



# Nurturing Professionals For Tomorrow

For Industry 4.0

[www.jagsom.com](http://www.jagsom.com)

 **JAGDISH SHETH  
SCHOOL OF  
MANAGEMENT**

AACSB Accredited, Formerly IFIM Business School

 **AACSB  
ACCREDITED**

**JAGDISH SHETH SCHOOL OF MANAGEMENT, FORMERLY IFIM BUSINESS SCHOOL,  
THE ONLY BUSINESS SCHOOL FROM INDIA TO BREAK INTO QS GLOBAL MASTERS IN  
MARKETING AND MASTERS IN FINANCE RANKINGS 2021**

The image displays two screenshots of the QS Top Universities website. The top screenshot shows the main navigation bar and the 'QS TOPUNIVERSITIES' logo. Below it is the 'University Rankings' section for 'QS Finance Masters Rankings'. A red arrow points to the result for IFIM Business School, which is ranked 101+ and located in Bengaluru, India. The bottom screenshot shows the same navigation bar and 'University Rankings' section, but for 'QS Masters in Marketing Rankings'. A red arrow points to the result for IFIM Business School, which is ranked 51+ and located in Bengaluru, India.

**QS TOPUNIVERSITIES** Rankings > Discover > Events > Prepare > Apply > Careers

University search: Study Level Subject of interest Study destination GO

**University Rankings** Rankings Indicators

**QS Finance Masters Rankings**

Choose a subject: Masters In Finance

# RANK	UNIVERSITY	CITY	LOCATION	
101+	IFIM Business School PGDM Finance	More	Bengaluru	India

**QS TOPUNIVERSITIES** Rankings > Discover > Events > Prepare > Apply > Careers

University search: Study Level Subject of interest Study destination GO

**University Rankings** Rankings Indicators

**QS Masters in Marketing Rankings**

Choose a subject: Masters In Marketing

# RANK	UNIVERSITY	CITY	LOCATION	
51+	IFIM Business School PGDM Marketing	More	Bengaluru	India

**QS Masters in Finance Rankings 2021: JAGSOM is in 101+ band globally**  
**QS Masters in Marketing Rankings 2021: JAGSOM is in 51+ band globally**

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**“** As India gets globally integrated, it will become increasingly necessary for management schools to meet or exceed global benchmarks, global accreditations, and global recognitions. I am truly humbled and honoured that Sanjay Padode, Atish Chattopadhyay, the Governing Board and all the faculty invited me to rename IFIM in its journey toward becoming globally admired and recognized as Jagdish Sheth School of Management. **”**

## PROF JAGDISH SHETH

Chairman, Jagdish Sheth School of Management  
Padma Bhushan awardee and globally renowned Indian academician  
Charles H. Kellstadt Chair in Marketing, Goizueta Business School, Emory University



AHEAD BY  
**25 YEARS**

• • • • •

# MESSAGE FROM THE CHAIRMAN



**PROF JAGDISH SHETH**

Chairman  
Jagdish Sheth School of Management

The next few years will be as formative in your life, as the first few years when you were born.

You will meet friends from all over the country. You will learn subcultures of India that you never experienced before. You will make lifelong friends. Friends that will last longer than your college days. They will become your buddies, your advisors when you run into some challenges or crises. And that friendship will begin now.

You will be away from your parents. Your parents will miss you more than you will miss your parents, so make sure that when they call you or text you, you respond because they'll be more anxious than you realize.

You will be learning to be independent, and that will increase your self-confidence and self-esteem. Your thinking will immediately be at a global level, you will no longer be thinking about Delhi, or Mumbai or Kolkata or Chennai... Suddenly, you will be part of a global citizenship. Most importantly, you will have in the next few years a more holistic development in your life. Learning basically how to empathize with people.

And I stress on empathy because there are two traits that are very important to human beings: passion and empathy.

Passion is an innate characteristic; it is already within you. But empathy can be learned, and you must learn it, because you are from the privileged class, and you need to know what

life is like on the other side of the fence.

I truly believe this institution will inculcate the attitude of empathy in you, because holistic development is the most important part of JAGSOM's mission.

The future belongs to you. And the future for you by 2023-24, and later, is very bright.

The whole economy is shifting from low tech to high tech, and you are a part of that generation. So, your career path will be whatever you decide – whether you decide to be a business graduate with a major in Marketing or Finance or Analytics – it does not matter.

The opportunities for entrepreneurship will be large, and those opportunities will multiply by the time you graduate, perhaps even while you are still studying, mainly because the infrastructure will be in place, and we will be more and more a Digital Age economy.

All of this is great, of course. But at the same time, because you are from the privileged class, you have a responsibility to society. You must do your part and give back to the community. You need to do this for your own self-preservation as well as self-enlightenment. Because simply making money is meaningless and will leave you feeling empty inside. So, you must start giving back to the community right away – you shouldn't postpone it till you have achieved all your goals and retired.

Your time is now!

**M I S S I O N**

**“Nurture Holistic, Socially Responsible and Continuously Employable Professionals”**

**V I S I O N**

**“To Be the Most Sought-After Destination in Management Education”**

# BOARD OF GOVERNORS

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Associate Provost for International Initiatives,  
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Director

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Director

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Professor of Finance  
Chair of Corporate Finance & Higher Education Finance  
EBS Business School

### **Prof Atish Chattopadhyay**

Director

# PROGRAM PORTFOLIO

- **2-Year PGDM (Bangalore Campus)**
- **MBA (Karjat, Greater Mumbai Campus)**
- **Specialized Masters: PGDM Marketing | PGDM Finance | PGDM Analytics**
- **Online PGDM – Learn From Home (LFH)**
- **Masters in International Business – PGDM (IB)**
- **BBA (Karjat, Greater Mumbai Campus)**

## 2-Year PGDM (Bangalore Campus)

### STRATEGIC LOGIC

- Grooming ‘T’ shaped professionals for industry 4.0 futuristic careers in new age industries for new age roles

### DIFFERENTIATION

#### Curriculum interventions:

- Super Specialisations in the new age areas
- Pedagogy of ‘Learning by Solving’ through industry supported ‘Request for Problems (RFPs)’

### SPECIALIZATION

- Major: Marketing, Digital Business & Analytics, Finance, Human Resource
- Experiential Specializations: Banking, Sales and Service, Capital Markets, Digital HR, Market Technicians/Algo Trading

### SUITABLE FOR

- Graduates with up to three years' experience from India and neighbouring countries

### INTERNATIONAL SUPER SPECIALIZATION (PRESENT PARTNERS)

- Darden Business School, University of Virginia, in the area of Martech
- ESCP London in the areas of Fintech and Digital Transformation

### DIGITAL TRANSFORMATION

- McCombs School of Business, University of Texas, Austin, in the area of Big Data Analytics

## MBA (Karjat, Greater Mumbai Campus)

### STRATEGIC LOGIC

- Liberal Professional MBA
- Grooming professionals - who are tough outside and compassionate inside: A unique cadre who can deal with uncertainty and ambiguity

### DIFFERENTIATION

- Locational Advantage of Karjat - surrounded 360 degrees by Sahyadri mountains
- Leadership Bootcamp - a unique initiative where you encounter challenges in the lap of nature to develop resilience, self-confidence and a 'never say die' attitude
- Externships with local ecosystem
- Value orientation that acts as the rudder for professionals to understand and learn from the community

### DUAL CAMPUS ADVANTAGE

- Proximity to Mumbai, an opportunity to get embedded in the financial capital
- Second year in Bangalore, getting a flavour of an entrepreneurial ecosystem in the start-up capital of India
- Option of International Corporate Immersion or Super-specialization

- Option of taking courses in Liberal Arts from other schools at Vijaybhoomi University (Law, Design, Music, Arts & Humanities) and nurturing the creative self

### SPECIALIZATION

- Major: Marketing, Digital Business & Analytics, Finance, Human Resource
- Experiential Specializations: Banking, Sales and Service, Capital Markets, Digital HR, Market Technicians/Algo Trading, Communication Design

### INTERNATIONAL SUPER-SPECIALIZATION (PRESENT PARTNERS):

- a) Darden Business School, University of Virginia, in Martech
- b) ESCP London in the areas of Fintech and Digital Transformation
- c) McCombs School of Business, University of Texas, Austin, in Big Data Analytics

### SUITABLE FOR

- Graduates with up to three years' experience from India and neighboring countries
- Graduates willing to explore, respect work and people

## Specialized Masters: Globally Ranked Specialized Masters

### PGDM Marketing | PGDM Finance | PGDM Analytics

### STRATEGIC LOGIC

- Grooming Professionals in Marketing, Finance and Business Analytics domains for new age roles

### DIFFERENTIATION

- QS Masters Ranking 51+ (Marketing) and

### 101+ (Finance) Band Globally

- This program provides Domain Specialization in Marketing, Finance and Analytics. Students can deep dive into the emerging specializations in this Specialized Masters Program with experiential specializations

# PROGRAM PORTFOLIO

- Targeted to groom professionals who are domain specialists and at the same time, can appreciate the interplay of various functions of management

## Experiential Specializations

- Finance – Banking, Capital Markets, Market Technicians/Algo Trading
- Marketing - Sales and Service, Communication Design, Digital Marketing

- Business Analytics- Digital Business and Analytics

## SUITABLE FOR

- Professionals with two years' experience from India and neighboring countries with an interest in Marketing, Finance and Analytics depending on one's orientation.

