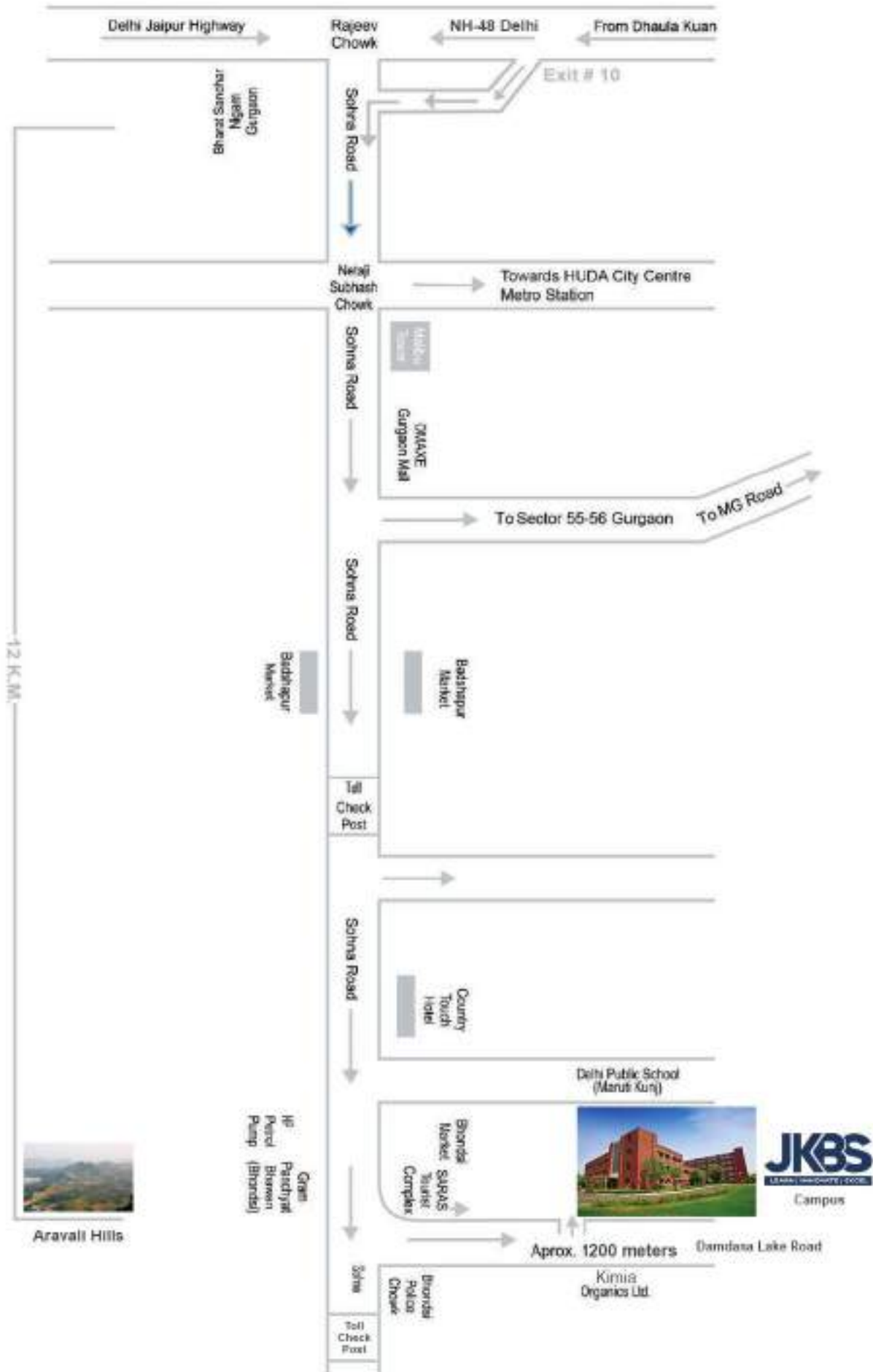
Well Equipped Recreation Facility

# CORPORATE PATRONAGE





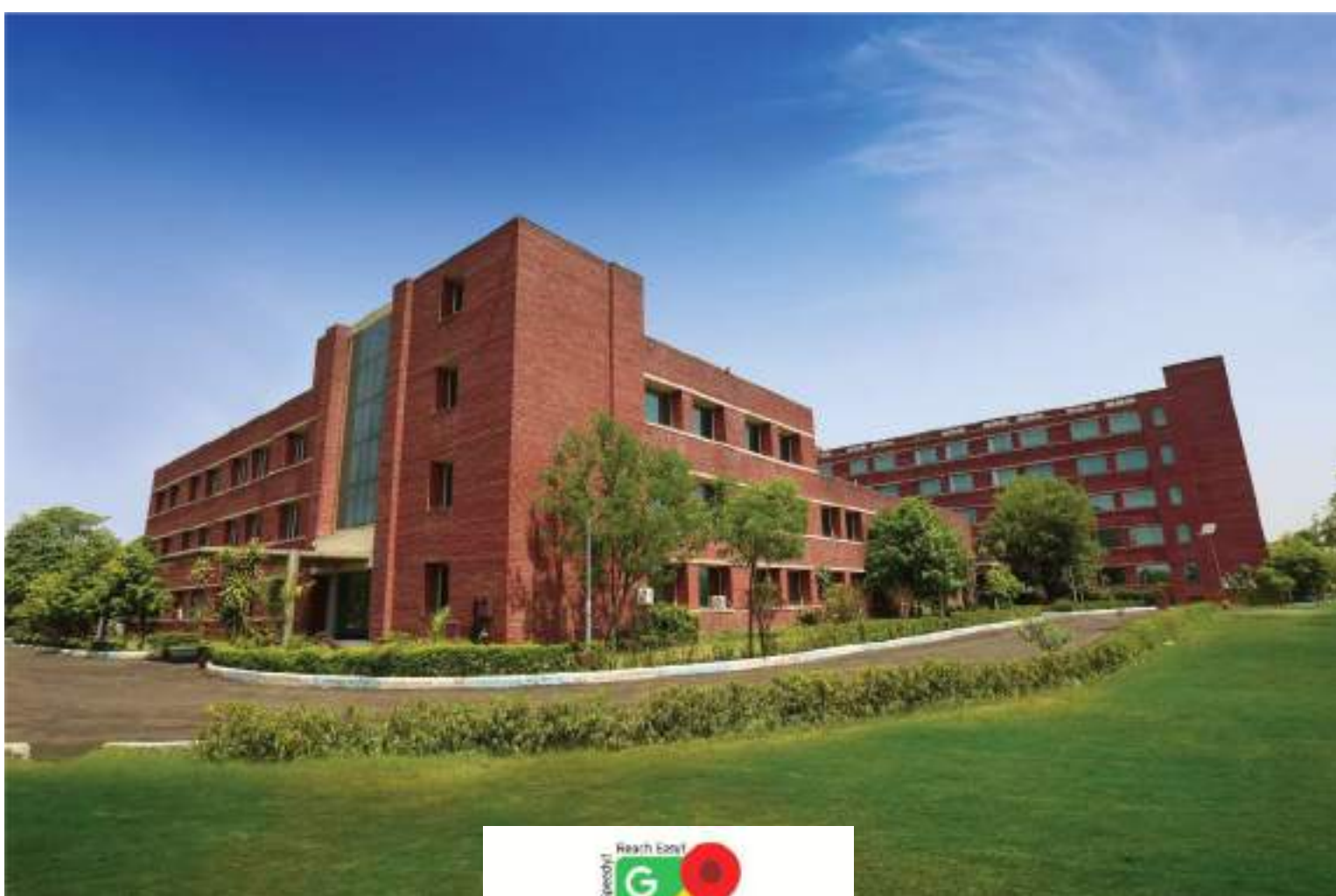
# ROUTE MAP OF JKBS



**10 ACRES  
LUSH  
GREEN  
CAMPUS**



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



**JK Business School**

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 Off ICHS Expressway Gurugram-122002 (aryana)  
 Mob: +91-9711629701-05 | E-mail:admission@jkbschool.org  
 Website: www.jkbschool.org



[www.jkbschool.org](http://www.jkbschool.org)

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