



JKBS
LEARN | INNOVATE | EXCEL

**JK BUSINESS SCHOOL
GURUGRAM**



2024 INFORMATION BROCHURE

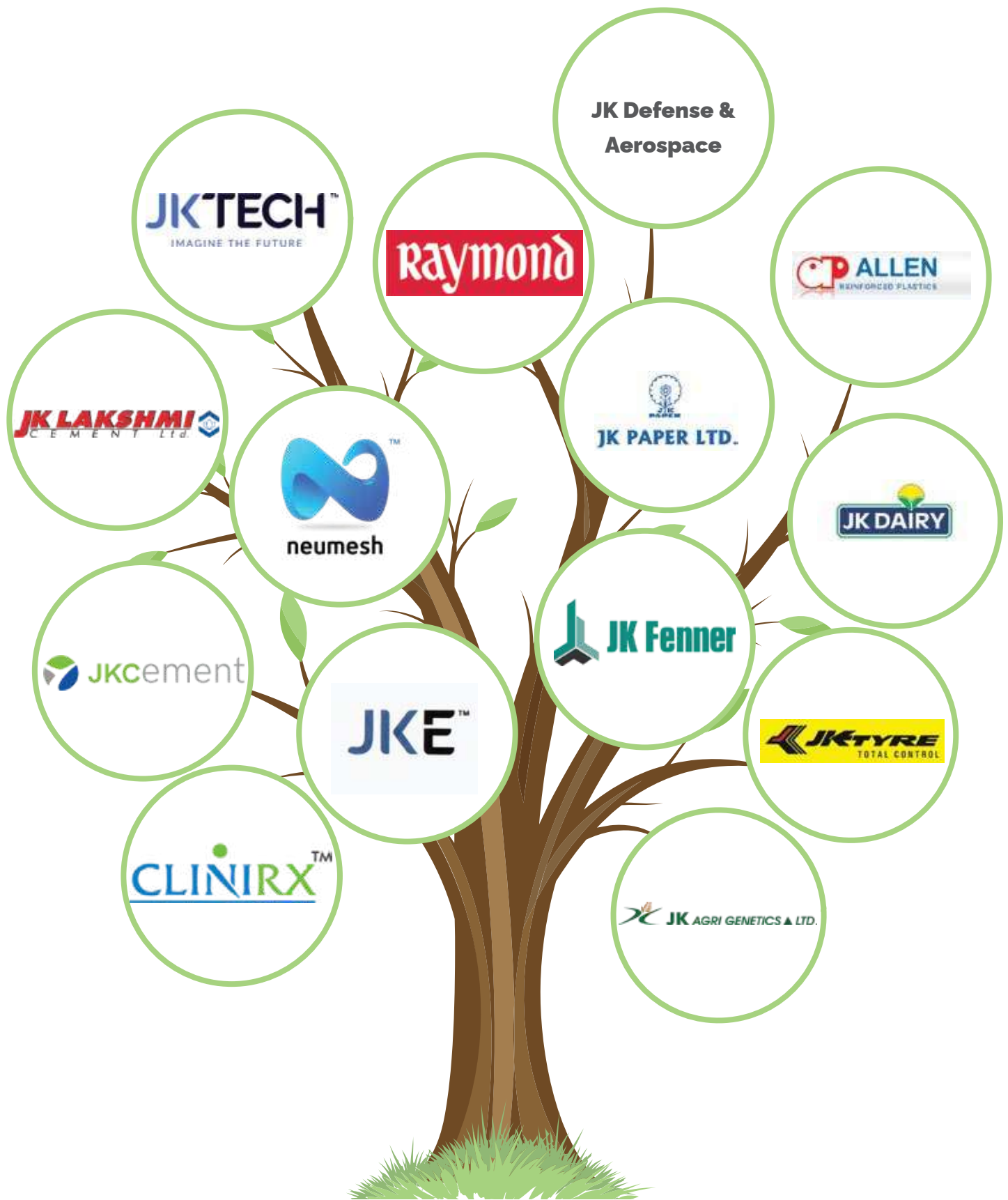
PGDM | BBA | BCA

www.jkbschool.org



The JK Edge

THE JK ORGANISATION





LATE SHRI GOVIND HARI SINGHANIA

19th Mar 1937 - 2nd Oct 2014

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 to the development of country as a senior industrialist. Apart from his contribution to the growth of the J.K.Organization (founded 139+ years ago) that ranks as one of the largest Industrial Conglomerates in India, Shri Singhania was the Vice President of the JK Organization and Director in various other JK Group's companies. He founded JK Business School (JKBS) in the year 2006 with a vision to provide high quality management education with a 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 the guiding principles for the JK Business School.



VISION

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



MISSION

- 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



MR. ABHISHEK SINGHANIA

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.

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 journey with us, and I believe that it will enable them to achieve their life's aspirations.



139+

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.



MR. PARTHO P. KAR

Director of Jaykay Enterprises Ltd
& JK Education Foundation

JK Business School (JKBS) is dedicated to providing a world-class education that focuses on enhancing skill-driven learning. We understand that in today's competitive job market, it is important for students to not only have a strong education, but also practical skills and experience to contribute to organizational goals. That is why we offer a range of courses that are designed to be futuristic and provide value to our students. One of our newest specializations, Digital Transformation, will give students the opportunity to understand and adapt to the current shift taking place in the business world.

