



Asia's BEST EMERGING B-school

9th Batch (2014-16)
Brochure



JK BUSINESS
SCHOOL
Leading Future...

The Vision

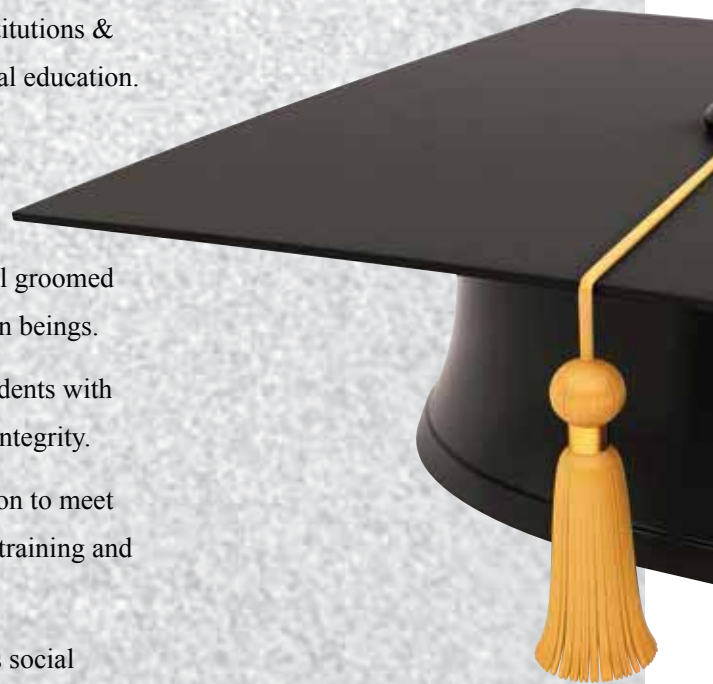
- To become a premier business school recognized globally for its excellence in academics, research, intercultural solidarity and understanding and for its valuable contribution to industry, society and students.

The Mission

- Develop leaders who can create, transform and sustain successful organization throughout the world.
- Develop efficient Managers and Business Leaders.
- Work in alliance with various international and national educational Institutions & bodies to provide professional education.

Values

- To develop students into well groomed and multi dimensional human beings.
- To become responsive to students with promptness, sensitivity and integrity.
- To be committed to innovation to meet the challenges of education, training and research.
- To be committed to honor its social obligation by acting professionally and ethically in all matters.



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Chairman's Message

Sh. Govind Hari Singhania

Chairman, JK Education Foundation
Past President-ASSOCHAM
Former Chairman, BOG, IIT Kanpur

Mr. Govind Hari Singhania is one of the architects of the leading business conglomerate, J.K. Organization, a forerunner in the economic and social advancement, founded in the middle of 19th century on the industrial landscape of India with varied interests and is engaged in the manufacture of variety of products in diverse fields of business.

He was the Past-President of the Associated Chambers of Commerce & Industry of India (ASSOCHAM), International Chamber of Commerce (ICC), Association of Synthetic Fibre Industry (ASFI), Association of Manmade Fibre Industry (AMFI) and Merchants' Chamber of Uttar Pradesh. He has also been associated with Indian Institute of Technology (IIT), Kanpur as its Chairman of the Board of Governors. His main interests are in the field of promoting management and educational research, religious values and providing better linkages for fine arts, culture, music and sports.

There are varied challenges in today's global and highly competitive markets and we have to ensure that you are ready to face them. The mark of any school lies in the quality of values it delivers to the rest of the world. These values must always be solid, professional and positive. That is what the whole world is looking for and that is why J.K. Group has been disseminating education of the highest standards through a vast number of flourishing schools and Institutes of higher education.

J.K. Business School (JKBS), a School that stands out from the rest, has been set up to provide high quality education in different professional fields with focus on academic excellence and skill enhancement with wholistic development of its students. It has top-class faculty and contemporary teaching methods that attract top-quality students like you and ensure that when you complete your study, you earn the most rewarding jobs. We offer, at JKBS, the environment that nurtures you, enables you to focus on research and promotes out-of-the-box thinking.

When it comes to earning rewarding jobs at JKBS, we create a talent pool that the corporate world demands by spending time with the corporate world to customize our education to their needs through interactive class-room study and intensive interaction with Industry stalwarts.

I firmly believe that the students graduating from JKBS shall be very sound in their concepts & approach and able to transform themselves into successful professionals / managers of tomorrow. During your stay at JKBS, though you will face challenges of varying degrees and nature, but these challenges will inspire you and once you pass through the portals of JKBS, the road ahead will be open and the world will seek you out proactively.

Best wishes.

Director's Message



Dr. Raghuvir Singh
Director

Dr. Singh holds master's degree in management from JBIMS (Mumbai University) and PhD from University of Rajasthan. He is a national level renowned trainer in case teaching, research methodology, institutional building and soft skills. Dr. Singh is a recipient of "prominent Director of Leading Business Schools of India" awarded by Competition Success Review (CSR) in 2012. He has published 3 books and many research papers. His areas of interest are strategic management and international business. Dr. Singh has served at senior positions in many nationally reputed institutes like BITS, Pilani; Mody Institute; Lakshmanagarh, Indian Society for Technical Education (ISTE), New Delhi, University of Petroleum & Energy Studies, Dehradun etc.

Dear Students,

Congratulations on your choice of JK Business School, Gurgaon for your professional education that would prepare you for future corporate life

India is on the threshold of becoming economic superpower. It is already two trillion dollar plus economy. What lies behind this success is a large number of business organisations both from new and old economy which are catapulting the country to new horizon, beyond the national boundaries for business growth. The driving force behind this success is huge young population of India that has great aspirations and achievement orientation. To continue this tremendous economic growth, India would need a huge manpower that is well trained in new technology and contemporary business practices. Therefore, the future of India in the globalised world depends on well educated and trained young men and women who strive to acquire functional skills, leadership roles and global mind set. These changes would result in the creation of a knowledge economy which is ably supported by highly educated and internationally competent labour force. It is the onus on educational institutes to train & provide knowledge and understanding to the youth so as to help them to work in a global environment which would give them an opportunity to compete in a border less society.

With this background in mind, JK Business School was conceptualized and founded by one of the biggest business house in India, JK Organisation. The 2 year full time PGDM programme offered by JK Business School is approved by All India Council of Technical Education (AICTE), Ministry of HRD, Govt. of India. The institute has been set up with quality infrastructure and has highly experienced faculty. The curriculum is contemporary and industry focused. Student-centred delivery, with an emphasis on Case Study method in which functional and soft skills development will be emphasized, shall ensure managerial skill enhancement.

I welcome you all to PGDM programme and assure you an exciting, lively and fruitful campus life. I assure you that we will provide the best of facilities and high quality education and wholistic development to help you fulfil your dreams.

All the best.

Board of Governors



Chairman

Shri Govind Hari Singhania

Industrialist & Chairman, JK Education Foundation

Members

Shri Abhishek Singhania

Leading Industrialist
Nominee, JK Education Foundation

Dr. T.N. Kapoor

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

Mr. Vinay Singhal

Ex-Country Director, The William J. Clinton
Foundation Nominee, JK Education Foundation

Shri Partho P. Kar

Business Executive
Nominee, JK Education Foundation

Shri N.P. Agrawal

Business Executive
Nominee, JK Education Foundation

Shri K.S. Thakur

Business Executive
Nominee, JK Education Foundation

Dr. Daleep Singh

Dean, College Development Council
M.D. University Rohtak

Director

Deptt. of Technical Education
Nominee, Govt. of Haryana

Regional Officer

AICTE, North Western Region
Member, Ex-officio

Dr. Raghuvir Singh

Director
JK Business School

Dr. Saurabh Gupta

Professor, JKBS Gurgaon
Faculty Representative

Dr. Bhawna Syal

Assistant Professor, JKBS Gurgaon
Faculty Representative

Academic Advisory Council

1. Mr. Govind Hari Singhania, Chairman , JK Education Foudnation	Chairman
2. Mr. R.V. Shahi, IAS (Retd.) Ex-Secretary, Min. of Power, GOI	Member
3. Prof. S.S. Katiyar, Ex-Chairman, North Regional Committee, AICTE	Member
4. Dr. Pritam Singh, Director General, International Management Institute & Former Director, MDI & IIM-L	Member
5. Prof. (Dr.) Devi Singh, Director, IIM Lucknow & Former Director MDI, Gurgaon	Member
6. Mr. Subodh Bhargava, Chairman, Tata Communication Ltd.	Member
7. Mr. Rana Kapoor, MD & CEO, Yes Bank	Member
8. Mr. Antonio HelioWaszyk, CMD, Nestle India Ltd.	Member
9. Mr. Arun Bharat Ram, CMD, SRF Ltd	Member
10. Mr. K.K. Modi, President, Godfrey Phillips India Ltd.	Member
11. Prof. T.N. Kapoor, Ex Vice- Chancellor, Punjab University	Member
12. Mr. K.L.Chugh, Chairman (Emeritus), ITC Ltd.	Member
13. Gen. V.P. Malik, Ex-Chief of Army Staff	Member
14. Dr. M. Rammohan Rao, Ex-Dean, ISB, Hyderabad	Member
15. Mr. Partho P. Kar, MD, Brooks Enterprises Ltd. and Member BOG, IIM, Lucknow	Member
16. Mr. P. Dwarkanath, Director, Group Human Capital, Max India Ltd.	Member
17. Maj. Gen. D.N. Khurana, Ex-Secretary General-AAMO	Member
18. Mr. Vinay Singhal, Ex-Country Director, The William J. Clinton Foundation	Member
19. Mr. Ashok Ghosh, President, Sir Padampat Singhania University, Udaipur	Member
20. Dr. Raghuvir Singh, Direcor, JKBS	Member Secretary
21. Dr. A.K. Balyan, CMD Petronet LNG Ltd.	Member
22. *Mr. Pushpendra Swarup, Management Consultant	Member
23. *Mr. Abhishek Singhania, Managing Director, JK Technosoft Ltd.	Member
24. Mr. N.P. Agrawal, Director, JK Technosoft Ltd.	Member
25. Mr. K.S. Thakur, Vice President, JK Consultancy & Services Ltd.	Member

* Special Invitees

JK Legacy

-A Snapshot



Lala Kamlapat agglomerated all activities of the Singhanian family under the umbrella of one organisation by grouping his father, Juggilal's initiatives with his own. He is the person largely credited with laying the foundation for the mammoth Group, which has today reached stupendous heights of excellence.