## Online MBA PGDM-LFH (Learn From Home)

### STRATEGIC LOGIC

- Grooming an individual contributor into a team leader role
- Helping organizations to nurture their internal talent pipeline, rather than hire from outside
- Enabling aspirants having a degree from engineering and equivalent institutions in other areas, working in industry, but constrained by ability to invest time in another campus-based MBA program

- All within the time/cost participants can devote/afford

### NEW AGE SPECIALIZATIONS

#### Finance:

Technical Analysis/Digital Banking/Capital Markets

#### Marketing:

Digital Marketing/Business Analytics/Sales & Service/Communication Design Management

## SUITABLE FOR

- “Learn while you earn”- saves two years of earnings for participants
- Live, synchronous classes - blend of faculty with outstanding academics and/or senior level industry practitioners
- Modular: Certificate issued at the end of a specified set of courses
- Credits earned in the modular certificates can be transferred to earn MBA
- New Age Specializations to power New Age Careers

- Professionals who are Software Engineers/System Engineers, Analysts/Test Analysts, Sales & Marketing Professionals, Design Engineers, Project Executives, Consultants, Process Associates, Finance Professionals, Media & Communication Professionals, Legal Professionals, among others
- Aspirants, preferably with a 2-5 years' experience, who want to move up in the organization ladder

## Masters in International Business PGDM-IB

### STRATEGIC LOGIC

- Global career opportunity
- Provides cross-cultural, cross-geography experience
- The advantage of dual degree program from reputed AACSB schools of India, USA and Australia
- Partnership with State University of New York, USA and University of Wollongong Australia
- Study one year in India and one year abroad
- Best value offered

### DIFFERENTIATION

- Contemporary specializations in New Age areas with significant potential for a lucrative global career

- Internship with international companies

- International faculty backed by industry aligned curriculum in India
- Cost advantage vis-a-vis standalone degrees from international business schools

### SUITABLE FOR

- Indian management aspirants looking for international careers and exposure to international business education

### SPECIALIZATIONS THROUGH DUAL DEGREE OPTIONS

- MS (Cyber Security and Digital Forensics) State University of New York, USA
- Master of Business Analytics, University of Wollongong, Australia
- Master of International Business, University of Wollongong, Australia

## BBA (Karjat, Greater Mumbai Campus)

### STRATEGIC LOGIC

- Program that offers similar inputs as an MBA
- Liberal curriculum in the sophomore year followed by Professional courses in the advanced years

- Finance and Capital Market

### DIFFERENTIATION

- General Education in the first two years
- Options to create own pathways to the BBA program
- Dual campus advantage: Proximity to Mumbai, an opportunity to get embedded in the financial capital

- Communication Design Management

- Digital Business and Analytics

- Digital HR

### SUITABLE FOR

- High School pass outs across India or equivalent with valid VSAT score

### INTERNATIONALIZATION OPTIONS

Dual degree pathways in partnership with

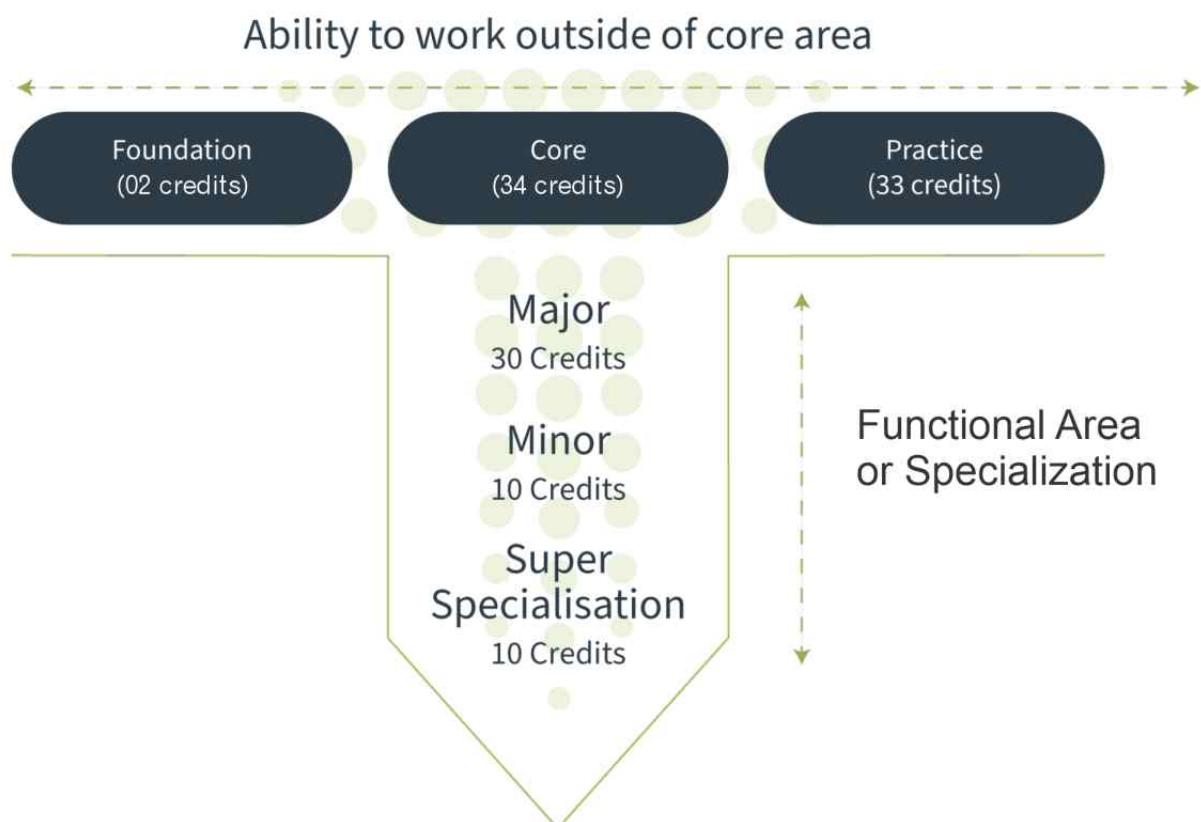
- ESCP Europe
- ESC Rennes School of Business
- University of Wollongong, Sydney - Business School

### NEW AGE SPECIALIZATIONS (Professional Liberal Program)

- Digital Sales and Marketing

# LEARNER POTENTIAL MULTIPLIER AT JAGSOM

## Moulding T-Shaped Professionals



**A study by JAGSOM-NHRDN reveals that the successful professionals of the future will be 'T-shaped' professionals.**



Through the Core and Practice Courses of Curriculum 4.0, students are equipped to have a ‘width’ in their knowledge and skills. The vertical bar in ‘T’ shaped professionals implies ‘depth’ (specialization) in chosen areas. The Practice Courses at JAGSOM form an important part of the pedagogical

interventions and are accorded great priority. Almost one third of the total credits in the entire PGDM program is assigned to practice courses. The Practice Courses are ‘Hands – On’ and serve to ensure that students are job ready.

## A few of our industry partners for **‘learning by solving’**



# LEARNER POTENTIAL MULTIPLIER AT JAGSOM

## Practice Initiatives at JAGSOM

The school has won accolades for its unique practice initiatives.

### Pedagogy of Learning by Solving

JAGSOM is the first business school in the country to institutionalize the pedagogy of ‘Learning by Solving’. At JAGSOM faculty from international partner schools and in-house faculty together mentor groups of participants to solve real life business challenges. The pedagogy of ‘Learning by Solving’ places emphasis on doing ‘Hands-On’ projects and solving real industry problems of companies.

who support our ‘Request For Problems’. This Request for Problem (“RFP”) is a mechanism to help seek real life business challenges from our industry partners that which the participating executive can solve, being part of the study-group. The problems could be from areas like FinTech, MarTech , Data Analytics and other domains.

**Personality Enhancement Program:**  
A life-skill and lifestyle-oriented program that addresses issues of wellness and essential skills, like communication, negotiation, and cross-cultural orientation, to groom a holistic individual.