At JKBS, we are committed to providing a holistic education experience. Our faculty consists of industry experts and professionals who bring real-world knowledge and experience into the classroom. We also offer internships and experiential learning opportunities to give students the chance to apply their knowledge in a professional setting.

In addition to our focus on skill development, we are also dedicated to helping our students build their professional networks and connections. We offer career services and networking events to help students connect with potential employers and industry professionals. We believe that these connections can be invaluable in launching a successful career.

Overall, JKBS is committed to providing a high-quality education that prepares students for success in their chosen careers. Whether you are interested in pursuing a traditional business degree or a more specialized field like digital transformation, we have a program that can help you reach your goals.

BOARD OF GOVERNORS



MR. ABHISHEK SINGHANIA

Industrialist & Chairman of JK Education Foundation

MEMBERS



Sh. Partho P. Kar

Director of Jaykay
Enterprises Ltd &
JK Education Foundation



Mr. Rajiv Bajaj

Chairman,
Bajaj Capital Ltd.



Mr. Vipul Prakash

Co- Founder,
HUM (The People)



S.K. Mahapatra

Ex. Director General
JK Business School,
GHS-IMR



Mr. Satish Gupta

Executive Director
of JK Tech



Dr. Richa Dahiya

Dean,
JK Business School

AWARDS & ACCOLADES



JKBS has Featured Among

TOP BCA COLLEGES IN HARYANA (GHRDC, 2024)
TOP PRIVATE PROMISING BCA COLLEGES IN INDIA (GHRDC, 2024)
TOP PRIVATE BCA BY REGION - NORTH (GHRDC, 2024)
TOP PRIVATE BBA COLLEGES IN NORTH INDIA (GHRDC, 2024)
TOP PRIVATE BBA BY REGION - NORTH (GHRDC, 2024)
TOP B-SCHOOL IN HARYANA (IIRF, 2024)
TOP PRIVATE B-SCHOOL IN INDIA (IIRF, 2024)
TOP PRIVATE B-SCHOOL IN NORTH INDIA (IIRF, 2024)
BEST BUSINESS SCHOOL FOR INDUSTRY INTERFACE (CEGR,2023)
EMINENT BBA COLLEGES IN NORTH INDIA (GHRDC,2023)
PROMISING BCA COLLEGES IN NORTH INDIA (GHRDC,2023)
TOP B-SCHOOL IN HARYANA (CSR GHRDC,2022)
BEST PRIVATE B-SCHOOL (EducationWorld,2021)
BEST ACADEMIC INDUSTRY COOPERATION (EducationWorld,2020)
TOP BUSINESS SCHOOL IN INDIA (MHRD NIRF,2018)
CSR EXCELLENCE IN EDUCATION (CSR Awards,2017)
ASIA'S TOP INDUSTRY ANCHORED BUSINESS SCHOOL (APETA,2016)
CSR EXCELLENCE IN EDUCATION (CSR,2016)
BEST MANAGEMENT COLLEGES FOR INFRASTRUCTURE (CEGR,2015)
PROMISING B-SCHOOL IN INDIA (Discovery Education Media Private Ltd.,2013)
BEST BUSINESS SCHOOL IN HARYANA (Indian Achievers Podium,2009)

A Glimpse of the Campus



10 acres of lush green, solar powered with rain-water harvesting, eco-friendly campus strategically located in the corporate hub, Gurugram. A Digital Knowledge Resource Center with 1000+ International and National E-journals. Highly secure, fully AC residential & Wi-Fi enabled campus with 24*7 power backup.

JKBS



DR. RICHA DAHIYA

Dean, JK Business School

Message from the Dean's Desk

As the Dean at JK Business School, I am proud to lead a team of dedicated educators who are committed to providing our students with a world-class education in the field of marketing and business. With a focus on real-world applications, our programs equip students with the skills and knowledge they need to succeed in today's competitive global marketplace.

In addition to our experienced faculty, JK Business School also offers state-of-the-art facilities and resources, including modern classrooms, advanced technology, and a range of support services to help students succeed in their studies.

At JK Business School, we are committed to providing a dynamic and engaging learning environment that encourages creativity, critical thinking, and collaboration. Our programs are designed to reflect the latest trends and developments in the field of marketing and business, and are regularly updated to ensure that our students have the knowledge and skills they need to succeed in a rapidly-changing world.

In addition to our rigorous academic curriculum, JK Business School also offers a range of extracurricular activities and opportunities for students to gain practical experience and build their professional networks. From internships and study abroad programs to student clubs and organizations, we provide a wide range of ways for students to get involved and make the most of their time at JK Business School.

Whether you are just starting your academic journey or looking to advance your career, JK Business School is here to support you. If you are ready to take the next step in your academic and professional journey, I invite you to learn more about JK Business School and discover how we can help you achieve your goals.

PROGRAMMES

PGDM/ BBA/ BCA

POST GRADUATE DIPLOMA IN MANAGEMENT

A 2-year credit-based Management programme spread over 6 trimesters at par with similar programmes offered by premier institutes in India such as the IIMs, XLRI, FMS Delhi, and MDI modelled on the AICTE curricular structure. It is a very high rigour, content rich, autonomous program which is valued for being in sync with the latest and dynamic requirements of the industry. The program integrates employable skills for the 21st century manager.