Lala Kamlapat Singhanian (1884-1937) was one such person, who catalyzed a tidal wave of industrial innovation and social engineering in the pre-independence era. The focal point of all his energies was the city of Kanpur. To this day, the legacy of Lala Kamlapat Singhanian lives on in the business endeavors and social initiatives of J K Organization that he founded. Between 1921 and 1934, he went on a new businesses and factory setting up spree. These new institutions became the foundation of the J.K. Organisation as we know it. He set up many business ventures viz. JK Cotton Spinning & Weaving Mills (1921), Kamla Ice Factory (1921), JK Oil Mills (1924), JK Hosiery Factory (1929), JK Jute Mills (1931), M.P. Sugar Mills (1932), JK Cotton Manufacturers Ltd. (1933) & JK Iron & Steel Co. Ltd. (1934) etc. Lala Kamlapat grew up in an atmosphere rich with a nationalist flavour. He was, therefore, deeply influenced by the Swadeshi movement of Shri Madan Mohan Malviya and the radical thoughts of Lokmanya Gangadhar Tilak, Mahatma Gandhi and Motilal Nehru. Indeed, a perfect visionary, business leader, social engineer, nationalist, philanthropist, all this was simply Lala Kamlapat Singhanian and much more.

The sons of Lala Kamlapat Singhanian inherited much more than his wealth. They inherited his business acumen and the ability to look into the future and plan accordingly. Lala Kamlapat expired in 1937, leaving his growing business empire in the capable hands of his sons – Lala Padampat, Lala Kailashpat and Lala Lakshmiapat. While the foundations of the flourishing business were laid by Lala Kamalapat, it was Lala Padampat and his two younger brothers who expanded and built an imposing edifice on it. Lala Padampat (1905-1979) was knighted by the British Monarch in 1943 and since then he was known as "Sir Saheb". Sir Padampat had served as Lala Kamlapat's right hand. He joined the business at 10, an age when other boys were still learning basic math and playing marbles. By the time he turned 16, he started handling major responsibilities including the establishment of J K Cotton Spinning & Weaving Mills Co. Ltd.

The original JK Organisation Logo of "Hand and Hammer" – a symbol of progress and strength that denotes an active and busy wheel with 24 spokes is still in use, making it one of the very few corporate trademarks to remain unchanged for almost more than 70 years.

The JK Organisation diversified into aluminum products, industrial chemicals, jute, plastic, paints, sugar, oil & soap, nylon, paper, rayon, polyester, acrylic, woolens, garments, electronics, cement, steel belted radial tyres, cosmetics and several other product categories, besides banking, insurance and the shipping businesses.

JK Organisation is amongst the top industrial houses of the country.

JK Organisation from the very beginning has been instrumental in the setting up and management of many different educational institutes ranging from schools, colleges, institutes of specialized education and research. All institutions under the JK Organisation approach education as a means to fully develop the latent potential in every student at four levels: the intellectual, physical, emotional and spiritual.

The Government of India has recognized Lala Kamlapat Singhanian, Sir Padampat Singhanian and Lala Lakshmiapat Singhanian by issuing commemorative postage stamps in their everlasting memory. Mr. Govind Hari Singhanian is one of the architects of the leading business conglomerate. His main interests are in the field of promoting management and educational research, religious values and providing better linkages for fine arts, culture, music and sports.



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



Sir Padampat Singhania with former Prime Minister of India Lal Bahadur Shastri



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



Sh.Govind Hari Singhania with former President of India Dr. A.P.J Abdul Kalam



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

JKBS - A Glance

JK Business School (JKBS), is 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 also initiatives in the field of Education. JKBS was established in the year 2006 in Gurgaon (Haryana) to train the fresh graduates in the field of management.

JKBS has come up at a time when the corporate landscape was undergoing continuous change as a result of globalization, advent of information technology and emerging methods of business. To grow and sustain business, the organizations need to constantly evolve, innovate, and modify systems for scanning environment effectively, devise action plan and attain & retain people to make it work. The people need to be equipped with new knowledge, new skills, attitudes, mind sets and values. Tomorrow's leaders need to be learning focused, sensitive to social concerns and have tolerance of non conformity, have ability to take risk and capacity to deliver in diverse environments.

JK Business School (JKBS) is working towards equipping the future managers and developing business leaders capable of responding to challenges in the emerging markets. Industry-Institute-Interface is an important ingredient in the training process. JKBS offers Two Year Full Time Post-Graduate course in management. The institute has a strong faculty base comprising both core & visiting, Many of them are from IIMs/IITs and having considerable exposure to the industry.

Why join JKBS ?



Strategic Location

Gurgaon has emerged as a hub of leading MNCs. The rise of Gurgaon as a corporate nerve-centre has blurred the old, classical division of economic power between Delhi and Mumbai. Though, Mumbai remains the seat of finance, but its once unchallenged status as India's business capital is at stake; some of the largest corporations in India, particularly MNCs have chosen to headquarter themselves in Gurgaon.

Gurgaon is so much more than just a business district. It is a full-blown modern city, a place where people live to work, shop, eat, drink, watch films and play golf. Modern corporate complexes co-exist with swanky residential high-rises and new entertainment hubs are complete with malls, multiplexes, pubs, restaurants, clubs, gyms, hotels and art galleries.

Today, Gurgaon has emerged as an investors's heaven. Its proximity to the capital has added immense value to the properties here. Gurgaon is one of the most balanced places. It is planned and beautiful. Moderate living and luxury living both are possible due to uniform development taking place at almost all the places. This provides world class living standards and globally comparable business houses in the form of business centers and IT parks.

Apart from the Metro train facility, the 135 kms long Kundli-Manesar-Palwal expressway project in Haryana is on track. This western peripheral, which is being developed by the Haryana State Industrial and Infrastructure Development Corporation (HSIIDC), will be the longest in the country with



its flourishing retail sector, residential integrated townships, increasing IT hubs, SEZs, Metro train and the eight-lane expressway connecting Gurgaon and Delhi. This once sleepy town has become the virtual growth engine of Indian realty.

Gurgaon is fast emerging as an educational centre. Thanks to the educational policies of Haryana government as well as the central government. The governmental policy has facilitated the easy availability of land to different companies and educational units to establish their institutes and universities in the region so that the crowded city of Delhi could be relieved.

The city, as a result, has seen emergence of a large number of educational institutions and universities (8 private universities). Gurgaon has been able to attract students from all over India for various professional courses like engineering, management & pharmacy.

Mentor Program

At JK Business School, we believe that the student-faculty interaction outside the classroom is very essential for the overall development of the student both academically and attitudinally. The students have basically three kinds of needs viz. academic, emotional and career. The objectives of the “Mentor Programme” are:

- To provide career and life-guidance to students for their wholistic development and achievement of their potential.
- To inculcate academic excellence in students and provide positive influence to the career path of students.
- To provide support to students in adjustment to environment and inculcate high personal & moral values.
- To achieve dual objectives of transforming students into successful managers & good human beings.
- To craft the behavioural changes in students so as to learn to be adaptable.

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

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

Annual Sports Day, Annual JKBS Foundation Day and Annual Management fest are also organized & celebrated by JKBS.

JK Assesment and Development Centre

The increasing competitive dimensions in global economy are driving the need for advanced competencies and quick performers. To address these needs, JKBS, Gurgaon has set up an Assessment and development centre to assess and develop competencies in students for various roles and their wholistic development. JKADC will conduct various programs to enhance the competencies of potential managers.

JK Assessment Centre has been set up by JKBS, Gurgaon for mapping competency requirements for various roles, and for continuous assessment and development of its students' competencies in critical areas. The centre aims



to increase global employability of our students. It uses multiple assessment methods like tests, interviews, role plays etc. for competency mapping and development.

Centre's Activities

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

Banyan Tree Program



The Banyan Tree is a special programme that is designed to bring out the passion in students, guides them to perform to their fullest potential and make payoffs with learnings.

The Banyan Tree is known as “Ashwath Vriksha” in Sanskrit. It is alternatively also called the “Kalpavriksha” or the “self fulfilling divine tree”.

The Banyan Tree programme has been developed to help students in life and at work, to assist in spreading their wings over large areas of expertise, to hone the skills for life and career and also to teach them the benefits of interdependence. The programme consists of four parts as elucidated below:

Wilderness Experience: It is a 3 day outdoor management exercise which includes living in resort, in the lap of nature, and focuses on bringing alive the various management concepts like Leadership, Team Development & Building, Risk Management, Planning & Strategizing, Decision Making, Creativity, Interpersonal Relationship, Stress Management, Change Management and Effective Communication.

Stand Up & Talk: This part of the Banyan Tree programme helps you take away your fear of public speaking.

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

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



Mr. Harsh Pati Singhania, Chairman, JK Paper Ltd.

CEO Forum

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

The forum helps provide a constant exposure to the students about the corporate sector through the captains of the industry. It makes the students aware about practical aspects of the various jobs that they would take up. It is popularly known as “Leadership Lecture Series”.