**Mentoring:** Corporate mentors guide students in goal setting and realization of their professional aspirations.

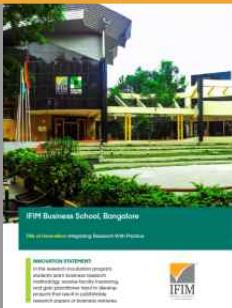
**Effective Execution:** This course aims at enhancing the ability of students to address the challenges of collaboration, conflict resolution, timely and cost-effective execution of critical activities to achieve specific milestones in institution building activities.





**Social Immersion Program:** Students undertake immersions with NGOs in rural areas. Students learn to design solutions for social problems through a Techno Economic Viability study, thereby enabling sustainable, socially positive, and measurable impact on UN Sustainable Development Goals.

#### INNOVATIONS AND BEST PRACTICES IN ASIA PACIFIC 2018-19



**Research Incubation:** The objective of this program is to impart problem solving skills to students through industry live projects.

In the research incubation program, students learn business research methodology, receive faculty mentoring, and gain practitioner input to develop projects that result in publishable research papers or business ventures. The initiative is featured in the list of best practices in the Asia Pacific.

**Design Thinking and Innovation Incubation:** This program empowers the participants to develop an entrepreneurial mindset and enables them to tackle business problems & challenges through creativity and innovation.



**Industry Internship Program:** The MBA program concludes with this 4 ½ months long internship program providing a transitioning bridge between theory and practice.

## **Learner Potential Multiplier**

# **Super-Specialization Program at JAGSOM: Bringing in New Age Skills for New Age Roles**

**Curriculum 4.0 has integrated a number of innovative Pedagogical Interventions which ensure the learning success of our students.**

Learning by Solving through industry grade Request For Problems (RFP), deep immersion through Super Specializations in MarTech / FinTech - Banking - Leadership Lab ensure that students are transformed into T-Shaped Professionals with wide exposure to a diverse curriculum and building depth through specialization programs.



### **Super Specialization**

Jagdish Sheth School of Management has introduced pedagogic innovations like Super Specializations in partnership with industry and top global schools as part of the new curriculum.

Super Specialization is a unique opportunity for learners to be in an environment that mimics real life in a corporate world, where a team consists of people of different age groups. The super-specializations and the list of partner institutes are as follows:

S. No.	Super Specialization	Partner Institute
1	MarTech	Darden School of Business, University of Virginia
2	Sales and Services	AIM-Parasuraman Centre for Service Excellence
3	FinTech and Digital Transformation	ESCP Business School
4	Banking	Indian Institute of Banking and Finance (IIBF)
5	Capital Markets	Dalal Street Investment Journal (DSIJ)
6	Business Analytics	Insofe
7	Digital HR	Logarithm HR

### **Learning by Solving**

JAGSOM is the first Business School in the country to institutionalize this pedagogy of 'Learning by Solving', where international and domestic faculty from partner institutes mentor groups of participants to solve real life business challenges. The pedagogy of 'Learning by Solving' places emphasis on learning by solving real industry grade problems of companies who float RFPs.

### **Pedagogy**

1. Masterclass by faculty from Partner Institutes
2. Immersion course work at JAGSOM and Partner Institute
3. Group Work on business case
4. Capstone Project (solving real life project)

# 1. Marketing Technology

In collaboration with



## Overview

Blending of marketing processes with data and technology have deeply impacted sales and marketing processes in recent years. Today's marketer must be proficient across marketing processes, be able to handle data analytics to take marketing decisions and be a digital native comfortable with the technology tools to work in a very dynamic marketing environment.

JAGSOM offers students an opportunity to undertake a Super Specialization in Martech jointly with Darden School of Business, University of Virginia, with an opportunity to work on industry problems in the Martech domain under our 'Learning by Solving' initiative.

## FACULTY



### DR R VENKATESAN

Ronald Trzcinski Professor of Business Administration, Darden School of Business, University of Virginia



### PROF CHIP RANSLER

Lecturer  
Darden School of Business  
University of Virginia



### DR SURAJ COMMURI

Associate Dean  
University at Albany, SUNY

## Courses

- Masterclass on Problem Structuring and Solutioning
- Immersion Coursework by Darden Business School
- Marketing Analytics
- Capstone Project

## Learning Outcomes

- Structuring a marketing business problem in technology and data centric domain
- Understanding the business problem in the context of business value chain
- Understanding of applications of analytics in marketing domain
- Developing an effective set of recommendations to address a business problem.

## Target Roles

- Digital Experience Manager
- Customer Experience Manager
- Customer Insights Manager
- Market Place planner
- Digital Marketing Specialist
- Ecommerce Specialist

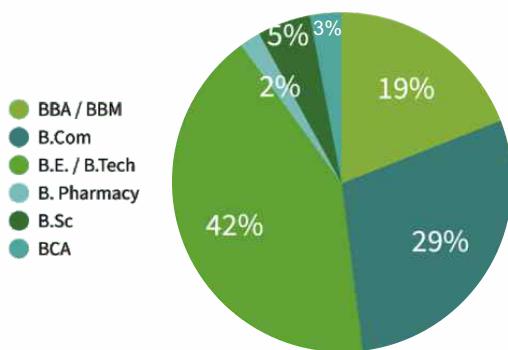
## Select Capstone Projects

Omnichannel sales funnel optimization through Channel Attribution Model & Digital Marketing Techniques

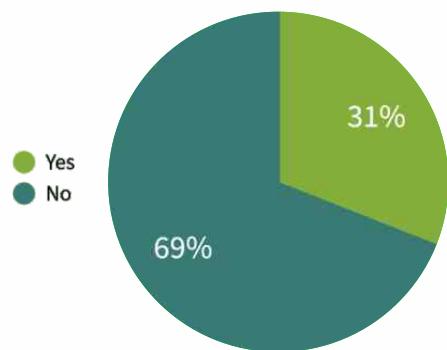
Market gap analysis and development of positioning and communication strategy for a technology product

- Market Development Strategy for an AI Based Fintech Product
- Marketing strategy for chatbot based customer service application
- Channel Reward & Influencers loyalty in B2B industry for Gift Cards Market

### • Participant Profile



Past Educational Profile



Work Experience



+ To Access Profiles of Students in Martech  
Super Specialization



[bit.ly/3je75JS](http://bit.ly/3je75JS)

+ All Students



[bit.ly/3o7Yj3I](http://bit.ly/3o7Yj3I)

## 2. Sales and Service

In collaboration with



### Overview

With increasing convergence of services and technology, and emergence of omnichannel marketing, sales and services functions have undergone a rapid change in the last few years.

Developed with inputs from CMOs and aligned to World Economic Forum report on 'Jobs of Tomorrow', this super specialization equips students for emerging roles and competencies required in today's Sales and Services domain.

### FACULTY



**DR A PARASURAMAN**

University of Miami  
Vijaybhoomi University



**DR KALYAN SENGUPTA**

Professor  
Business Analytics



**PROF R SRINIVASAN**

Professor  
Marketing Area



**PROF S K PALEKAR**

Professor  
Marketing Area

### Courses

- Customer Acquisition and Retention
- Key Account Management
- Customer Centric Decision Making
- Sales & Service Analytics
- Capstone Project

### Learning Outcomes

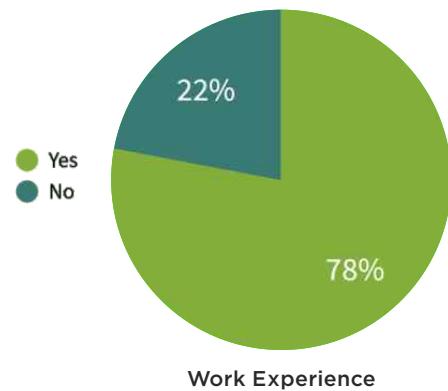
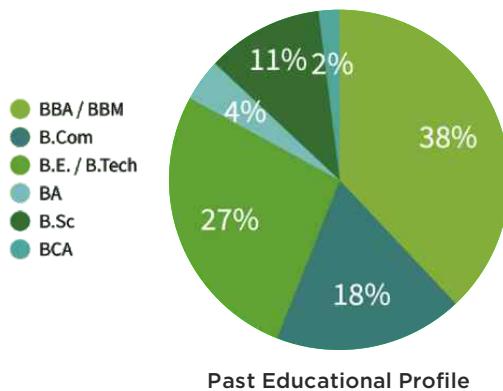
- Applying analytic tools to understand customer retention and acquisition
- Learning how to cultivate a Consumer Centric Culture in an organization
- Learning how to anticipate market and be on customers' buying path
- Planning and implementing a Key Account Management Process

### Target Roles

- Key Account Management
- Customer Success Specialist
- Sales and Services Analytics
- Growth Hacker-Sales
- Logistics and Distribution
- Market S&D Planner

## Select Capstone Projects

- Augmenting product features for a US based AI enabled employee engagement solutions provider
- Mobile Application marketing for a Digital Health Tech Solution provider
- Cause Marketing for a US based NGO: Kamaan.org
- Identifying a new product category for one of the largest furniture manufacturers in India
- Leveraging nostalgic effects for a global two wheeler brand contemplating re-entry into Indian market
- Participant Profile**



+ To Access Profiles of Students in Sales & Service Super Specialization



[bit.ly/34etl1Z](http://bit.ly/34etl1Z)

+ All Students



[bit.ly/3o7Yj3I](http://bit.ly/3o7Yj3I)

# 3. FinTech and Digital Transformation

In collaboration with



## Overview

In India and abroad alike, FinTech has seen massive growth in the recent past and has great potential to continue to grow in the future.