Eligibility & Criteria

A Bachelor's degree in any discipline as recognised by UGC, under 10+2+3 system with minimum 50% marks, Candidates appearing in the final year may also apply, provided they complete all formalities of examinations before 30th July, and furnish proof before 30th September of having met the minimum eligibility criteria.

- Candidate are required to apply with CAT, XAT, MAT etc, with test scores which is mandatory for admission
- JKBS is a partner institute for CAT, MAT & XAT Entrance Examinations
- Student are advised to visit CAT, XAT& MAT website for Entrance Registrations.
- Sports persons, Ex-Defence wards, Women are preferred.

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.

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.

Specialization

- ▣ Finance
- ▣ Marketing
- ▣ Human resources
- ▣ Business Analytics
- ▣ Digital Transformation
- ▣ Logistics, Supply Chain Management and operations



Scan the QR code to apply

PROGRAMMES

PGDM/ BBA/ BCA

BACHELORS OF BUSINESS ADMINISTRATION

The JKBS BBA Program is the only industry anchored B school offering a 3-year full-time programme affiliated to Gurugram University, Haryana. The BBA at JKBS is the best Industry ready Management programme with a constantly evolving curriculum to keep pace with the dynamic global and Indian environment. Learning is facilitated by industry-student interface, internships, management games, live projects, sports, cultural activities, online certifications offered through LinkedIn Learning and much more. The focus is on practical knowledge, experiential learning, skill enhancement and academic excellence.

After BBA, students can secure jobs as

- Managers in MNC's & Indian corporates
- Marketing Executives
- HR Executives
- Finance Industry Executives
- Digital Entrepreneurs
- Family Business Managers

Eligibility Criteria

BBA Admissions are given on the basis of Merit at 10+2 level (with minimum 50% in any stream). Students who have cleared their 10+2 exams or equivalent examination from CBSE/ISC/Board of School Education, Haryana/ other recognized board/ or its equivalent are eligible to apply. Sports Persons and Women will have special preference.



Scan the QR code to apply

JKBS

WHY BBA FROM JKBS?

- Affiliated to Gurugram University
- Legacy of JK industries Group
- Strong Alumni Network since 2006
- Eminent Faculty

PROGRAMMES

PGDM/ BBA/ BCA

BACHELOR'S IN COMPUTER APPLICATION

The BCA programme is 3-year (6 semesters) full time bachelor's degree, affiliated to Gurugram University, Haryana. The basic objective of the BCA programme is to provide the essential knowledge and technical skills to get rewarding careers in the changing world of Information Technology. BCA subjects include database management systems, software engineering, operating systems, web technology and computer languages such as HTML, C, C++, Java and other emerging technologies.

After BCA, students can secure any of the BCA Jobs such as:

- Software Developer
- System Analyst
- IT Technical Support Developer
- IT job in Government Sector
- Administrator UI/UX Designer
- Digital Executive
- Digital Transformation Executive
- Network
- Technical Analyst
- System Administrators
- Database Administrator
- Mobile Application Development
- Automation Tester
- Programmer
- Tech support

Eligibility Criteria

A candidate seeking admission to the BCA must have passed 10+2 (any stream) securing not less than 45% marks in aggregate from CBSE, State Board or any other equivalent examination recognised by the Gurugram University. Eligibility Criteria may change as per university Guidelines. Extra Weightage for Sports Person, Agniveer & women candidates



Scan the QR code to apply

WHY BCA FROM JKBS?

- Affiliated to Gurugram University
- MoU signed with JK TECH for training & job placement
- Opportunities to work on live projects during the course
- Training in latest/emerging technologies viz. Blockchain, AI/ML, IoT, Robotics, etc. by industry experts
- Mentorship for students by JK Technosoft and other industry partners
- Online certifications for industry ready placement preparation
- State-of-the-art infrastructure

OUR FACULTY



PROF. RICHA DAHIYA *PhD*

PhD (Kurukshetra University)
MBA (Kurukshetra University)
20 years of academic experience
Faculty- Marketing & Research Methodology
Research interest- Online shopping behaviour, expatriates cross cultural adjustment, green marketing, services marketing



PROF. VIKRAM TYAGI *PhD*

PhD (Teerthanker Mahaveer University)
PGDM, IIM Ahmedabad,
40 years Industry experience,
20 Years Academic experience,
Faculty- Operations
Research interest- Supply Chain Management



PROF. SUKHAMAYA SWAIN *PhD*

PhD in Management from F M University
PGDBM from XIM, Bhubaneswar
B E (Electrical Engineering), UCE Burla
21 years of corporate experience in Banking and Steel
Faculty in Finance & Economics
Research Interests- Finance, Economics, Entrepreneurship and History



PROF. TANMOY BHATTACHARYA *PhD*

Masters in Economics, University of Kentucky,
USA 5 years Corporate experience, 15 years of
Academic experience. Area chair and Associate
Faculty- Economics and Finance
Research interest- Statistical & econometric
methods in Economics & Finance, Financial
markets in India and USA, Economic growth in
India



PROF. SABA JAFRI *PhD*

Ph.D (MDS University, Rajasthan)
MBA (AMU, Aligarh)
20 years of experience
Faculty- HRM
Research Interest - Green HRM, Performance
management, Sustainable HRM.