Dr. Raghu Pati Singhania, MD, JK Tyre

Entrepreneurship Development

JKBS has an entrepreneurship cell, focused on developing the spirit of entrepreneurship. We encourage students to have entrepreneurial mindset helping them to become entrepreneurs and also effective and efficient managers. The training & interactive sessions conducted by E-Cell develop entrepreneurial skills like creative thinking, problem solving, leadership and analytical which are so important at work place in business organisations.



Mr. R. K. Somani, Chairman and MD Hindustan Sanitaryware and Industries Ltd.



Mr. Pardeep Wig, CMD, Kwality Walls Icecream



Mr. Akshay Gujral, Chief Marketing Officer, Arcelor Mittal, Bosenia



Ms. Jyoti Dua, Chief Financial Officer, GAIL



Mr. Rajiv Jaya Raman, CEO of KNOLSKAPE

Companies Patronage

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

Institute-Industry Partnership Initiatives



Mr. S. K. Misra, Former Chairman, INTACH



Mr. Diwakar Payal President Marketing, Shree Cement Ltd.



Mr. Surjya Meher, VP, Mawana Sugar

JK Business School's Centre for Corporate Relations is its flagship division that is strengthening its network with the top organizations in the country. To begin with, JKBS has the advantage of being backed by the JK Group and its chain of corporate linkages. The institution is further developing relationships with top corporate houses.

Under the aegis of the Centre for Corporate Relations, JKBS has been inviting distinguished people from the industry to come to the campus and interact with faculty members and students. Such interactions ensure that the academics content delivered at JKBS is always in tune with industry demands.

The institution is driven by the philosophy that all teaching-learning processes in different areas of Management must be in sync with industry practices. That's why a world-class business school must work out a strategic fit between theory and practice. It is exactly this fit that JKBS is building. In fact, its entire academic content has been carefully designed after consultations with management experts and top business leaders from the industry.

JKBS partnership with CII for CSR delivery

The potential of the corporate sector to promote the social change remains largely untapped. The world of business today has become a very competitive & cutting edge where social & environmental issues are creating risks & opportunities that fundamentally change the grassroots for individual firms, industries, business and their stakeholders. Although companies are awakening to the risks of pressures of this evolving big picture, CSR responses are still more cosmetic than strategic. A new approach is rapidly emerging where a mindset is beginning to foster essential business & management principles as keys for integrating social considerations more effectively into core business operations & strategy. JKBS has partnered with CII in a carefully designed programme with industry in an around Delhi & NCR region for execution. The companies included in this effort with our student teams (6-7 members in each team) were ; **HERO GROUP, JK TECHNOSOFT, RICCO AUTO, IFFCO, BALLARPUR INDUSTRIES LTD., JINDAL STEEL, OMAXE AUTO , L&T, SAHARA INDIA LTD., VISHAL RETAIL, MUNJAL SHOWA, SBR AUTO COMPONENTS , DEEPAK MANUFACTURING PVT. LTD., SANDHAR TECHNOLOGIES, LUMAX INDUSTRIES, STARWIRE INDUSTRIES PVT. LTD.,** etc. We expect to revolutionize the students' mindset which is critical for placing CSR in a business context.

Infrastructure

The institution firmly believes that instructors, while teaching, must never lose sight of even a single participant. Keeping this in mind, the classrooms are specially designed to provide enough space to instructors to maintain eye contact. In order to further enrich the teaching-learning process, every classroom has provisions for specialized audio-visual aids like overhead projectors, multimedia, video and audio equipment. The institute is completely Wi-fi enabled and seamless internet connectivity is available to the students, faculty and staff.

In addition, there are tutorial halls for interaction in groups and for brainstorming over important academic and extra-curricular issues. Other forms of educational delivery systems like interactive sessions, workshops, seminars, leadership exercises, management games, mock interviews, meetings and roleplays are organized at venues within the campus specially designed for such purposes. For activities like debates, quizzes, guest lectures and theater workshops, JKBS has special infra-structural facilities with modern sound system that uses calculated acoustics and is highly effective in nature.

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



Library and Information Centre

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

Library holds a rich collection of printed as well as electronic resources which include books, journals, databases, audio-visual materials, CDs, e-journals, annual reports of top companies, case studies, conference proceedings, training manuals etc. The JKBS Library has good collection of books, selectively chosen for reading and reference. The collection includes resources relevant to teaching, learning, training, research





and consultancy needs of the Institute. The Library subscribes National & International journals and provides access to over 1,000 e-journals through various databases.

Apart from this, the center has also adopted latest information technology mediums like CD, DVD, Multimedia Kits, Bar-Code Scanners, Text as well as Graphic Scanners and biometric readers for the convenience of the users.

Services: The Library Resources Centre offers various services like Reading facility, Reference Photocopying, Circulation Video Viewing, Computerized Information Search, Library Orientation Programme, Newspaper Clippings, Current Awareness Services, Selective Dissemination Services, New Arrival List and Inter-Library Loan etc.

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

Resources: Library has a wide variety of knowledge resources to support the teaching, research and consultancy activities of the institute like electronic books, Newspapers, Periodicals, CD Databases, Photograph, Albums, Newspaper Clippings, EBSCO's Business Management Data & Corporate Resource Net.

Computer Centre

JK Business School has a state-of-art computing facility connected to high speed servers. All the nodes have access to the Internet through a 4 MBPS leased line.

Computer Centre is central place for campus-wide networking and Internet connectivity. Computer centre provides computational facilities to all users in the Institute. Students, staff and faculty from all departments in the campus can obtain accounts on the high end systems. Computer centre also provides various advanced and special purpose softwares as well as different operating systems, for all the campus users.

The main purpose of these centralized computational facilities are to:

- Provide, update, manage and ensure the satisfactory operation of computational facilities for the students, faculties and departments
- Provide technical assistance to various users
- Monitoring of the computer network at the institute, and the management of overall computer facilities for the whole institute





Lecture Halls

The Institute has an admirable infrastructure and modern amenities which aid in conducting a range of academics activities. The lecture halls are air conditioned equipped with modern audio video systems. These are designed to offer complete comfort for the intense hours of the classroom teaching and interaction.

In addition, there are tutorial halls for interaction in groups and for brainstorming over important academic and extra-curricular issues. Other forms of educational delivery systems like interactive sessions, Workshops, Seminars, Leadership exercises, management games, mock interviews , meetings and role-plays are organized at venues within the campus specially designed for such purposes. For activities like debates, quizzes, guest lectures and theater workshop, JKBS has special infra-structural facilities with modern Audio-Visual system equipped to handle acoustics.

Auditorium

A centrally air conditioned large auditorium, fitted with acoustic system and communication network can accommodate about 500 Participants and thus makes it convenient to have amply large audience for major events. The auditorium provides the right ambience for national and international programs.

The Auditorium space has been carefully designed keeping in mind that participants are always welcome to interact with distinguished speakers after the lecture/session.





Sports Facility

Students are encouraged to take part in sports. Both indoor and outdoor sports facilities are available in the campus.

Special arrangement are made for sports activities like golf, cricket, football, basketball, volleyball and badminton. Several educational and recreational activities are being organized in the evenings. Students & faculty members get ample opportunities to take part in games.

Residency

Air Conditioned hostel with all other basic amenities is available for girls and boys separately. Special arrangements are made for sports activities like cricket, football, basket ball, badminton. Apart from these basic games, Hostels also have a gymnasium along with an aerobics room. Ample educational and recreational activities are organized in the evenings.

The infrastructure is characterized by a lot of open space, warmth and frolic. Indeed, it is a fine balance of academic rigor and humanity running into every brick and mortar of the institution.

Cafeteria

Canteen services are provided within the campus to all the students. Great furnishings and lip smacking delicacies make a popular hangout for students.

Medical Facility

First aid facilities are available in the campus for minor ailments and a doctor visits the campus on specified days and is also available on call. A dedicated Van and the driver is available for any help 24x7 hrs to the hostel inmates.



Institutional Accolades

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



JKBS awarded “Top Institute of India” award by CSR in 2012

Some of its prominent achievements are:

- More than 50 visiting faculty members from corporate representing different industries & institutes.
- 100+ companies targeting to recruit its management graduates every year.
- Over 10 Management Development Programs, conferences and seminars are organized every year.
- Over 70 research papers published in Indian & International Journals and presented in different conferences.

Consistent Top Rankings for Institute

- Promising B-School award (All India)
by Discovery Education Media Pvt. Ltd., January, 2013

- Rated ‘A2’
by Indian Management, September, 2012

- Top Institute of India award
by Competition Success Review, March, 2012

- Ranked ‘A++’ Category B-School of India
by Business India, November, 2012

- A+++ Business School Category Award
by Just Careers Survey, January, 2011

- Ranked ‘AAA’ category B-School
by B & M’s PAN INDIA Survey, February, 2011

- 4th Best B-School in India in terms of Infrastructure
by B & M’s PAN India Survey, February, 2011

- Ranked 2nd Best B-School in Haryana, by
Indian Achievers Podium on 30th April, 2010

- Ranked 21st in Best Infrastructure
by Business World, “ India’s Best B-School Survey, 2010”

- Ranked as 30th Best B-School of India
by Business Barons Magazine, 2010

- Ranked among Top B-Schools of India
by Dalal Street Magazine consecutively for two years (2009,2010)

- “A” Grading
by Indian Management Journal of AIMA, September 2010

- Ranked 43rd among top B-Schools of Excellence in India
by GHRD-CSR Survey, November,2010

- “Innovation Leadership Award”
During Asia’s Best B-School Awards at Singapore, Conferred by CMO, Asia, July, 2010

CORE Faculty

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



Dr. Raghuvir Singh

Director & Professor (Strategy & I.B)

Ph.D, MBA

(Mumbai University), Diploma in Export & Import Mgt.