JAGSOM offers global super specialization around FinTech and Digital Transformation in collaboration with ESCP to help participants gain specific knowledge and skills for a focussed career in these new age roles.

## FACULTY



### PROF TERENCE TSE

Professor of Entrepreneurship  
ESCP Business School



### PROF PETER WRIGHT

London Academic Director  
Executive MBA



### PROF ANDREA COSENTINO

Financial Markets &  
Technology Professional



### PROF LIZ PELLEGRINI

Thought Leader



### PROF SERGIO BRONFMAN

Professor of Digital Transformation  
ESCP Business School

## Courses

- Problem Solving and Decision-Making Framework
- Cross Cultural Management
- Digital Transformation & Business Strategy
- Blockchain, IOT, Business of AI

## Learning Outcomes

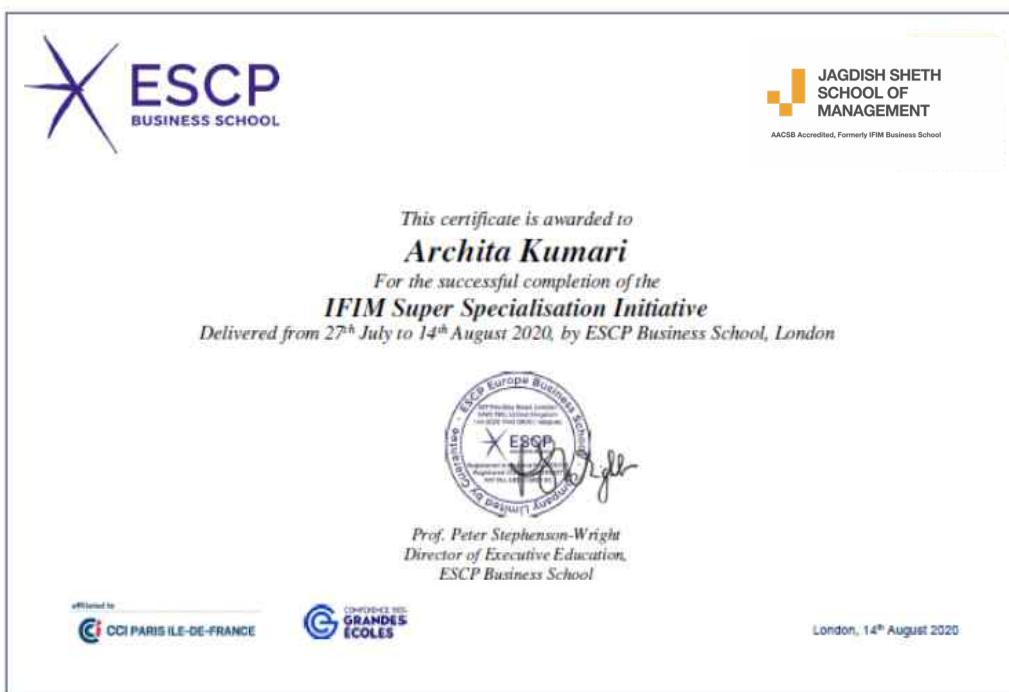
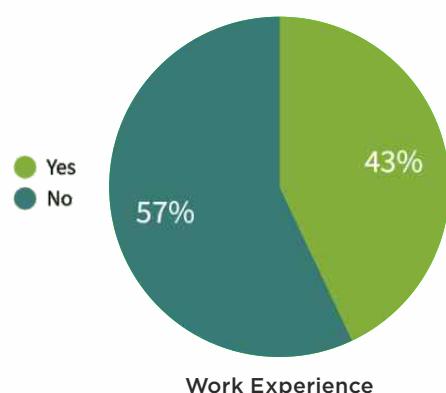
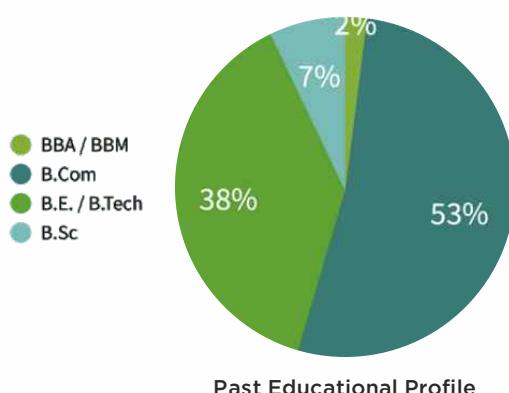
- Understanding of PSDM module and application of the same in defining the problem
- Understanding of various topics under FinTech and Digital Transformation
- Applying the learning to build a minimum viable solution to the problems identified
- Building business models
- Solving real life business problems in FinTech and Digital Transformation domains

## Target Roles

- Credit advisor/Analyst
- Customer Acquisition
- Financial Planning
- Product Manager in FinTech space

## Select Capstone Projects

- Building use cases for millennials for Account Aggregators in India
- Building use cases for Bharat Market for Account Aggregators in India
- Create a mathematical model to determine the optimal loan eligibility and minimum loan defaults for a micro lending fintech start-up
- Identify and validate a sustainable revenue model
- Customer acquisition and scaling up for a mobile app
- Participant Profile



+ To Access Profiles of Students in Fintech & Digital Transformation Super Specialization



[bit.ly/2Ta6tub](http://bit.ly/2Ta6tub)

+ All Students



[bit.ly/3o7Yj3I](http://bit.ly/3o7Yj3I)

# 4. Banking

In collaboration with



## Overview

Banking sector is the lifeline of any modern economy and the most important pillar of the financial sector. JAGSOM offers blended courses in collaboration with IIBF to help participants pursue their dream of a micro super specialization in banking and remain updated on the most contemporary best practices in the area. Developed with inputs from IIBF and aligned to World Economic Forum report on 'Jobs of Tomorrow', this micro super specialization equips students for emerging roles and competencies required.

## FACULTY



**PROF R GOVINDARAJAN**

Head- Professional Development Centre  
IIBF, Chennai



**PROF R KANCHANAMALA**

Faculty  
IIBF



**DR RAJENDRA K SINHA**

Professor & Chairperson  
Centre of Excellence in Banking

## Courses

- Certified Credit Professional
- Certified Treasury Professional
- Capstone Project

## Learning Outcomes

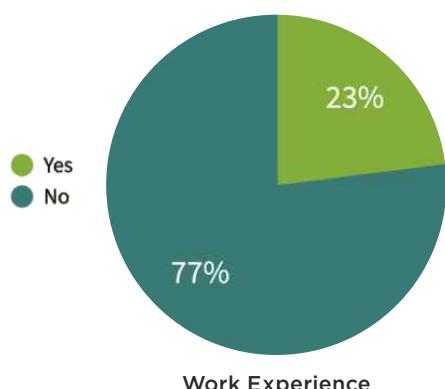
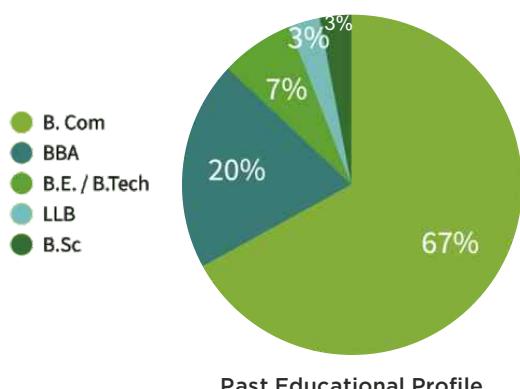
- Skills to handle credit proposals in banks of small, medium and large size corporate clients
- Skills for handling credit risk associated with loan origination, loan appraisal and credit rating besides risk-based pricing
- Skills for Stressed Assets Management
- Skills to handle (as a treasury professional) the front & back-office treasury operations in banks/ financial institutions

## Target Roles

- Credit Analyst
- Credit Officer
- Relationship Manager
- Credit Recovery Officer
- Treasury Desk Officer
- Forex Dealing Officer

## Select Capstone Projects

- Digitization of asset products for higher penetration to customers
- Housing & Auto loans penetration
- Digitization of deposits products & enhancing measures for market penetration
- Process improvements for efficiency in delivery of products
- Personal Loan Business Potential & Competitor Landscape
- Participant Profile



+ To Access Profiles of Students in Banking  
Super Specialization



[bit.ly/2TbuOjq](http://bit.ly/2TbuOjq)

+ All Students



[bit.ly/3o7Yj3I](http://bit.ly/3o7Yj3I)

# 5. Capital Markets

In collaboration with



## Overview

Being promoted by Dalal Street Investment Journal Group (DSIJ), JAGSOM's focus has been to build financial professionals.