PROF. SIDDHARTHA BHATTACHARYA *PhD*

PhD from National Institute of Technology, Durgapur
MBA from University of Wales, UK
16+ years of Academic Experience
Faculty- Finance, Banking and Business Statistics
Research Interests: Impact of FII and FDI on share
markets, Financial Planning and Forecasting, Financial
Instruments and hedging tools, Macroeconomic Factors
on Money Supply



PROF. RUCHI DIXIT *PhD*

MPHD from SRM University, Sonapat
MBA (Punjab Technical University)
8 years of academic experience,
9 years of industry experience
Faculty- Marketing
Research Interest - Marketing, Business
Research



PROF. KIRTI MANKOTIA *PhD*

PhD in HRM from Jamia Millia Islamia
PG degrees in Management and Law from
Pune University, graduated from Delhi
University. 6 years of experience in talent
development and leadership.
Faculty- HR and Business Communication.
Research interest- AI and HR, HR Analytics,
positive psychology, and work-life Integration.



PROF. RAJIVA RANJAN

B.Tech (Electrical, NIT, Warangal)
PGDBM (IMT Ghaziabad)
25 years of Corporate experience & 2 years of
academic experience
Faculty- Marketing
Research Interest - Marketing Analytics, CRM,
Stock Markets



PROF. JYOTI *M. Com*

M.Com (Delhi University), MBA (MUIT)
5 years of academic experience
Faculty- Finance
Research Interest - Sustainable Finance,
Corporate Finance, and Behavioural Finance.



PROF. PRIYAJOT *PhD*

PHD in Computer Science from JJTU, RAJASTHAN
MCA from GJU
8 years of academic experience.
Faculty in IT
Research interest- Blockchain, IOT, DOMOTICS, AI



PROF. HIMANSHU MALIK

PhD (pursuing)
M.Tech(CSE) from DCRUST, Murthal
3 years of Academic Experience
Faculty- Data Science, IT, Digital Marketing
Research Interest- Object Oriented Testing in
Software Testing



PROF. CHARITRA

PG (Commerce) - Economic Administration
and Financial Management,
B.Com. (Hons.)
Faculty- Commerce and Finance
Research Interest - Banking, Digital Finance,
Financial Modelling & Forecasting



PROF. DIKSHIKA JAKHAR

PhD (submitted)
PhD in Economics, Amity University, Noida
M.A. , Punjab University
B.COM from Delhi University
NET Qualified
Academician in Economics, JKBS
Research Interests: Socio-economic conditions of
artisans, Production efficiency across various sectors

VISITING FACULTY



PROF. BRIG. AJAY MEHTA *PhD*

PhD Management (DAVV Indore)
MMS, M.Sc (Defense Studies),
Annamalai University
34 years in Armed Forces,
11 years Academic experience
Faculty - HR



PROF. AJAY MOHAN GOEL

BE (Electronics & Comn.), PEC Chandigarh;
PGDM XLRI - Jamshedpur
4 years of academic experience,
33 years of industry experience
Faculty in HR, OB
Research Interest - Seamless Management:
Strategy, International Business, Critical Thinking,
Systems Thinking, Design Thinking



PROF. VINOD KUMAR MUTREJA *PhD*

PhD - GJUS&T, HISAR; UGC NET CERTIFIED;
M.PHIL; MBA 15 years of academic experience,
5 years of industry experience
Faculty in Marketing
Research Interest - Marketing



PROF. HIMANSHU ARORA

Faculty in Finance
Research Interest - Financial & Management
Accounting, Financial Modelling & Corporate
Valuation, Financial Management,
Mergers & Acquisitions, Financial Derivatives



PROF. VIVEK BHATIA *CFA*

FCMA, CFA (ICFAI), CMA(Aust.), CFA(US)
14 years of academic experience,
8 years of industry experience
Faculty in Finance



PROF. CHANDNI BANSAL

Pursuing Ph.D., B.C.A and M.B.A
from B.R Ambedkar University, Agra
5 years of academic experience
Faculty in Management



PROF. JYOTI YADAV *PhD*

MTech (North Cap University, formerly
ITM, Gurgaon); BTech (Greater Noida Institute
Of Technology, Gr. Noida)
13 years of academic experience
Faculty in IT & Analytics



PROF. CHARLES CLARANCE

MA .B.ED

Education Training Program from University
of Malta, Malta.
Ex Principal in ICSE & CBSE School, Life Coach,
Motivational Speaker.
Resource Person in CBSE NOIDA.
27 plus years as English Mentor & Coach.
100 plus webinars & workshops.



PROF. KIRAN SANDHU

LSR (Lady Shri Ram College), ISTD,
ISB-programs, NLP, Carlton University (US), and
various other certifications.
20 years of academic and industry experience
Faculty in Management and Organizational
Development.



PROF. MUKUL JAIN

Phd

Ph.D. in Behavioral Finance; Post-graduations in
Finance, Operations Management, and Training &
Development. Fellowships from Insurance Institute
of India, The American College of Financial Planning,
and Financial Planning Standards Board.
33 years of Corporate & Academic experience
Guest Faculty in Finance and Behavioral Finance.