Dr. Singh has worked in the industry for 13 years and has been teaching Post Graduate Management students for last 20 years. He has authored one book-Advertising: Planning & Implementation by PHI. Two Edited Books, One Chapter in International Book, 10 Papers in National Journals & Magazines. He Conducts MDPs for Corporate on Negotiations, FIRO-B, Understanding Self & Others, Optimism & Creativity etc., National Level Faculty Trainer in Research Methodology, Case Teaching & Excellence in Higher Education. He has professional membership of AIMA, ISTE & ISTD and Member of Editorial Board & Editor of National level Journals. He was awarded "Top Director of Leading Institutes of India" By CSR in 2012, he has Proficiency in National & International Accreditation System and India Higher Education System.



Dr. Saurabh Gupta

Professor (HRM & OB)

Ph.D, PGPM&IR, MA (Eco), MA(Psy), CMM(IIMI), FIRO-B, CRP

Dr. Gupta has 15 years of Academics & Corporate Experience. He has written 3 books & presented 48 Papers. He has attended 34 trainings. He is a member of NHRD and AIMA.



Prof. Vikram S. Tyagi

Professor (International Business)

MBA from IIM (Ahmedabad) & 40 years experience in industry covering food, chemicals, drugs and pharma industries and trading operations worldwide. Has taught in top institutes like MDI.



Cdr. Ram Narayan Krishnia (Retd.)

Professor (HR & General Management)

MBA, Dip in T & D, BE (Elect.)

Prof. Krishnia has 30 years of Industry and 10 years of Academic experience. He has Presented papers at National Seminars and written articles. He has conducted MDPs for various corporations at Mumbai from 1998 to 2009. Presently, he is a trainer for Parle Biscuits Pvt. Ltd & Havells India Limited. He is a member of Indian Society of Training and Development. He was awarded by Chief of Naval staff in 1992 for excellent performance as Dy. Manager Production and was awarded by C-in-C Western Naval Command for excellent performance as Manager Training and Development.



Prof. Jaipal S. Dahiya

Professor (Economics)

Prof. Dahiya holds Master's degree in Economics from Kurukshetra University and Ph.D. in Economics from Jamia Millia Islamia, New Delhi. He has an impressive teaching and research profile. Before joining JKBS he taught at Era Business School for three years. Prior to this he taught at MDI, Gurgaon for

CORE Faculty

about three decades and for some time in Punjab University. He was a visiting scholar to J.L. Kellogg Graduate School of Management, Northwestern University, U.S.A. His areas of teaching and training interests are International Economics, Economic Environment of Business, Managerial Economics and Business and its Environment. In research and consultancy, his interest areas are in improvement in the schemes of Quality of Human Capital, Local Area Development and Rural Development. His research reports have been published by DAE, MHRD, Government of India. He has published papers in leading journals. He has been a consultant to leading organizations.



Prof. D. Bandopadhyay

Professor (Marketing)

Prof. D. Bandopadhyay has 35 years of work experience in various industries such as Applied Economic Research, Rural Marketing & Selling of fertilizers, Print Media, Marketing Research &

Consultancy and Entrepreneurship in Management Programs for working executives through Video-Audio-Text media (on line & off line). He has special interest in Brand Management, Internet Marketing, Rural Marketing, Agri-Business, Sales & Distribution Management and Management Development Programs for corporate executives.

He has been teaching in reputed management institutes for over 6 years as a senior professor. He has an M.B.A. from FMS, Delhi University and is a university gold medalist with specialization in Agricultural Economics.



Dr. Manvinder Singh Pahwa

Professor (Finance)

Dr. Pahwa is Ph.D in Banking & Post Graduate in Commerce & Law. He has over 14 years of rich experience in

Academia & Corporate Consultancy. Dr. Pahwa has conducted more than 20 Management Development Programme in Finance. He has over 19 and 8 Papers in National & International Journals to his credit, respectively. He has

authored a book titled “Performance Appraisal of Innovative Banks”, published by Lambert Academy, Germany. Another 2 books, “Corporate Debt Restructuring: Indian Perspective & Security Analysis and Risk Management are in Print. He is associate member of The institute of Company Secretaries of India, New Delhi, member of AIMA & member of All India Commerce Association.



Mr. Ameet Banerjee

Associate Professor (Finance)

Mr. Banerjee is an MBA in Finance & Marketing and M.Sc in Mathematics.

He is an academician and ex-banking professional since last 14 years. He has

handled two research projects for Planning Commission, GOI India (Tripura Development Report) and for Reserve Bank of India (Income inequality study for the state of Uttar Pradesh). He has been Regional Head at Bank of Bahrain and Kuwait. Mr. Banerjee has authored a book, titled “Business Mathematics” and another 2 books on “Financial Management” & “Investment Management” are in print. Presently he is pursuing FPM Programme in Finance from XLRI - Jamshedpur.



Dr. Saba Jafri

Assistant Professor (HRM & OB)

A keen learner with Doctorate in Management with over Nine years of teaching and research experience. She possesses sound knowledge and practical experience of HR Policies relating to

Recruitment, Benefit and Industrial Relations and is well versed in HR processes like Manpower Planning, Training and Development etc. She is an effective communicator with stupendous management and communication skills.

She has several research papers to her credit in various national and international journals. She is also pursuing post doctoral programme in management. She is designated research guide under the aegis of ITM University, Raipur. She has served as Visiting Faculty in various B Schools of repute. Teaching and

CORE Faculty

research interests include Industrial relations, Performance Management and Talent Management etc. Presently Project Director of ICSSR(Ministry Of HRD) granted research project titled “Teacher Preparation in Classroom Management: Implications for Leadership and Teacher Preparation Programs”.



Dr. Bhawna Syal

Assistant Professor (Marketing)

PhD, DMS, MBA, BBA

Dr. Syal has 8 years of experience in teaching management and engineering students. She has presented 13 Research

Papers and has attended 8 workshops. She is an editor of Newsletter “Spandan”.



Mr. Kapil Pruthi

Assistant Professor (Finance)

MBA (finance) from University School of Management, Kurukshetra University, Kurukshetra. Certified Financial Analyst from ICAFI University. Master of Commerce from M.D.U, Rohtak.

UGC- NET Cleared in 2010. He has 4 years of experience, as Assistant Professor - finance in ISBM, Gurgaon.

Area of Interest: Investment Management, Management Accounting, Financial Management.



Ms. Sudhi Sharma

Assistant Professor (Finance)

MBA- Finance, Certified Equity Research Analyst, Pursuing Phd.

Ms. Sudhi has 6 years of experience. She has presented papers and case study in conferences. She has attended many training programmes.



Mr. Vishnu Kumar Sharma

Assistant Professor (IT)

Pursuing Ph.D, M-Tech (IT)

Mr. Vishnu has 6 years of experience. He has attended trainings on Management

Teaching Effectiveness, Business Research Methods Using SPSS and National Workshop on Case Teaching and many more.



Ms. Sonu Kaul

Assistant Professor (Marketing)

Ms. Sonu Kaul is a Post Graduate in Business Management with Specialization in Marketing. She has approx 11 years of extensive and insightful experience in the field of Education Marketing and Promotions. Her experience also covers training and educating managers. For the last five years, she has been using her skills to impart training to students of management in the areas of Marketing Management, Sales and Promotion. She is well known as a Motivator. Her areas of interest are Marketing Management, Advertising and Customer Relationship Management.



Ms. Nancy Sharma

Assistant Professor (Marketing)

Ms. Nancy Sharma holds a master degree in Marketing & International Business from University of Pune and Bachelors’ in Computer Science from Kurukshetra University, Kurukshetra. She has an experience of 5 years. She is assisting the students in Training & Placement Cell and an active member of Corporate Resource Centre. Ms. Nancy has an aptitude to understand & deal with the students undergoing specific problems i.e. personal, behavioral and training & development related, through adopting a methodology best suited to them.

She acts as an interface between the students, faculty, and the corporate world to initiate continuous interaction with the industry, sharing the industry experiences, understanding industry needs and providing the required support to the corporate world.



Ms. Shalini Awasthi

Assistant Professor (OB & Psychology)

Ms. Shalini holds Master’s Degree in Psychology & Sociology from the University of Kanpur. She has been counseling students on various issues like career growth, personal life and performance enhancement.

VISITING/GUEST Faculty

Prof. Karunesh Saxena

Former Director FMS, MLS University, Udaipur

Mr. Partho P Kar

Member BOG, IIM (L)

Mr. Ashish Dhayal

Brand Manager, Renault India Ltd.

Mr. Subhankar Ghosh

Muthoot Finance

Dr. Naval Kishore

Director, CMS, IGNOU

Mr. Shivendra Sharma

Founder Partner ICQCG, New Delhi

Dr. Sangeeta Sharma

Professor, Business Communication, BITS Pilani

Mr. Devendra Agarwal

CFO, ONGC Ltd.

Mr. Shivasish Das

Director HR at Harley Davidson Motor India Ltd

Dr. Devika Sangwan

BITS, Pilani.

Mr. Prashant Hakim

Associate Manager TAS - Business Modeling

Mr. Ajay

Trainer, Art of Living.

Mr. Vishnu Mohan

CEO, Asia Pacific at Havas Media

Mr. Mukul Jain

Certified Financial Education Trainer, SEBI

Prof. Shashi Balyan

Lanchester University

Mr. Douglas Viehland

Executive Director, Accreditation Council for Business Schools and Programs, USA

Ms. Nisha Singh

Alumnus of London Business School and worked with Seimens, Barklays, and Google.

Mr. Pradeep Panda

DGM, Finance, LG Electronics

Mr. Palash Sen

Ex. Director Google

Dr. Pushpa Lata

HOD, Business Communication, BITS, Pilani

Prof. Renu Verma

IBS Gurgaon

Mr. Dilep Misra

Sr. Vice President, JK Tyres Ltd

Mr. C. Rajagopalan,

CEO, Pragmatic Learning Pvt. Ltd.