JAGSOM, in collaboration with DSIJ brings in a micro super specialization in Capital Markets to build focussed professionals across various roles within the capital market domain. This helps participants pursue their dream of a micro super specialization and remain updated on the most contemporary best practices.

## FACULTY



**DR S K CHAUDHURI**

Senior Professor  
Finance



**PROF AMIT BAGGA**

Professor  
Finance



**PROF JITENDER KUMAR**

Assistant Professor

## Courses

- Fundamental Analysis and its applications
- Technical Analysis and its applications
- Application of Derivatives
- Commodities & Bond Markets
- Trading Simulation
- Capstone Project

## Learning Outcomes

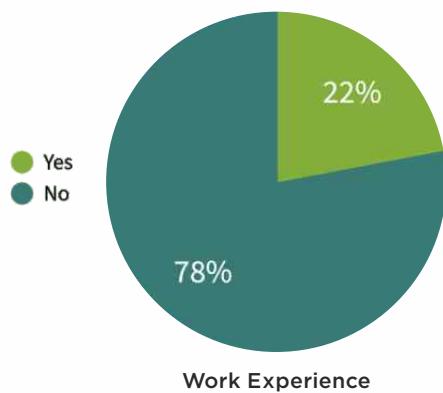
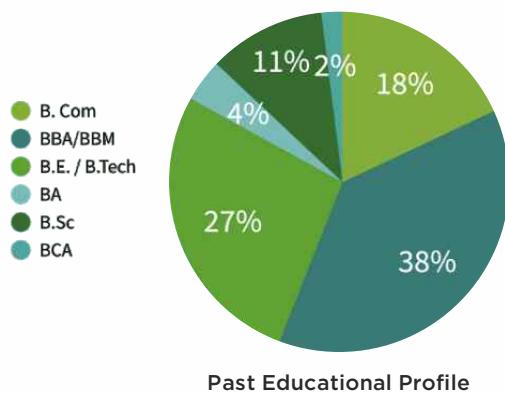
- Apply Fundamental & Technical analysis for stock selection as an Equity Research analyst
- Learn application of statistics, strategy building and its back testing etc. to be used in capital markets domain
- Acquire skills on analytical software like EViews and Option Oracle, and apply different statistical tools like cointegration, mean reversion and probabilities on real share price and fundamental data of companies.

## Target Roles

- Equity Research Analyst
- Technical Analyst
- Portfolio Manager
- IB / Wealth Management Operations
- Risk Management
- Business/ Financial Analyst
- Project Manager

## Select Capstone Projects

- Fundamental Analysis
- Mean Reversion Strategies
- Volatility Projection and Derivative Strategy
- Pair Trading
- Participant Profile



+ To Access Profiles of Students in Capital Markets Super Specialization



[bit.ly/2H82FYg](http://bit.ly/2H82FYg)

+ All Students



[bit.ly/3o7Yj3I](http://bit.ly/3o7Yj3I)

# 6. Business Analytics

In collaboration with



## Overview

International School of Engineering (INSOFE, one of India's top three data training schools and JAGSOM's partner for Data Science) has created the Data Science Lab environment to administer this specialization and provided live student projects.

The initial theory on Data Analytics is imparted as refresher master classes by JAGSOM Senior Faculty and later, theory of Deep Learning and lab immersion is conducted virtually by INSOFE Professors and Data Scientists.

## FACULTY



### DR VENKATESH SUNKAD

Professor and Dean  
INSOFE



### DR KALYAN SENGUPTA

Professor  
Business Analytics



### DR SUPRIYO GHOSE

Professor & Chair  
Business Analytics, JAGSOM



### DR MANOJ DUSE

Professor & Dean  
INSOFE

## Courses

- Theory Refresher – Advanced Statistics & ML
- Videos & Lectures – Deep Learning
- INSOFE Lab - Theory and Immersion
- Python Coding – Data Structures
- Capstone Project

## Learning Outcomes

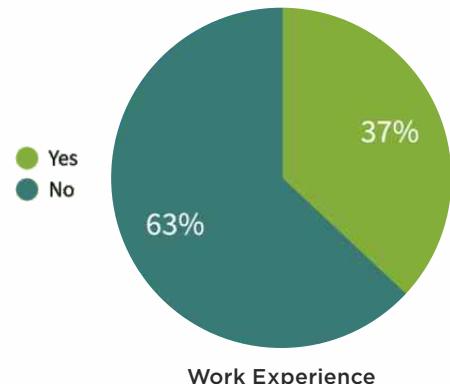
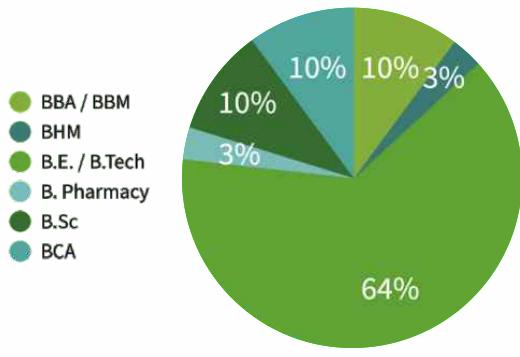
- Extending machine learning concepts to deep learning
- Learning how to do image classification using CNN
- Learning how to do text analytics using RNN
- Learning how to do data preprocessing

## Target Roles

- Business Analyst
- Business Intelligence Analyst
- Data Scientist, Data Analyst
- Big Data Analyst
- Domain Consultant (CRM, HR Analytics, Data Warehousing)

## Select Capstone Projects

- Predicting the alpha signal using microblogging data
- Predicting the women's clothing rating based on the customer reviews
- Predicting the author of a speech based on the script
- Building a fashion (garment) recommendation system based on Images of past orders and reviews
- Food classification for grocery store management
- Participant Profile**



+ To Access Profiles of Students in Business Analytics Super Specialization



[bit.ly/3jIKLhK](https://bit.ly/3jIKLhK)

+ All Students



[bit.ly/3o7Yj3I](https://bit.ly/3o7Yj3I)

# 7. Digital HR

In collaboration with



## Overview

Technology has created reverberations and disruptions in HR. Fully alive to this new challenges, JAGSOM's Micro Super specialization in HR provides appropriate competencies to drive the new HR needs.

Embedded in technology and taught by contemporary industry veterans, the courses immerse a student and develop competencies that give companies competitive advantage in a technology driven environment.

## FACULTY



**MR ANAND PILLAI**

Professor  
HR Area



**PROF N BALACHANDER**

Professor  
HR Area



**DR KALYAN SENGUPTA**

Professor  
Business Analytics

## Courses

- HR led Business Transformation
- Digital HR
- HR's Strategic Role in the Future of Work
- Analytics workshop
- Capstone Project

## Learning Outcomes

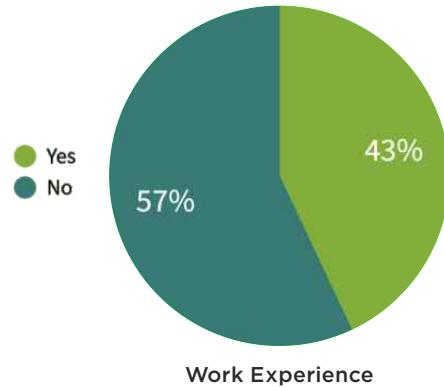
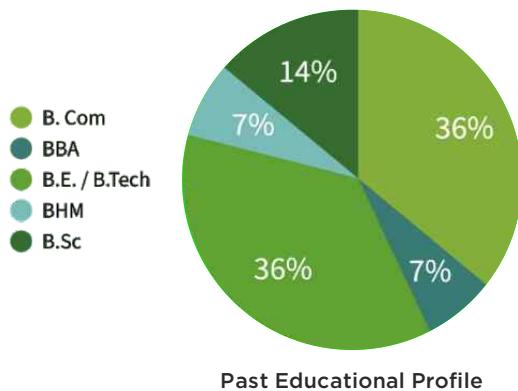
- Analyze the HR transformation needs and apply digital tools to aid the transformation.
- Assist in creating changes in core HR functions of talent acquisition and management, L&D, EE and total rewards through selection and application of technology tools.
- Be able to coordinate embedding AI, ML and Big data to enhance strategic decision capabilities