JKBS EDGE

A unique learning experience



TECH SAVVY

- Technology adept environment
- Technologically advanced enriched 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 by industry experts

BEYOND ACADEMICS

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

GET INVOLVED

JKBS CLUBS



STUDENT DEVELOPMENT CELL

Academic



Marketing Club



HR Club



Finance Club



IT Club



Research & Analytics Club



Entrepreneurship Club

Co-Academic



Library Club



Alumni Club



Social & Environment Club



Sports Club



Cultural Club



Digital Marketing Club

LEADERSHIP TALK

JKBS LEADERSHIP e-TALK

CONNECTING INDIA

August 19th, 2023
Saturday
02:30 - 04:00 PM

Mr. Anil Jain
Chief Executive Officer
National Internet Exchange of India
The Man Who Brought Broadband To India

JKBS BUSINESS SCHOOL CURUGRAM

JKBS LEADERSHIP e-TALK

RUPAK BHATTACHARYA SPEAKS

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Meet

Chef & Founder, Elair Kitchens, New Jersey, USA

JKBS BUSINESS SCHOOL CURUGRAM

JKBS LEADERSHIP e-TALK

MUSSARAT HUSSAIN SPEAKS

LEARN | INNOVATE | EXCEL

Meet

**Head - Leadership & Functional School
Maruti Suzuki India Ltd.**

JKBS BUSINESS SCHOOL CURUGRAM

JKBS LEADERSHIP SERIES

JKBS LEADERSHIP TALK

Topic of Discussion
7P STRATEGIES FOR CONSUMER BUSINESS

Mr. Anurag Arora
Director
Dell Technologies

JKBS BUSINESS SCHOOL CURUGRAM

JKBS LEADERSHIP SERIES

JKBS LEADERSHIP TALK

Soft Skills and English Proficiency For better Career Communication.

Saturday
08 April 2023
12:20 - 1:30 Hrs

Mr. Vivek Pradhan
Senior Sales Capability Manager
Health and Life
NIPRO

JKBS BUSINESS SCHOOL CURUGRAM

JKBS LEADERSHIP SERIES

JKBS LEADERSHIP TALK

THE PARADIGM OF QUALITY

26th August 2023
Saturday
12:20 PM - 01:50 PM

KALLOL ROY
Director
TONG SUCCESS - INDIA

JKBS BUSINESS SCHOOL CURUGRAM

JKBS LEADERSHIP SERIES

JKBS LEADERSHIP TALK

Topic of Discussion
DIGITAL TRANSFORMATION IN SERVICE MANAGEMENT

Mr. Mritunjoy Singh
Executive Director
Quantica Group - Dallas

JKBS BUSINESS SCHOOL CURUGRAM

JKBS LEADERSHIP SERIES

JKBS LEADERSHIP TALK

Topic of Discussion
CAREER IN PRODUCT MANAGEMENT

Mr. Joydeep Majumder
Director - Product Management
Adobe

JKBS BUSINESS SCHOOL CURUGRAM

JKBS LEADERSHIP SERIES

JKBS LEADERSHIP TALK

Future Skills to Succeed in the New Working World

August 11th, 2023
Friday
12:20PM - 01:50 PM

Mr. Shikhar Gupta
Director
Energy, Mobility & Industrial Products

JKBS BUSINESS SCHOOL CURUGRAM

JKBS LEADERSHIP SERIES

JKBS LEADERSHIP TALK

Navigating your career through the corporate world- What google expects?

July 29th, 2023
Saturday
2:00 PM - 03:30 PM

Real Vasudhanya
Marketing Manager, Enterprise
Digital Systems & Google Cloud
Google

JKBS BUSINESS SCHOOL CURUGRAM

JKBS LEADERSHIP TALK

International Women's Day

Topic of Discussion
MY CAREER JOURNEY THROUGH THE LENS OF DIVERSITY, EQUITY & INCLUSION

Ms. Sonali Goel
Sr. Director - Talent and Development
Macmillan Publishers
New York City, USA

JKBS BUSINESS SCHOOL CURUGRAM

JKBS LEADERSHIP SERIES

JKBS LEADERSHIP TALK

Topic of Discussion
SUCCESSION PLANNING

Mr. Viekas K Khoka
Head HR
Chenaka Agritech Limited

JKBS BUSINESS SCHOOL CURUGRAM

JKBS LEADERSHIP e-TALK

Topic of Discussion
LEADERSHIP IN TIMES OF CRISIS

Mr. Thomas Varghese
Business Head & CEO -
India, Indonesia, Thailand, Philippines & Nepal
Arlisa Biotek Group

JKBS BUSINESS SCHOOL CURUGRAM

JKBS LEADERSHIP TALK

Topic of Discussion
Corporate Readiness

Mr. Gagan Dewan
Senior Director
Salesforce

JKBS BUSINESS SCHOOL CURUGRAM

WEBINAR IKIGAI

ANCIENT JAPANESE WISDOM OF SELF DISCOVERY

By Rajiv Bajaj: Chairman, Bajaj Capital Ltd.

- What drives you?
- What excites you?
- What is your Passion?
- How can you give beyond 100% and achieve extraordinary results?

Discover the ancient Japanese wisdom of 'IKIGAI' that is - The Happiness of Being Busy. The enter you, shows the unique talent in you and gives meaning to your days. If you don't know it yet, your mission is to discover it.

JKBS BUSINESS SCHOOL CURUGRAM

JKBS LEADERSHIP TALK

MR. ANTONIO HILLOWASZYK ,
Ex Chairman,
Nestle India

JKBS BUSINESS SCHOOL CURUGRAM

CORPORATE LINKAGE

	 Asahi India Glass Ltd.		
			