Mr. Suryakant Dixit

Manager HR, Thomson Press

Ms. Sushmita Sahoo Mishra

Manager HR, Siemens Healthcare

Dr. Monika Sharma

MNIT, Jaipur, Operations Management

Dr. S. S. Bhakar

Director, Prestige Inst. Of Management of Gawalior

Mr. Sanjay Chandwani

Former Professor MDI

Prof. Atama Prakash

Ex. IIFT, Delhi

Learning APPROACH



Teaching Pedagogy

JK Business School endeavors to make teaching a participative and experiential exercise. This essentially involves very innovative pedagogy viz personal contact programme, virtual class rooms, practical computer sessions, case studies, projects & presentations, assignments, management games and role plays. Through simulation exercises students are encouraged to be fully involved in these activities to make use of their latent capabilities and channelize their potential in the right direction. The Pedagogy of JKBS is unique and it is known as “Wagon-Wheel Pedagogy”.



Case Study

Case discussions are supplemented with lectures, seminars, business games, role plays, industrial visits, and group exercises. The case method is utilized to develop skills needed for problem-solving, decision making, and implementation. Cases are tailored to encourage a vibrant interplay of ideas and their practical applications, and expose students to both leading edge research and current practices. Cases are reviewed every year so as to assure that these reflect current managerial practices and trends.



Industry Projects

At the end of the first year, every student undertakes a summer training project in the industry for a period of 8 weeks to gain industry exposure. The eight weeks summer project is an opportunity for participants to put their ideas and skills to work in established and reputed companies from various sectors. It gives them an opportunity to show their talent and capabilities. Each student is assigned a faculty guide who supervises the summer project. At the end of the training period, students are required to submit a written project report, which is evaluated by a panel of experts. It is a compulsory component of curriculum, which provides students an exposure to corporate working and business realities.



Group Projects

Working with talented and accomplished peers provide a unique opportunity for accelerated professional and personal growth. Group projects, a major component of course of study, help students develop and refine skills in the management of diverse groups.

Research Project

Students are required to take a Dissertation in last term on the topics of their interest from either one of the two areas of specialization. This provides an opportunity to students to research in depth, an area of their interest.

Seminars CONFERENCES AND WORKSHOPS

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

Research

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

JKBS has strong research program and has come up with major studies like Efficiency of capital, US credit bubble, Complexity of derivatives. An agenda from Corporate Planning, Inflation, the Managerial Perspective, Beyond Rural Marketing, Indian MNCs and FDI, the color of money doesn't matter. Its research publication has been subscribed by many major national and international universities and organizations. The Institute publishes bi-annual journal "JK Journal of Management and Technology"



National Workshop on Research Methodology & Data analysis using SPSS



Workshop on Case Teaching and Case Writing



Panel Discussion on US Debt Trap and its implications on Global and Indian Business.

Management TRAINING & DEVELOPMENT (MDP)



MDP for Pasco Automobile on Performance Management



MDP for Lanco Power on Team Building



Workshop on Business Communication by Dr. Devika Sangwan, BITS Pilani

JK Business School (JKBS) has a full fledged department for 'Management Training & Development'. It undertakes regular EDP (Executive Development Programmes), Faculty Development Programmes for working executives and faculty respectively, either independently or in associations with corporate. The institute has special arrangements to design and organize SDPs/MDPs for MSMEs in different areas especially for improving their services.

Personality Development Programme (PDP)

JKBS firmly believes in the overall and wholistic development of its students which is essential for them to be successful managers in future. To achieve this goal, JKBS has implemented an extensive & exhaustive "Personality Development Programme (PDP)" for all the students with the following objectives:

To enable the students to develop their "Self confidence" and hone their "Presentation and communication skills" especially skills in English language.

- To make them aware of and ensure the application of the "Dos and Don'ts of group discussion."
- To train them on "The Art of Facing interviews"
- To help them learn "To set goals and achieve their goals."
- To improve their "Body language".
- To focus on developing the skills needed for "Effective time management handling conflict & criticism."

Further, Special emphasis is made to develop communication skills of all students. The purpose is to improve their English language writing, reading and speaking skills. The sessions are started early for 3rd trimester and last till 5th trimester. A highly specialized agency is given contract to assure that all students achieve high level of English Communication Skill.

Industry Captains

INTERACTING WITH STUDENTS



Prof. C. P. Shrimali, MDI, Gurgaon



Mr. Parminder Chawla, MD, MM9, Information Technology Pvt. Ltd.



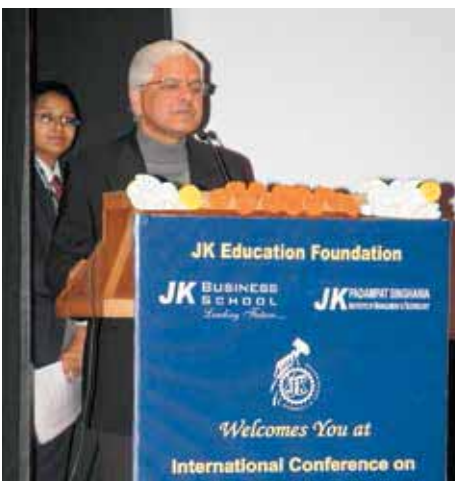
Prof. Gayatri Menon, NID, Ahmedabad



Mr. Saurabh Srivastava, Member, Innovation Council



Mr. S. K. Munjal, Chairman, Hero Corporate Services



Mr. Ashwani Kumar, Hon'ble Minister of State for Planning Commission, Science & Technology & Earth Sc.



Mr. Ravi Melwani, RVM, Bangalore



Mr. Malvinder Mohan Singh, Chairman Fortis Group.

Industry Captains

INTERACTING WITH STUDENTS



Mr. K. Ullas Kamath, Joint Managing Director, Jyothi Laboratories.



Dr. Devi Singh, Director, IIM, Lucknow



Mr. K.C. Mehra, Director, Shapoorji Pallonji & Co. Ltd.



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



Dr. Sujit Bhattacharya, Senior Scientist (NISTADS)



Mr. V. K. Singhal, Ex-Country Director, William J. Clinton Foundation



Mr. Y. K. Modi, Chairman & CEO- Great Eastern Energy Corporation Ltd. & Past President FICCI.



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

Student Committees

Students indulge in different activities by taking initiatives, planning and organizing events. The objectives of these committees are all round development of every individual into a versatile persona.



Cultural

The committee deals with cultural events which are organized through students' participation. This committee plays a vital role in organizing the Inaugural Function, Foundation Day, Fresher's Party, Teachers's Day celebration and the mega management festivals etc.



Literary

The committee deals with generation of new ideas & organizing extracurricular events such as debates, seminars, colloquium through students' efforts for professional excellence and knowledge up-gradation. The students also do case study analysis and case learning through various modes like audio-visual presentation & reading etc.



Placement Committee

The committee works under the guidance of the Corporate Cell of the institute and play significant role in Outreach Program. Teams of students visit potential recruiters and make presentations.



Entrepreneurship Cell

So E-Cell is responsible for E-Talks, facilitating the business plans, making, arranging & implementing various activities to evoke the entrepreneurial skills set.



Sports

The committee organizes various sports events, athletic meets on different occasions. Atleast one Sports Week is organized by the committee in an year. It also organises inter-college national sports event.



News Letter

The committee takes care of publishing the quarterly newsletter and annual magazine of the institute which is circulated among Corporate houses and B Schools pan India.



IT Committee

The committee is responsible for updating IT facilities and software required for the institute. It also organizes IT seminars / fete once a year.



Library

The responsibilities of this committee includes up gradation, looking into the general functioning of the library and suggesting ways for improvement in procurement of books and periodicals.



Nirman-Alumni Club

It works to establish relationship with the former students of the College who have been the former pillar. Nirman works towards bringing them together on a single platform through Alumni Association. It's an important activity by the institute to establish a congeal and strong relationship & bonding with its revered Alumni.

JK Business School has alliances with various international and national educational bodies to deliver professional education in Business Administration, Information technology and other related areas.

Global Partnership...

Global distinguished Guests & Faculty @ JKBS



Mr. Philippe Welti

Ambassador of Switzerland to India



Prof. B Raj Bhandari

*Ex-Principal Adviser
International Trade Center
UNCTAD/WTO – Geneva
United Nations*



Mr. Julian Evans

*Deputy High Commissioner
British High Commission to India*



Dr. Nikhilesh (“Nik”) Dholakia

*Professor of Marketing
E-Commerce and Int. Business
University of Rhode Island (URI)
Kingston, Rhode Island, USA*



Mr. Simon Robertson

*MD, Research & Development
Nestle India*



Dr. Ruby Roy Dholakia

*Professor of Marketing and
E-Commerce, College of Business
Administration, University of Rhode
Island (URI), USA*



Mr. Douglas Viehland

*Executive Director
ACBSP, USA*

Prof. Prabir K Bagchi

*School of Management
The George Washington University (USA)*



Dr. Nallan C. Suresh

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

Prof. Om K Gupta

*University of Houston
(College of Business, USA)*



Dr. Babita Gupta

*Professor of Information Systems
School of Business
California State University, USA*

Mr. Antonio Helio Waszyk

CMD Nestle India Ltd.

Beyond Academics...

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

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

The college festival 'BREAKING INERTIA' commences with the Board Room Battle. Other events that follow are: debate Competition, Role Play, Skit and Sales Gorilla.

The second day starts with Ad-Mad Show followed by News Room Spoof and slowly switches towards cultural Events like Solo Singing, Solo Dance, Group Dance.



Fashion Show and finally concludes with the 'Mr. and Ms. Inertia contest.