## Target Roles

- Tech HR
- Digital Change Champion
- HR Analysts
- WFH Facilitator

## Select Capstone Projects

- HR Analytics maturity model
- Phygital competency assessment tool
- Determinants of effective Work from Home
- Block Chain and Performance Management
- Addressing Rewards Challenges of WFH
- Participant Profile



+ To Access Profiles of Students in Digital HR Super Specialization



[bit.ly/3o8aaPs](http://bit.ly/3o8aaPs)

+ All Students



[bit.ly/3o7Yj3I](http://bit.ly/3o7Yj3I)

# LEARNER SUCCESS

B-SCHOOL NEWS      30 Dec 2020 20:07 IST

Team BLoC

## JAGSOM secures 100 per cent placements for PGDM batch virtually

More than 70 companies recruited from the campus this year; highest package is INR 16 lakh per annum

Bengaluru, December 30, 2020:

Jagdish Sheth School of Management (JAGSOM), formerly known as IFIM Business School, with AICTE, NBA and AACSB accreditation, has successfully completed the campus placements of Post Graduate Diploma Programme (PGDM), securing 100 per cent placements for its graduating batch of May 2021.

The institute completes 25 years of operations and received global QS World University rank being on 51+ band in marketing area and 101+ band in finance area. Conducted virtually, more than 70 companies recruited from the campus this year. There is an increased hiring from both marquee recruiters and a large number of new recruiters primarily comprising the new age companies. JAGSOM witnessed a variety of new-age roles such as product management for AI enabled human resource engagement software, fintech applications, digital HR and martech.

### Many new-age companies show interest

Besides the marquee companies such as Oracle, KPMG, Grant Thornton, Dell, HDFC, BNY Mellon, E&Y, and Hexaware that came for recruitment this year;, JAGSOM also saw the new age

companies, such as Numly, OSG, Arcesium, NoPaperForm, Cuemath, Jaro, MetricStream, Scaler, and SmartKnower, and many others,with many of them being headquartered in the US, offering attractive packages to the students. The highest package on offer was INR 16 lakh per annum, with an average salary of more than INR 10 lakh per annum. Similarly, the average internship stipend has been INR 33,500 per month with the highest stipend being INR 1,33,000 per month.

### Improved hiring trends

Dr Asit K Barma, Professor - Marketing, and Chairperson, Corporate Relations group, observed, "This year's placement highlight is the significant interest shown by new-age companies to recruit our students. This goes to prove how JAGSOM has leveraged the locational dividend of being in the Silicon Valley of India. We are perhaps one of the first B-Schools in the country to introduce a new-age curriculum in digital business and getting on board practising faculty to train our students."

CA Priyanka Saraswat, Head, Student Placement Committee, said, "Our super-specialisation programme sets us apart. I am a hard core

finance professional and never had any orientation to technology. I specialised in both capital market and business analytics in our super specialisation programme. This helped me crack

the interview with Arcesium, a new-age fintech company. Besides, the institute's personality enhancement programme helped too."

## PLACEMENT HIGHLIGHTS

### SALARY

Average Salary  
Highest Salary

### ANALYSIS

INR 10.21 LPA  
INR 16.00 LPA

### COMPANY ANALYSIS

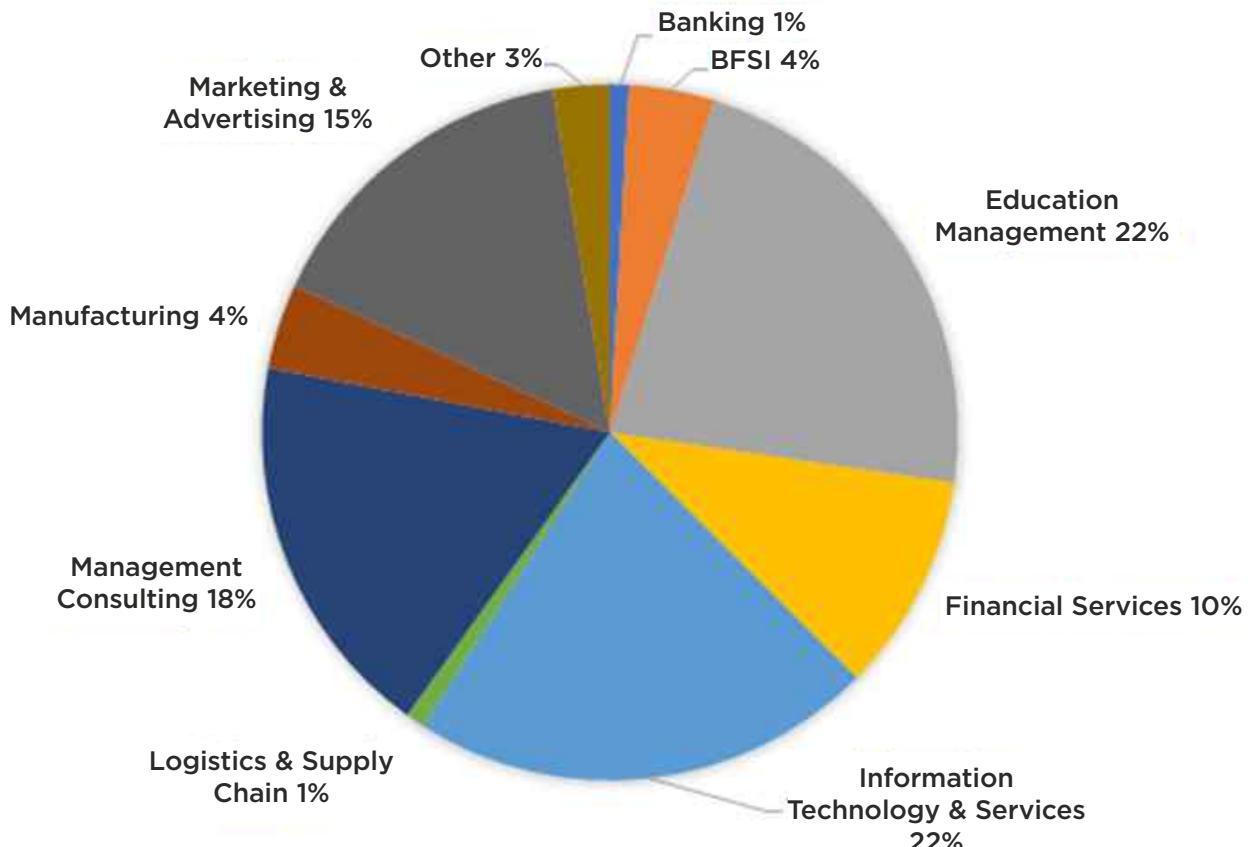
No. of New Companies  
No. of Existing Companies  
Total No. of Companies

### CATEGORY COUNT

49  
21  
70

**Total No. of Offers Made by companies 227**

## PLACEMENT DATA - PGDM 19-21





**LEARNER**

## **LEARNER POTENTIAL MULTIPLIERS**

Supervised Learning  
Personality Enhancement Program  
Outbound Leadership Lab  
Purposing & Corporate Mentoring  
Effective Execution  
Social Immersion Program  
Research Incubation  
Design Thinking & Innovation Incubation  
Industry Internship Program  
Super-Specialization  
Request For Problem



# ALUMNI

JAGSOM has produced leaders, entrepreneurs, academicians, artists and writers. JAGSOM Alumni have been winning several laurels around the globe. Dedication, devotion to becoming an expert in the domain / area of specialisation and drive to succeed have enabled them to scale to higher

levels of management across industries in India and globally. JAGSOM acknowledges its distinguished alumni and would like to be more closely associated with them in the years to come. Distinguished Alumni were recognised and awarded the 'Alumni Recognition Award' during the Silver Jubilee Celebrations in 2020.

## Some of Our Distinguished Alumni



**MITHUN APPAIAH**

Chief Executive Officer  
Innovative Foods Ltd. (Sumeru)



**JUBIN MISHRA**

Partner at Eilian Bizwin  
Business Advisor & Strategy Consultant



**KESHAV PAI**

Deputy General Manager  
Ziox Mobiles



**AKHIL MULLICK**

Business Head  
Aventis, United Arab Emirates



**AMARJEET SINGH**

Assistant Vice President  
Infrastructure & Logistics, GENPACT



**KIRAN KUMAR**

Director APAC  
Sales Enablement, Salesforce



**SNEHANSHU MITRA**

Head of CoE - Data Science and  
Artificial Intelligence  
NASSCOM



**UJJAYINEE ROY**

Musician, Composer and Writer Partner  
Vox Box

**BINTO AUGUSTINE**

National Sales Manager  
Tata AIG General Insurance Company Ltd.