			
			
			
			
			
			
			
			

OUR ALUMNI'S PRESENCE



Alok Pandey
2006-08
Raymond Limited



Chandan Guleria
2007-09
TGE Commodities



Sobit Rana
2008-10
FedEx



Amit Gupta
2010-12
Xiaomi India



**Priithmesh
Mudaiya**
2011-13
Infosys



Apurv Gautam
2012-14
Bridgestone India Pvt. Ltd.



Neha
2013-15
Uniqlo India



Karan Verma
2014-16
HFFC



Sonika Roy
2015-17
Genpact



Vikram Modi
2017-19
TCS



Chandni Sadhwani
2018-20
Cvent



Adesh Kumar
2019-21
Ameriprise Financial



Akshay Daga
2020-22
KPMG



Anmol Kakkar
2021-23
Daikin



Nitin Rana
2022-24
CCD



Swati Jaiswal
2022-24
Nestle

ALUMNI SPEAK

We were the first COVID-affected batch, witnessing a shift in the education system. Working as an IT sales professional for a Dubai-based company while in India was unexpected. Securing the highest-ever package of 24.00 LPA in JKBS history made my family proud. Thanks to JKBS mentors for shaping my destiny.



Praveen Dahiya
Quintica Group- Dubai
PGDM 2019-2021

"JKBS provides the perfect environment to cultivate and grow as a leader."



Pushpam Kumar
Manager- Hewlett
Packard, PGDM 2006-2008

"My time at J.K. Business School and it was like riding a roller coaster! So much to do and experience, from athletics to academics to extracurricular activities. The staff and faculties are top-notch and the learning environment is unparalleled."



Amit Agarwal
Process Supervisor,
Deutsche Bank
PGDM 2010-2012

"JKBS is the perfect place to discover and grow as a leader. The campus is a great place to relax and unwind while the resources and mentorship help you learn and apply the best business practices. I've truly grown as a business leader during my time here."



Prateek Bajpai
Senior Customer Success
Manager, Oracle
PGDM 2015-2017



Dhruv Shobhan Naik
Quintica Group- Dubai
PGDM 2018-2020

Joining JKBS transformed my life completely. With outstanding teaching, a strong Placement Department, I achieved a remarkable 300% increase in campus recruitment. I secured offers from prestigious companies like Quintica Group Dubai (18.00 LPA), EY (6.00 LPA), and TCS (6.00 LPA). All thanks to JKBS!



THE JKBS EDGE PLACEMENT TRACK RECORD

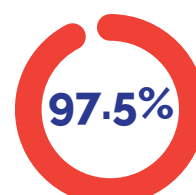
PERCENTAGE OF TOTAL PLACEMENTS



2022-2024

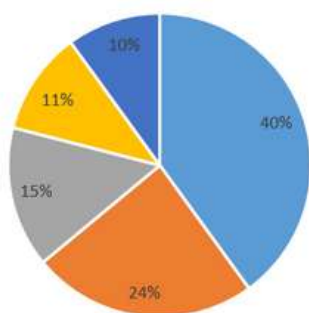


2021-2023



2020-2022

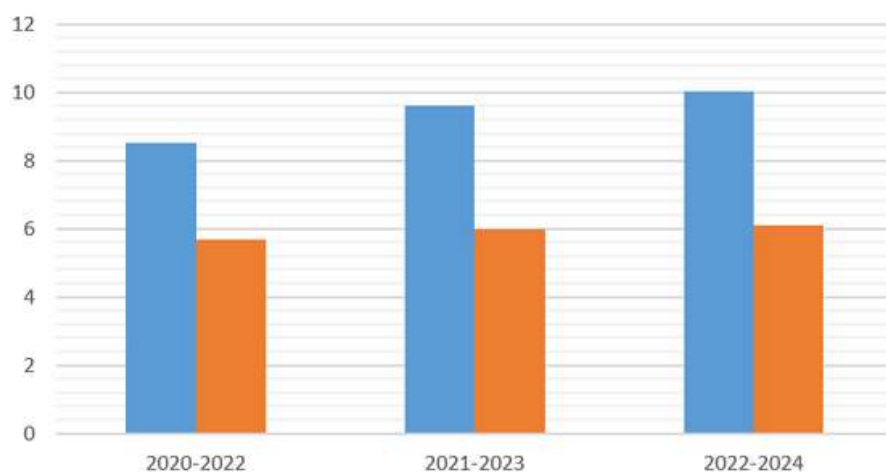
SECTOR WISE CAMPUS PLACEMENT-2024



- 40 Marketing & Sales
- 24 Finance
- 15 HR
- 11 Logistics
- 10 Operations

Placement Trend

HIGHEST CTC AVERAGE CTC



HIGHEST PACKAGE - 24 LPA

AVERAGE PACKAGE - 7.50 LPA

DEPARTMENT OF CORPORATE RESOURCE CENTRE

“NIYATI”

The college has a dedicated team working under the department of CRC i.e “Niyati”. It's major activities throughout the year, are to provide the best corporate exposures, campus / off campus recruitment drives, summer internship opportunities, industrial visits, guest lectures & alumni interface to the students. Apart from domestic hiring in Big 4 or No. 1 FMCG of the world, the department has been successfully placing students in Middle East.