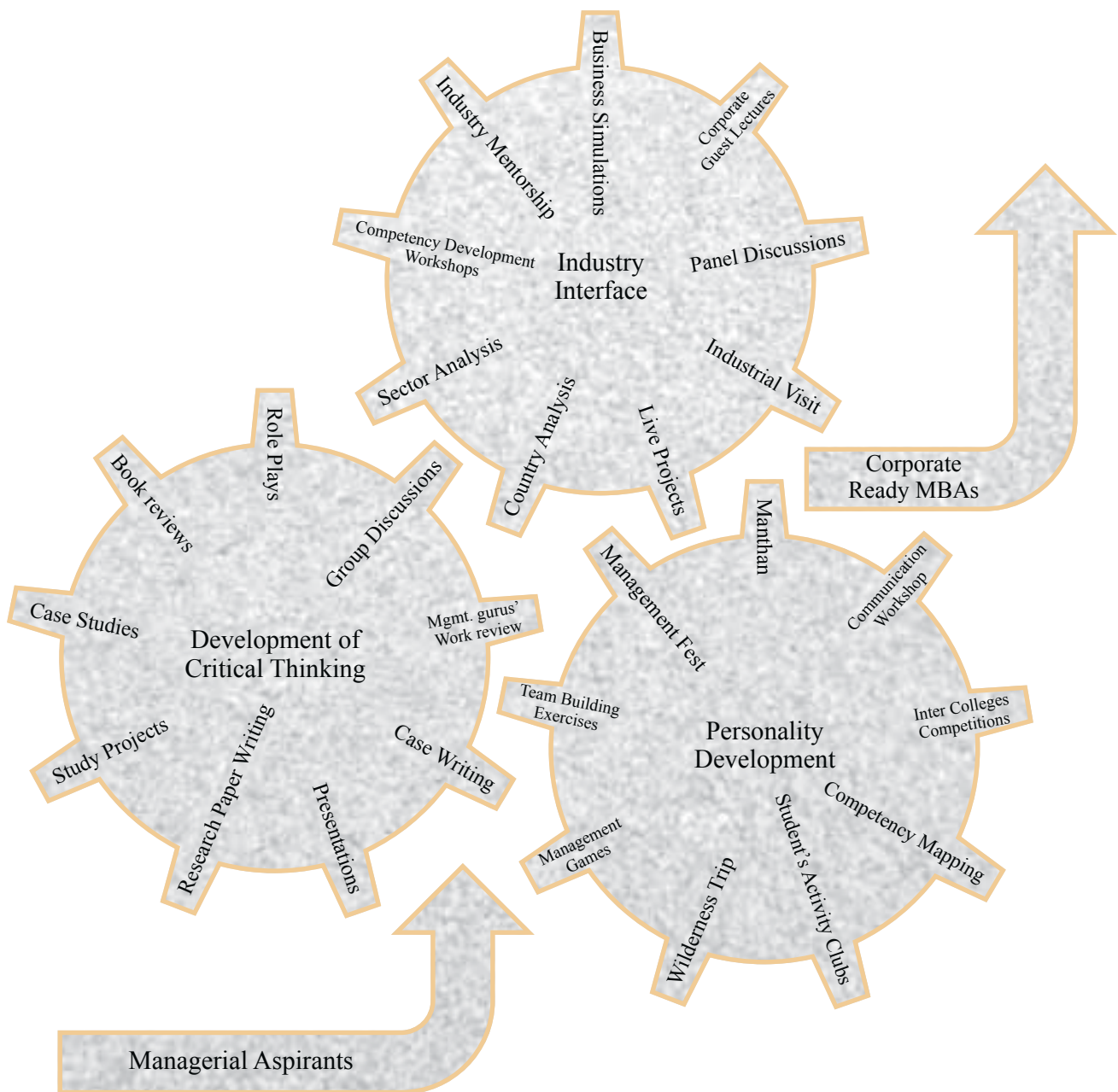
JKBS students participate in various events/days of national & international importance like UNO Day, Teachers Day, Non-violence/Peace Day etc.

JKBS Organizes an annual Blood Donation Camp. This year it has been done in collaboration with Rotary Club to encourage its students & staff to donate Blood, there by sensitizing the students on the importance of giving, resulting in saving Life/Lives.



Pedagogy @ Institute

The Pedagogy at the Institute is aligned towards preparing students industry ready. The emphasis is on developing Critical thinking and widen Business and Industry Knowledge base and enhancing Individual Personality.



2 Year PGDM (Dual Specialization) Post Graduate Diploma in Management

JKBS offers a wide spectrum of specialisation programmes. Students can take two specialisations simultaneously. Marketing is essential for all. They can opt for the second one from out of the list given. The curriculum is constantly updated to keep pace with the dynamic global and Indian environment. Classroom learning is facilitated by Industrial visits, Internships, management games and live projects. The approach of management education is focused on practical knowledge, experiential learning & continuous upgradation. JKBS has committed itself towards academic excellence.



There is a lot of 'doing' and 'action' at JK Business School. The flagship 2 years full time AICTE approved PGDM is fashioned to prepare a participant to be an outstanding business leader. Learning theory is only a microscopic part of the rigour at JKBS, most of their time is spent trying to apply the tools and techniques of Management to work with live situations.

JKBS full-time program in management offers specializations in contemporary areas of Marketing, Finance, Human Resource & International Business and Logistic Management. A curriculum committee comprising of core faculty members, distinguished academicians from the IIMs and IITs and established business leaders from the corporate and public sectors have designed the program. The modern education delivery system developed by JKBS is such that participants have to necessarily go through the rigorous system of learning by doing which imbibes them with a wholistic corporate and industrial perspective. Other significant aspects of the 2 years full time program in management are: its linkages to technology and social concerns. Also, the academic content is delivered through latest multimedia techniques. Hence, teaching is combination of lectures/talks, films, animations, power point presentations, graphics, voice over and a judicious use of the world wide web. As for social concerns, community work is a compulsory activity for every student. JKBS is developing links with NGOs to offer social projects to its students. Active participation in these social activities is a must for every student.

Course Curriculum (Dual Specialisation)*

Ist Trimester	
Code	Subjects
101	Management Perspective
102	Managerial Economics
103	Financial Accounting for Managers
104	Organizational Behavior
105	Business Communication
106	Statistics for Managers
OP-101	IT for managers (Lab Sessions)
OP-102	Personality Development –I (Non Credit)

IInd Trimester	
Code	Subjects
201	Economic Environment and Policies
202	Business Research methods
203	Marketing Management -I
204	Financial Management-I
205	Human Resource Management
206	Production and Operations Management
207	Quantitative Techniques
208	End Term Project
OP-201	Personality Development –II (Non Credit)

IIIRD Trimester	
Code	Subjects
301	Marketing Management-II
302	Management Information System
303	Cost and Management Accounting
304	International Business Management
305	Legal Aspects of Business
306	Financial Management-II
307	Term End Project
OP-301	Personality Development –III (Non Credit)
STP	Presentation and Evaluation of Summer Training Project Report

IVth Trimester	
Code	Subjects
401	Strategic Management-I
402	Corporate Governance, CSR and Business Ethics
403	End Term Project
OP-401	Personality Development –IV (Non Credit)

Electives

Finance

1001	Indian Financial Institutions and Markets
1002	Investment Management
1003	Financial Risk Management

Marketing

2001	Marketing of Services
2002	Sales and Distribution Management
2003	Consumer Behavior

IB

3001	Export-Import Procedures and Documentation
3002	Management of Transnational Corporation
3003	International Business Regulatory & institutional Framework

HR

4001	Team Building and Conflict Resolution
4002	Managing Industrial Relations
4003	Human Resources Planning and Talent Management

Logistic & SCM

5001	Materials Management
5002	Inventory Management
5003	Advance Logistic and Supply Chain Management

* Marketing specialisation is compulsory for all students. Second specialisation can be opted out of the many available.

Vth Trimester	
Code	Subject
501	Strategic Management-II
OP-501	Personality Development –V (Non Credit)
Electives	
Finance	
1004	International Finance
1005	Corporate Tax Planning
1006	Strategic Corporate Finance
Marketing	
2004	Retail Management
2005	Product and Brand Management
2006	Integrated Marketing Communication
IB	
3004	Foreign Exchange Management
3005	Trade Blocs and International Economy
3006	International Business Negotiations
HR	
4004	Labour Laws
4005	Performance and Compensation Management
4006	Management of Training & Development
Logistic & SCM	
5004	Lean Supply Chain Management
5005	Legal Aspects of SCM and Contract Administration
5006	International Supply Chain and Logistics Management

VIth Trimester	
Code	Subject
601	Final Research Project (Dissertation)
Electives	
Finance	
1007	Mutual funds and Insurance Management
Marketing	
2007	Rural Marketing
IB	
3007	Managing Cross-Cultural Diversity
HR	
4007	Organizational Change & Development
Logistic & SCM	
5007	Demand and Business Forecasting

Optional Courses (Any two during second Year)	
1	International Marketing
2	Logistics and Supply chain Management
3	New venture Planning
4	Leadership
5	Entrepreneurship
6	Project Management
7	International Economics
8	Business Environment

Workshops Courses	
1	Advance Techniques in Research Methods in Management
2	Indian Ethos in Management
3	Managerial Communication
4	Project Financing
5	Media Planning
6	International Accounting Standards
7	Behavior Analysis
8	Global Leadership
9	Competency Management

Admission

Eligibility, Selection & Application

Eligibility

- MAT/CMAT/CAT/ or any other national level management entrance exam.
- Graduate Degree or equivalent in any discipline recognized by the AIU/UGC.
- For NRI candidates GMAT/GRE Scores are acceptable.
- Those who are appearing in their final year examination in 2014 are also eligible subject to the proof of graduation (degree certification/mark sheet) has to be submitted by October 31, 2014.