**MADHUR UNIYAL**

MD & COO  
Briskon Inc

**ABHISHEK MUKHERJEE**

Associate Vice President  
Deloitte

**SIMANT ARUN**

General Manager  
Toyota Kirloskar Motor

**DEBTOSH CHATTERJEE**

CEO at Chatterjee Cleaning  
Arts Services Pvt. Ltd.

**MURALI MANOHAR**

Country Leader  
Netsuite India

**ABIJIT SHANKER**

Chief of Communication  
UNICEF

**AMIT ARORA**

Co-Founder  
Finnable Credit Pvt. Ltd.

**VIKAS BHALLA**

Senior Program Manager  
Standard Chartered Bank

**SHIVAM SINHA**

Founder & CEO  
Indiasetzung

**BHARATH BALAKRISHNAN**

Director  
Earths Path Wellness LLC

**ARUN B N**

Senior Manager  
Standard Chartered Bank

**PANKAJ PUROHIT**

Director Finance  
Amazon Web Services Infrastructure

**SHAILESH KEWALRAMANI**

PMP Director  
KPMG India

**GUNIT SINGH**

Founder & Director  
Fintegrity Capital

**SHIKHA SHETH**

Vice President  
Kingsley Gate Partners LLC

# FACULTY PROFILES

50+

FACULTY  
ON ROLL

## ONLY THE BEST WORK FOR THE BEST

6

IIM DEGREE

3

IIM FELLOWS

10

IIT/BITS  
DEGREE

3

IIT/BITS PHD

6

CENTRAL  
UNIVERSITY  
DEGREE

8

FOREIGN  
UNIVERSITY

14

EXPERIENCE  
AT CXO LEVEL

1

NID POST  
GRADUATE



## Dr Atish Chattopadhyay

Director

An entrepreneur and educator, Dr. Atish is a keen proponent of globalization of Indian Business Education. He has previously held leadership positions at top institutions in the country, like SPJIMR, Mumbai; MICA, Ahmedabad; and IMT, Ghaziabad. Under his leadership, these schools-initiated path breaking pedagogical innovations, winning global accolades, including finding a place on AACSB's 'Innovations that Inspire' list.

As a Professor of Marketing, Dr. Atish has published in leading journals and consulted with top MNCs covering the Asia Pacific and Latin America regions. At JAGSOM, he has pioneered a study in association with the industry to curate a graduate management curriculum that caters to the needs of Industry 4.0 to groom Leaders 4.0.



## Dr Navneet Sharma

Professor and Registrar, Vijaybhoomi University

Dr. Navneet Sharma is a leading intellectual in the area of competition law, market regulation and corporate social responsibility. Prior to JAGSOM, he served at Indian Institute of Corporate Affairs, a think-tank of Ministry of Corporate Affairs, Govt of India, as Head of School of Competition Law and Market Regulation.



## Dr A Parasuraman

Chairperson, AIM-Parasuraman Centre for Service Excellence

Emeritus Professor of Marketing and the James W. McLamore Chair in Marketing Emeritus at the University of Miami., and Pro-Chancellor of Vijaybhoomi University. He is considered one of the most influential figures in the field of services marketing and service quality, and is widely known for his work on SERVQUAL, E-SERVQUAL, and the Technology Readiness Index (TRI).



## Prof Rakesh Mediratta

Associate Professor and Dean

Prof. Rakesh Mediratta brings with him a very rich corporate experience. He has worked as a senior business development professional before joining academia. His three decades of industry experience include senior leadership positions such as being the National Sales Head at Park Avenue, Raymond Ltd; and Vice President-Retail at Vodafone. A BITS Pilani graduate, Prof. Mediratta has also worked as an Associate Professor at IMT Ghaziabad.



## Dr Anamitra Anurag Danda

Professor and Dean

A PhD from University of Twente in the Netherlands, Dr. Danda is a professional with over 25 years of varied experience across geographies ranging from the mountains to the seas. He has taught at IMT Ghaziabad and OP Jindal Global University as adjunct faculty. He is a Senior Visiting Fellow at Observer Research Foundation.

## MARKETING AREA



### Dr Asit K Barma

Professor and Chairperson, Marketing Area, Prof. Asit has over 30 years of industry and academic experience having played senior leadership roles in TCS, Tech Mahindra, Hinduja Tech, and Value Labs. An IIM-A and IIT Madras alumnus, he was a Professor of Marketing at IMT Ghaziabad. He is a visiting faculty at IIM Kashipur. He did his PhD from University of Madras.



### Prof Rajesh Kumar

Pursuing his PhD at IIT Madras, he brings more than 20 years of industry and teaching experience. His corporate stint includes Tech Mahinda and Hinduja Tech. Prior to JAGSOM, he also taught as a visiting faculty at IMT Ghaziabad. He has presented his research papers in many national conferences, received a best paper award, and has published in an ABDC – A journal



### Prof Anand Narasimha

Prof. Anand is a corporate turned academician with over 30 years of leadership experience spanning Brand Marketing, Advertising, Consulting and Academics. In 2005, he was rated among the 'Top 50 Brand Marketing Professionals in Asia-Pacific' and has won a host of Marketing Effectiveness awards including '2 Cannes' and '3 EFFIES'. He is an alumnus of BITS, Pilani and IIM-C.



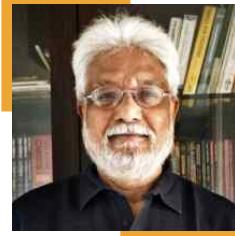
### Prof Sandeep Kumar Sharma

Prof. Sandeep has been a part of the global IT & Hi-Tech industry for around 24 years. During this period he has secured expertise & deep insights into Digital/Traditional Marketing. He teaches courses such as Digital Marketing, E-Commerce, Digital Transformation and Marketing Analytics at leading IIMs.



### Dr M Sivagnanasundaram

He has more than two decades of experience in teaching and about five years of experience in industry. Before joining JAGSOM, he was working with Institute of Management Technology, Hyderabad. He has been regularly conducting workshops on Structural Equation Modelling (SEM) and Data Analysis using SPSS, and teaching a Marketing Analytics course with Python.



### Prof Rajan Nair

An Economics and Law graduate, Prof Rajan Nair's four decades of practice as a copywriter includes some of the best known brands and campaigns like Raymond's 'The Complete Man', The Economic Times 'The Power of Knowledge' and the NECC Egg campaign ("Sunday ho ya Monday....")

Prof Rajan Nair has won over 150 national and international advertising awards.



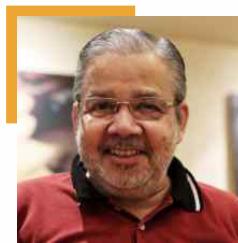
## Prof Raghavan Srinivasan

Prof. Raghavan Srinivasan, an alumnus of IIMA, is a professional with over 40 years of experience. He has held many leadership positions at various companies including Kantar TNS. He has held the positions of CEO and Chairman at Kantar TNS. He is also an Independent Consultant with Consumer Centricity Catalyst.



## Dr Rema Gopalan

A Ph.D from Sambalpur University, Dr Rema has more than eleven years of academics, research and administrative experience. Prior to JAGSOM, she has worked as an Assistant Professor of Marketing at Rourkela Institute of Management Studies, Rourkela, ICFAI National College, Bhubaneswar, and IIPM-School of Management.



## Prof S K Bal Palekar

The pioneer of the direct selling model of Eureka Forbes, Prof. S K Bal Palekar is a Professor in Marketing. Prior to his current position at JAGSOM, he was a Professor at SPJIMR, Mumbai. He also has 34 years of corporate work experience in MNCs as well as Indian companies in consumer/industrial verticals.



## Prof Payal Trivedi

A fellow of MICA, Ahmedabad, Prof. Payal Trivedi worked as an Assistant Professor at Pune Institute of Business Management, Pune and as an Academic Associate (Marketing) at Indian Institute of Management, Ahmedabad (IIM-A) prior to joining JAGSOM. Apart from her academic experience, she also had a corporate stint at with Jindal RHM Interactive Private Ltd., Ahmedabad.



## Dr Kamalika Chakraborty

A Fellow of IIM Calcutta, she has presented papers in international conferences, published her work in international journals and has received several awards for her research work. Prior to her PhD, she was working with Indian Oil Corporation Limited for three years as a Process Engineer. Prior to JAGSOM, she was associated with MYRA School of Business as an Assistant Professor.