PROF. KIRTI MANKOTIA

*General Manager Corporate Relations
Head, Training & Placement*

Dr. Kirti Mankotia brings a wealth of experience in talent acquisition and has successfully led the corporate resource centers at leading universities. Her extensive expertise spans the design and delivery of numerous corporate training programs, which have made significant impacts in various organizations. Among her notable contributions are specialized trainings on the Prevention of Sexual Harassment (POSH), self-efficacy, and stress management. She has also developed and conducted impactful sessions on the art of effective interviewing, utilizing the STAR technique for behavioral event interviews, and mastering impression management. Additionally, Dr. Kirti has been instrumental in promoting happiness and well-being in the workplace and advancing the understanding of HR analytics.

Mr Parashar has 4 years of experience in corporate field. He holds degree of MBA with Marketing as a major. His diverse industry exposure lies in the area of education, social media, retail, logistic. His forte is to facilitate industry interaction, maintaining the database with productive teamwork which leads to a prolific result. Following NSE listed and niche companies for the recruitment also comes under his periphery of working.



MR. DEEPAK PARASHAR

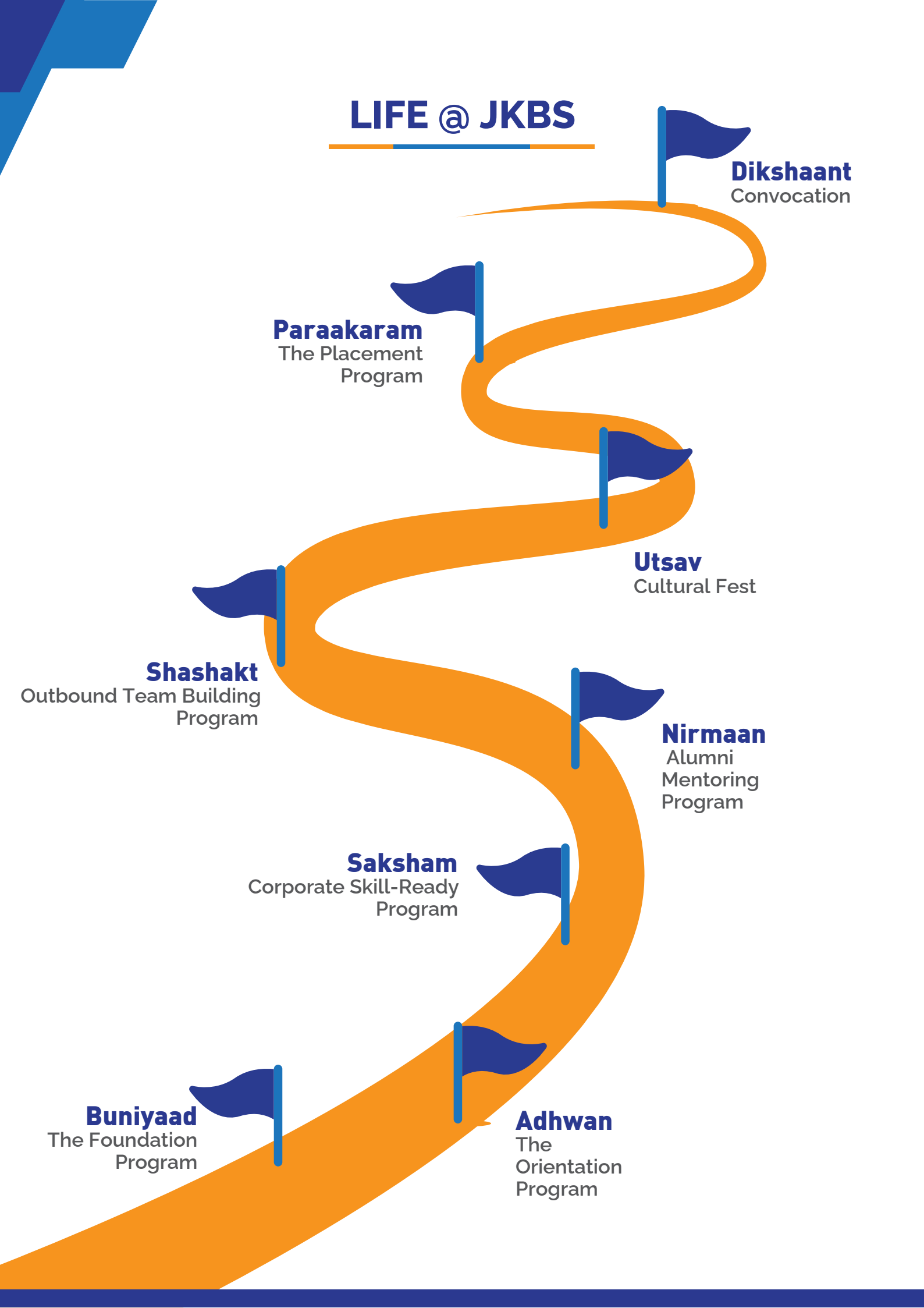
*Assistant Manager
Corporate Resource Centre*

PEDAGOGY @ JKBS

Weekly tests, quizzes, case studies, assignments, live projects, seminars, workshops, corporate talks, presentations besides mid-term and end-term assessments and summer and final project reports