Selection Procedure

Merit will be the only criteria for the admission to PGDM Program, Merit list for admission to this program will be prepared on the basis of :

- MAT/CMAT/CAT/ any other national management entrance exam score
- Marks obtained by the candidate in Group Discussion
- Evaluation in Personal Interview by an expert panel
- Past performance in academics, extra curricular activities and work experience

Application

Application form can be purchased from the Admission office by paying Rs. 1,000/- in cash or can be downloaded from the website www.jkbschool.org and sent along with a DD of Rs. 1,050/- drawn in favor of “JKBS Fee Collection Account” payable at Gurgaon/New Delhi.

Anti-Ragging Committee

To assure that there is no ragging, an anti ragging squad has been formed to help the junior students to bring such cases to the notice of authorities without any fear. The squad is as follow:

1. Dr. Bhawna Syal 8860712162
2. Mr. Lalit Mohan 99711 15957

Grievance Committee

The institute has formed a Grievance committee to handle the complaints of the students about the institute. The Grievance committee comprises of the following :

1. Dr. Saurabh Gupta 85272 31234
2. Dr. Bhawna Syal 8860712162

The institute has clear cut anti-ragging policy. Ragging in any form is prohibited. Anyone found indulging in ragging shall be suspended from the college & his name struck off from the register and at the same time a police case will be lodged.



Fee Structure (2014-16)

A - Programme Fee

Specification	1st Inst. Jul 2014	2nd Inst. Dec 2014	3rd Inst. Jul 2015	4th Inst. Dec 2015	Total
Tuition fee	1,10,000/-	95,000/-	1,10,000	95,000/-	4,10,000
Admission Fee	12,000/-	-	-	-	12,000
Library & database	7,000/-	3,000/-	-	-	10,000
Student welfare	6,000/-	-	-	-	6,000
Reading Material	4,500/-	4,500/-	4,500	4,500/-	18,000
IT Infrastructure	5,750/-	5,750/-	5,750	5,750/-	23,000
Personality Development Charges	10,000/-	10,000/-	10,000/-	10,000/-	40,000
Examination fee	7,000/-	2,500/-	7,000	2,500/-	19,000
Sports/Golf Facilities Fee	4,000/-	4,000/-	4,000/-	4,000/-	16,000
Electrical Charges/Power back up charges	7,000/-	7,000/-	7,000/-	7,000/-	28,000
Campus Development Charges	6,000/-	6,000/-	-	-	12,000
Corporate Training/Industry interface activities/ Entrepreneurial Development/Guest Lectures/ Seminars	15,000/-	12,500/-	15,000/-	12,500/-	55,000
Total	1,94,250/-	1,50,250/-	1,63,250/-	1,41,250/-	6,49,000

B - Security Deposit (Partly refunded) - Rs. 10,000/-*

*Rs. 5000/- shall be retained by the institute towards "Alumni Association", only Rs. 5000/- are refunded at the end of the course

C - Other Charges

- Uniform (2 pairs of Shirts & Trousers, Blazer, Pullover, T-Shirt & Tie) - Rs. 9,500/- (only in first year)
- Medical Insurance - Rs. 1,000/-

D - Hostel Charges (Optional)

- Hostel (Charges for one academic session) 2 Seater Room - Rs. 1,18,000/-
3 Seater Room - Rs. 88,000/-
- Security Deposit (Refundable)** - Rs. 10,000/- (one time payment)
- Boarding & Lodging Details:
 - AC Rooms on twin or triple sharing basis
 - Mess charges include: Breakfast, Lunch, Dinner, Morning and Evening Tea for 7 days a week including Holidays.
 - Each student is provided with bed, mattress, sheets, Pillow, cupboard, writing desk and chair
- Hostel shall have to be vacated by 15 May or within 07 days of last day of examination every year whichever is later. Only students of first year who join companies for summer training in Delhi & NCR shall be allowed to stay in the hostel during summer break.

** Only Rs. 5,000 is Refundable.

E - Books

For all subjects 12,500/-

Alumni

What they say...



Anand Shankar - *Territory Manager, Hero Moto Corp.*

Located at Gurgaon (Delhi NCR), JKBS gets as close to corporate life as possible. 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 the corporate world who come over for guest lectures or the opportunity to do live corporate projects, its an enriching and unforgettable experience.

The fact that all of us keep coming to class, keep meeting our deadlines, keep on participating in inter and intra college events and continue to clear our course work should be proof of how much we enjoy our roller coaster days. This rough and tumble schedule has so become a part of our lives, that it's now difficult to survive without it.



Alok Pandey - *Area Sales Manager, Institutional Sales-Raymond*

I had spent a splendid time of my life in JKBS. The infrastructurally well built campus with a prolific faculty from various streams were there to impart the nitty gritty of the business world by honing my skills and tuning my thought process. A state of the art library and Information Technology centre helped me a lot in making & understanding projects, presentations and assignments.

The weekly guest lectures by eminent personalities from various fields & industrial tours helped me in developing an "OUT OF THE BOX" approach to deal with a real time business scenario.

I will cherish those two years of my B-school days which had helped me in my overall personality development and understand my strengths and weaknesses. At the end, I thank all my professors for their able guidance which helped me in achieving whatever I am now and wish my Juniors good luck in whatever task they undertake.



Annirudh Thakur - *Territory Sales Officer, Hindustan Uniliver Ltd.*

Our Practical exposure is very good. We were open for the good ideas and thoughts. We were free in getting the inputs in terms of knowledge, Experience, Activities, Simulation games etc. At the end of the year GD and interview were organized and practiced on the regular basis. We had to give presentation on weekly basis to enhance our presentability attitude and confidence.



Anand Gaurav - *Territory Manager, Fedex*

It was an outstanding experience in JK Business School during those 2 years. Training experience were given from the expertise in different segments of management. CSR was the good initiative by JK Business School in collaboration with CII. CSR project was quite interesting and inquisitive, which was full of practical exposure.



Anshuman Bharadwaj -*Asst. Sales Manager, Pioneer*

I found JK Business School to be a milestone in my professional and personal life. The intensity and breadth of the programme prepared us for high pressure situations, complex problem solving and work-life balancing that we can use in our approach to all challenges in our working life. This was my Second academic qualification and rather than being weary from the academic format, I found some of the lecturers to be the most interesting. The lecturers were not only as learned and experienced as one would expect from JK Business, but also the best way to engage us and lead us toward honing our own business instincts and capacity for complexity and ambiguity. Last but not the least JK business School has given me the opportunity to pursue the career I wanted...thank u my college...thanks a lot.



Manovar Alam - *Tr. Business Support Analyst, Midlan Group, Dubai*

I completely enjoyed my time at JKBS. Curriculum at JK Business School is comprehensive and rigorous, which prepares us well for careers in both academia and industry. This gives one a solid background for almost any future career in business management. Learning fundamental and applied concepts alongwith hands on experience through workshops, practice sessions at JKBS provided me a rock solid foundation of knowledge that has helped me in exploring more in real time day to day operations.

The faculty are exceptionally knowledgeable in their individual fields. In addition, the faculty are friendly, truly interested in teaching and open to help their students round the clock. They also had utmost respect for the student's ideas.

Learning in JKBS is not limited to class room lectures but a number of workshop, seminar, conference and industry interface program that helped me to enhance my various skills like personality, communication and learn corporate culture that can't be learned in classroom.

The best thing I like at JKBS is the connect with real corporate experiences that we come to know from distinguished guest faculty and speakers from various industries on regular basis.

JKBS is an extremely supportive and competition free environment. Faculty were always accessible and willing to help you out at any time. Overall a great simulator of management course to make one corporate ready.



Anushmita Bhattacharya - *Sr. Executive Corp. Sales, Naukri.Com*

In JK Business School my experience was awesome, The faculty as well as the management are very supportive, it provides everything on the platter to students, be it best of the placements, faculty who inspire to prosper, on all paraphernalia needed for the development of an individual. It helped me convert my dream into reality, it also taught me how to live life and more important provide me a way to be successful in business world.

Our Alumni in the News...

The Tribune

11-08-2010

Rajendra Sharma

Testing waters

Arupjyoti Gogoi

THE road-to-entrepreneurship may be uneven, but the inspiration of seeing a business often makes the journey more pleasurable. These words of Rajendra Kumar's father inspired him to launch his own venture, Kamaar, an MBA, a young entrepreneur whose venture — AquaFit+, in the water purifier segment — is an endeavour to offer high quality products at affordable prices in the rural market.

Excerpts from an interview: Why you didn't prefer a regular job?

I did take up regular jobs for about three years. But the only thing I gained was to get an understanding of different markets. I got exposure to the financial services industry and the FMCG industry. But I realised that the freedom that you seek to exploit the opportunities that exist in the market does not come in a regular employment. I was constrained to take decisions which could have benefited the company. Somehow, I felt that my freedom was restricted. And I realised that it was time to start something on my own.

What are the challenges that an entrepreneur faces at the initial stages?

While some opportunities appear very promising, the challenge comes in actually exploiting them. One of the major challenges is to identify the right people who share your vision in creating an enterprise. All said and done, creating an enter-



Rajendra Kumar

prise is never an individual affair. Also creating the right network of people in the market is also equally challenging. It is difficult to convince people about a new idea, especially when it comes from a first time entrepreneur. Getting adequate resources is equally difficult. Often, finance is a constraint for a startup. Often, for want of adequate money, one cannot give full throttle on the idea. Coping with the uncertainties of a new business can also be unsettling. For this finding a right partner is also important.

What are growth prospects in this field?

I believe growth is a function of the efforts that one puts in identifying the opportunity and making the right plans for execution. My current business is selling water purifiers. With the quality of water deteriorating across the country, the need for clean drinking water is going to rise. The need for good health is going to encourage people to seek water purifying solutions. There is a huge opportunity that exists in the market, which is evident from the entry of major players like HUL and Tata into this mar-

ket, in addition to the existing players like Kent and Eureka Forbes. There is a wide discrepancy in the price and quality of the products available in the market. Also, most of the national players are focusing on the urban areas. There is a huge opportunity to be tapped in the rural market, where people are equally keen to use quality potable water. This is the market which we plan to tap with our own brand of 'AquaFit+'. Our objective is to offer high quality products, at affordable prices, in the rural market.