LIFE @ JKBS



Dikshaant
Convocation

Paraakaram
The Placement
Program

Utsav
Cultural Fest

Shashakt
Outbound Team Building
Program

Nirmaan
Alumni
Mentoring
Program

Saksham
Corporate Skill-Ready
Program

Buniyaad
The Foundation
Program

Adhwan
The
Orientation
Program

INDUSTRY INTERFACE



NURTURING ENVIRONMENT



HR CONCLAVE 23

STORIES OF RESILIENCE

INAUGURATION



HR CONCLAVE 23

STORIES OF RESILIENCE

PANEL DISCUSSION



INDUSTRY INTERFACE



NURTURING ENVIRONMENT



MARKETING CONCLAVE 23

STORIES OF RESILIENCE

INAUGURATION



MARKETING CONCLAVE 23

PANEL DISCUSSION



ADHVAN'23



16th CONVOCATION



LIFE @ JKBS



LIFE @ JKBS



LEARNER TO A LEADER

At the JK Business School we focus on preparing learners to become leaders through Industry-oriented curriculum, corporate mentorship, industry visits, real world training, and activities and initiatives that promote compassion and social responsibility. Our exceptional teaching methods enable students to gain competence and confidence, leading to a holistic development that prepares them for success in life.



INFRASTRUCTURE



State of art Digital Classrooms



Computer Resource Center



Digital Knowledge Resource Center



Pulsating Cafeteria



Boardroom



Best in Academic Infrastructure

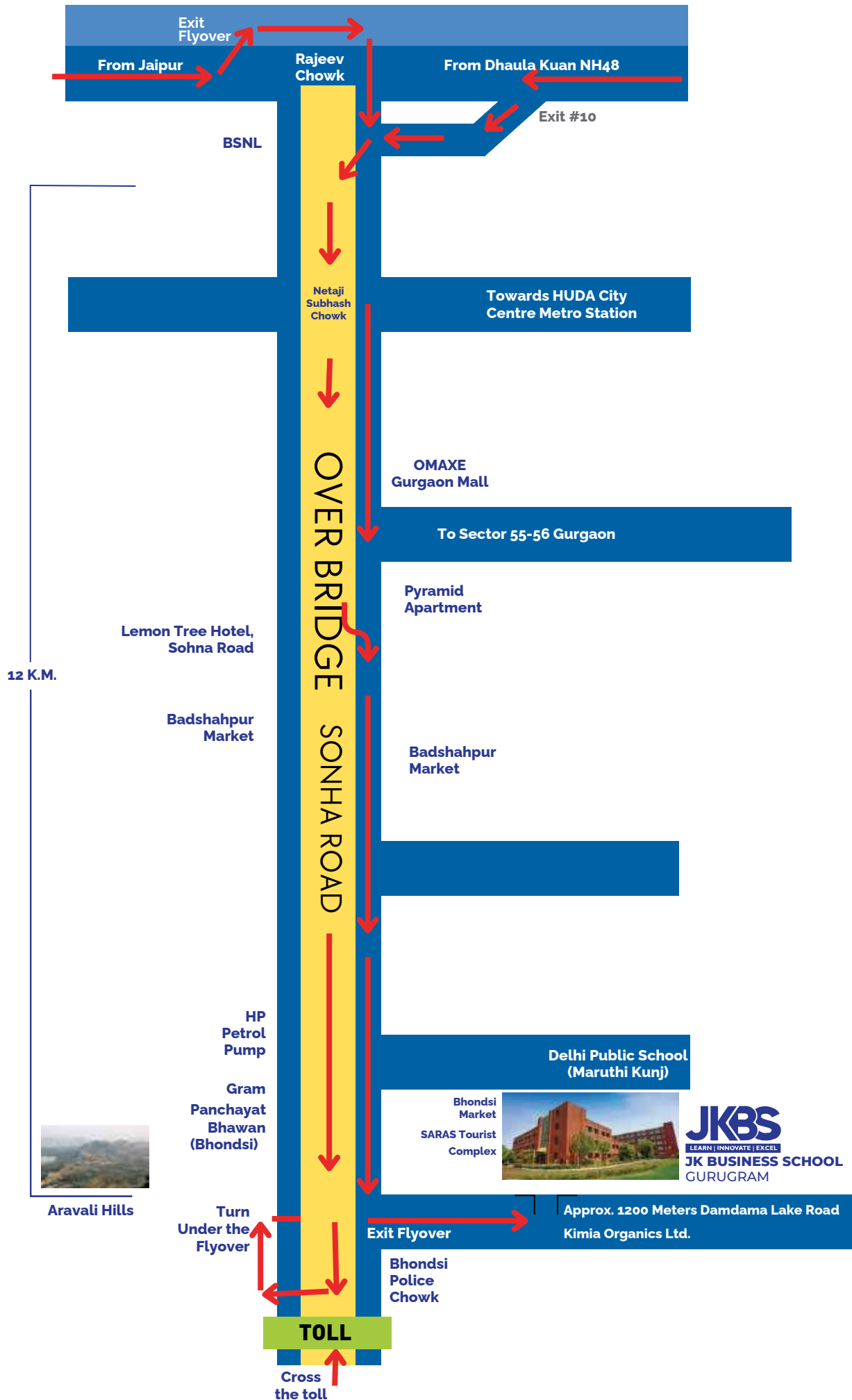


Secure in Campus Residential Facility



Well Equipped Recreation Facility

ROUTE MAP OF JKBS







JKBS
LEARN | INNOVATE | EXCEL

**JK BUSINESS SCHOOL
GURUGRAM**

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Gurugram, Haryana 122102

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