What are your future goals?

There are a number of opportunities which I am evaluating for the future. The focus would again be the rural market, either for selling affordable products to the rural masses, or to create a national level rural area and find a market for these products in other parts of the country and abroad. I am also working on a plan to get into the handicrafts business wherein the products would be sourced from villages in Rajasthan and exported to foreign clients.

What advice would you give to other budding entrepreneurs?

If you have a dream, chase it. Nothing in life is more satisfying than translating your dreams into reality. India as a country offers many opportunities and if you have the right idea, you can make the best of these opportunities. There may be challenges, but your ultimate goal should be so strong that you should be able to overcome these challenges easily.

With an aim to chart his own course of success in the field of financial management, Sanjeev Chatterjee, a resident of Faridabad and an MBA, started nifty50investment.com last year. In an interview with Arupjyoti Gogoi he talks about the opportunities and challenges that lie in the financial and stock market sector that is growing at a rate of 8.5 per cent annually.

Arupjyoti Gogoi

FINANCE management is the backbone of any organisation. It is a corporate, business function in financial institutions. As a financial expert of a financial institution, financial management plays a number of jobs ranging from capital budgeting to risk management. With the influx of more and more foreign institutional investors (FIIs) in India and inclusion of market regulators, Securities and Exchange Board of India (SEBI), Finance and stock market sector has emerged as an exciting field with a plethora of opportunities awaiting us.

The healthy growth of the Indian economy and other India countries has created a rising demand for professional financial management services, such as stock market, fund management and private banking etc. Wealth management has become one of the most attractive business sectors in the financial services industry. Financial and stock market sector has created an urgent requirement of professionals in financial services domains and products.

How do you get the idea in that your own company?

I have always been an active finance person with a strong belief that success lies within a person and one just needs to realise it. After doing this I have always inspiration from great business leaders like Warren Buffett who has shown the world that wealth can come in the way of someone determined to



ON MY OWN

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Art of managing mo

When you start a business, it is essential to have a clear vision of what you want to achieve. This vision should be based on a thorough understanding of the market and the needs of your customers. It is also important to have a solid business plan that outlines your goals, strategies, and financial projections. This plan will serve as a roadmap for your business and help you to stay focused on your objectives.



Sanjeev Chatterjee

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WORK SKILLS

Chinese checkers

Like pegs in the board game, young execs are leaping ahead by learning the language of the world's hottest economy

Rajiv Khattar



Vimal Chander Joshi

Many young professionals in India from diverse corporate backgrounds have one thing in common. All have understood the importance of Chinese in

agreement company after MBA and now wants to go to Europe for another management course. "I have no connection with Chinese people as yet, but if you learn the language, you get an edge over others glob-

which is the study of phonetics. "It takes full time study for two to three years to know all the Chinese characters, but the globalists take just first-class monthly 'training,'" says Purnima Gera, institutional director

Ankur Bhardwaj



Toilers of the sea

As long as man is inclined to trade, a marine logistician will never go out of business, says Pranab Ghosh

After working for a multinational corporation for over a decade, Pranab Ghosh decided to start his own business in marine logistics. He has found that there is a growing demand for marine logisticians in India as the country's trade with the world has grown through trade.

The importance of marine logistics is growing through trade. The importance of marine logistics is growing through trade. The importance of marine logistics is growing through trade.

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Rajiv Khattar
An MBA, attributes his job as associate territory manager in India to the proficiency in Chinese language

Dr Shreya Ramachandran, director-general, JK Business School, Gurgaon, has introduced Chinese language as a compulsory subject for both years. Considering the surge in trade between India and China and the latter's growing economic might on the side, it is imperative to learn the language, believes Ramachandran.

Her belief is borne out by Rajiv Khattar, who got a job with US shipping giant FedEx as an associate territory manager after doing MBA. Part of the credit goes to his impressive 88 grade in Chinese, says Khattar. "The HR person was quite impressed with my grade. Now I'm assigned to interact and deal with Chinese clients," he adds.

As learning Chinese makes more and more business sense, the number of learners is also rising. "Earlier it was difficult to find more than 50 students in a

1 career MARINE LOGISTICIAN
2 career SCHOOL SPORTS INSTRUCTOR
3 career LANDSCAPE ARCHITECT

achieve your goals 02
career counselling 09

A full fledged department of corporate relations exists at the JK Business School to guide the placement / internship activities and a strong team ensures ample opportunities for all students. Known for its strong relations with the Industry, JK Business School has been a favorite destination for recruiters. We are able to offer an array of internships at the national and international levels. For final placements we boast of the very best of the industry visiting our campus and recruiting our students.

The highlight of this placement season was the range of profiles offered in various sectors of Finance, Marketing and General Management. The diverse profiles offered is an indication of the belief the corporate world has in the talent being groomed at JKBS. With such an impressive array of recruiters from different sectors to choose from; the profile, the role and the alignment with the long term goals of the students concerned take centre stage.

Placement & Internships...

Our Recruiters

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 managers.”

Mr. Suryakant Dixit, Manager HR, Thomson Press.

“I was greatly inspired by the vision of JK Institute and its accomplishment during very short start-up period.”

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

“Excellent facilities. Students are disciplined and eager to learn.”

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

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

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

“A temple of learning & knowledge.”

Mr. Arun Datta, Vice President, HR, Medanta Medicity, Gurgaon.

“The institute is doing a remarkable service to India by building quality institution and people.”

Dr. Shikha Sharma, MD, Nutri Health.

“Extremely impressed with the facilities available. A good institution for higher Education.”

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

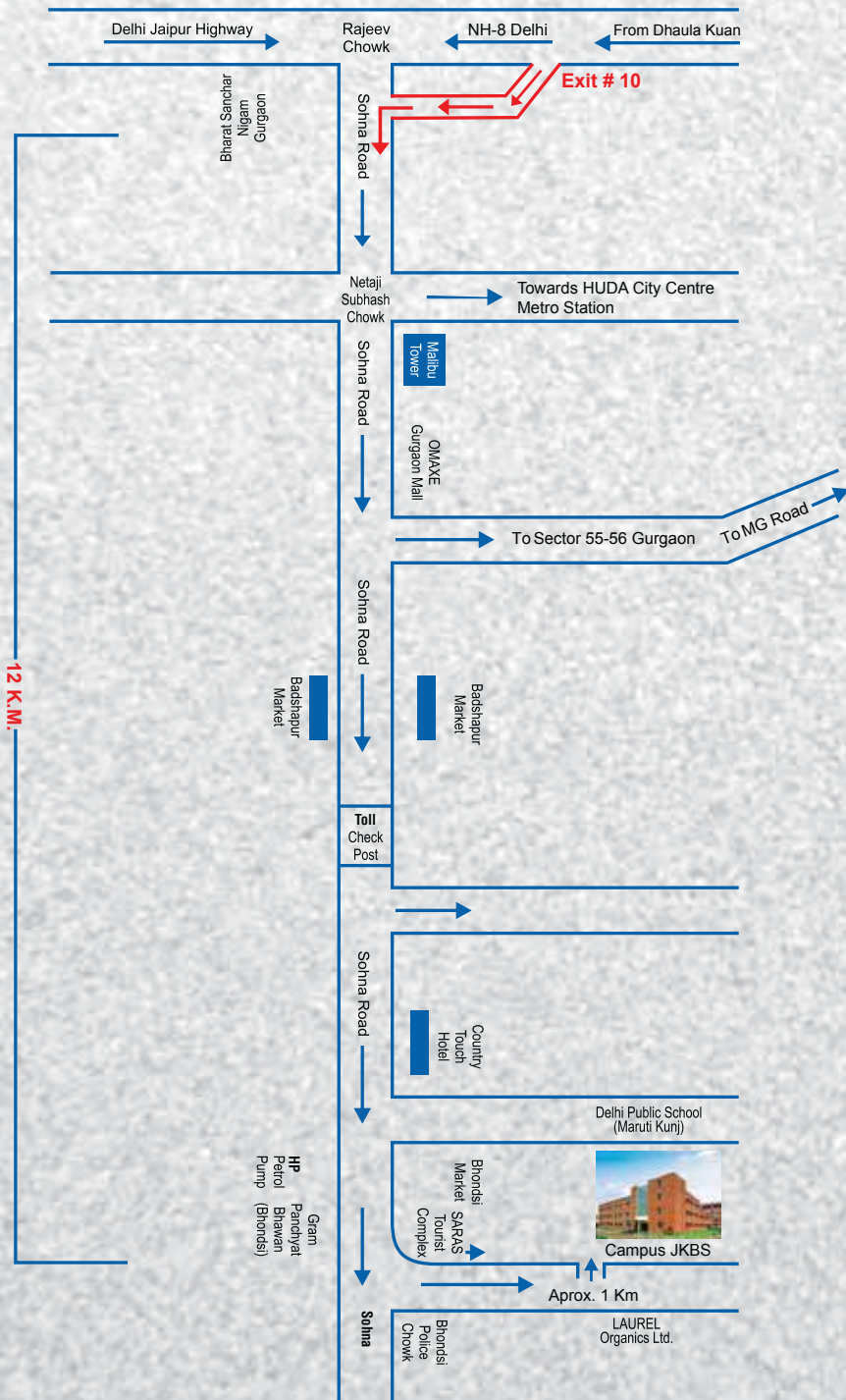
“Intelligent students with excellent capabilities to understand the fundamentals.”

Mr. O N Marwah, Ex Director, Indian Oil Corporation.

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

Mr. Martial G Roland, CMD, Nestle India Ltd.

Route Map





www.jkbschool.org



**JK BUSINESS
SCHOOL**
Leading Future...

Campus

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