## Prof Pravin Mishra

Dean, School of Design

Prof. Pravin Mishra is a communication designer, an award-winning filmmaker and an accomplished painter. His numerous accolades include 'National Critics Award' at the prestigious Mumbai International Film Festival (MIFF'2004) and 'Best Documentary Film Award' at Ahmedabad International Film Festival (AIFF'2009).

## INTERNATIONAL VISITING FACULTY



### Dr Suraj Commuri

Dr. Suraj Commuri is Associate Dean and Strategic Initiative Lead at University at Albany School of Business. His teaching and research interests include Marketing Research, E-Marketing and Consumer Research.



### Prof Christofer Laurell

International Scholar in Residence, Prof. Laurell is Docent in Business Administration at Stockholm School of Economics (SSE) and based at SSE Institute for Research, Sweden. Before joining SSE, Prof. Laurell has been a researcher within the Flexit-programme, a pilot initiative of the Swedish Central Bank's Foundation for Research in Humanities and Social Sciences.



### Dr Venkata Yanamandram

A Ph.D from University of Sydney, Dr. Venkata Yanamandram is an Associate Professor of Marketing at the Sydney Business School, UOW. He has published in peer-reviewed business and management journals (41% A\* or A ranked articles on the ABDC journal quality list) with a Google Scholar h-Index of 16, and more than 1,350 citations.

## DIGITAL BUSINESS & ANALYTICS AREA



### Prof Supriyo Ghose

Professor & Chairperson, Digital Business and Analytics Area, Prof. Supriyo is a Fellow from IIM-C and has a B.E. from Jadavpur University. He has academic and corporate experience of over 25 years. His corporate affiliations include companies such as TCS, PwC, Mahindra Satyam and Infosys, where he played leadership roles in mission-critical engagements for international clients. He started his teaching career at IIM-C.



### Dr Chandrashekhar Subramanyam

With a Ph.D. from University of Georgia and an M.Tech from IIT Kanpur, he is regarded as one of the top Analytics Professors in the country today. Prior to joining JAGSOM, Dr Subramanyam was the chair Professor (July 1998-Feb 2013) & officiating Director (April 2009 to Jan 2010) at FORE School of Management, New Delhi.

Professor Chandrasekhar worked at IIM Lucknow for a period of about ten years as Professor in the area of Quantitative and Information systems group, and as Member Secretary to IIM board before joining Fore school of management.

He is a fellow of IETE, Institution of Engineers, Pattern Society of India.



## Dr Kalyan Sankar Sengupta

Professor Kalyan Sankar Sengupta is an accomplished management teacher, researcher, and consultant. Prior to joining JAGSOM, he was a Professor at IMT Ghaziabad, and University of Calcutta.



## Dr Parvathi Jayaprakash

A Ph.D. from IIM, Kozhikode, Dr. Parvathi worked with Tata Consultancy Services for close to three years, prior to joining JAGSOM. She has several publications to her credit.



## Dr Bhavya Tripathi

A Ph.D in Mathematics from BITS Pilani, Dr Bhavya was one of the recipients of CIMPA (International Centre of Pure and Applied Mathematics) fellowship-2015 provided by the European Research Council (ERC).



## Dr Sundar Raj Vijayanagar

Prof. Sundar is an alumnus of IIT Bombay and a topper at Bombay University in Operations Management. He is a top-notch IT professional with a successful track record of nearly 32 years in Manufacturing, Logistics and BFSI. Prior to joining JAGSOM, he worked as the Chief Research & Innovation Officer at SREI Equipment Finance.



## Dr Ellur Anand

A Ph.D from Pondicherry Central University, his research interest includes Predictive Analytics and Machine Learning. A Green Belt Certified in Lean Six Sigma, Dr Anand has a very rich corporate and academic experience.

## FINANCE AREA



### Prof Soumya Choudhury

Soumya Choudhury has 22 years of corporate experience prior to joining academia in 2019 and has cofounded a startup in Supply Chain Planning. His career spans stints in Management Consulting, Investment Banking/Corporate Finance and Business Leadership & Sales roles in auto components and IT services. He is an alumnus of IIT Bombay (B.Tech. - EE) and IIM Ahmedabad (PGDM - Finance).



### Dr Sridevi Varanasi

Dr. Sridevi has work experience of over 20 years in teaching, research and corporate training. At JAGSOM, she teaches courses like Corporate Finance, Financial Markets and Investment Banking.



### Dr Sasmita Giri

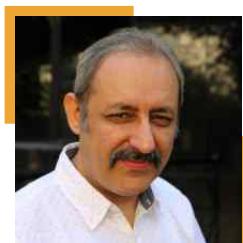
She has more than 13 years of teaching and research experience. She is a University gold medalist from Biju Patnaik University of Technology Odisha in the area of Management (Finance). Previously she has worked with XIM Bhubaneswar, IIPM Kbl, and TimesPro - Times of India-Bangalore.

She is Program Chair for the 2 Year PGDM Program and Associate Professor in Finance at JAGSOM.



### Dr Swapan Kanti Chaudhuri

Prof. Chaudhuri has over four decades of experience in teaching, research and consultancy. He has been a visiting scholar at Kellogg Graduate School of Management , Northwestern University (USA), and Manchester Business School (UK).



### Dr Amit Bagga

Dr. Bagga is a practicing Chartered Accountant, Financial Consultant, Auditor & Valuation Analyst, and Senior Partner at N.B. & Co., a CA firm. He is a Strategic HR Consultant, Committee Member at ICAI, having rich experience of more than 25 years.



### Dr Sangita Dutta Gupta

Associate Professor and Chair of the Research Centre at JAGSOM, Dr Sangita has more than 20 years of teaching experience. A PhD in Economics from Jadavpur University, she has several ABDC publications to her credit. She is on the Editorial Board of a reputed journal.



## Dr Rajendra K Sinha

Dr. RK Sinha is an enterprising Leader & Planner with 35+ Years of extensive experience with State Bank of India Group (including top executive assignments as SME Business Head) and State Bank Academy.



## Prof Prashant Goyal

A Private Equity professional with industry and teaching experience of over 30 years, Prof. Prashant is an alumnus of IIM Bangalore and BITS Pilani. His core areas of interest are 'Corporate Valuation', 'Entrepreneurial Finance' and 'Valuation of Start-ups'.



## Dr Mafruza Sultana

A Ph.D in Economics from Rabindra Bharati University, Dr. Mafruza has 15 years of Academic and Administrative experience. She has several publications to her credit, including some receiving best paper awards.



## Prof Parameshwar H S

Prof. Parameshwar has 20 years of professional experience in the areas of Sales, Consultancy, Financial Market Data Operations, Program Management, Start-up/ Entrepreneurship, and Education Management. He had co-founded MobiTrolley Tech Solutions.



## Prof Jitender Kumar

An eminent financial strategist, researcher, and corporate executive, Prof. Jitender is a prolific equity researcher, portfolio advisor and a senior executive running financial organizations. He has over 15 years of experience in the fields of Equities, Mutual Funds, Derivatives, Fund Management and Research with various financial firms including an Asset Management Company.



## Dr Chandan Kumar

A doctorate from Indira Gandhi Institute of Development Research (IGIDR), he has taught economics at Rajiv Gandhi Institute of Petroleum Technology (RGIFT) before joining JAGSOM. He has also served at UNICEF and National Institute of Labour Economics Research and Development (NILERD), New Delhi. His research areas of interest are 'Infrastructure Development & Financing', 'Contract Farming & Market Structures' and 'Human Development Issues'.

## HUMAN RESOURCE AREA



### Dr Shaji Kurian

Dr. Shaji Kurian headed the HR function at Indian Semiconductor Association prior to joining JAGSOM. His doctoral research is in strategic HR practices in Indian SMEs. He has extensive publications in both national and international levels. He is also a Corporate Trainer, Guest Faculty at Uniglobe School of Business, Kathmandu and an invited speaker at various corporate forums.



### Dr Nina Jacob

Dr. Nina did her Ph.D. in Managerial Creativity under the guidance of Dr. Pradip Khandwalla, then Director, Indian Institute of Management, Ahmedabad. At JAGSOM her passion lies in creating a strong JAGSOM footprint in the area of sustainability and social responsibility.

Highly acknowledged for her contribution in this space, she has published many articles and spoken at several national and international forums advancing the cause of sustainability.



### Dr Navodita Mishra

A Ph.D. from IIT Madras, she works in the area of behavioural sciences besides being an organisational psychologist and a counsellor. She has worked extensively with state level cricket teams on mental toughness. She is widely consulted on behavioural training by leading corporates such as Cadbury, Infosys etc. She has also been a nominee for 'Best Dissertation Award' during the National Convention of Psychology in 2016.



### Prof Jahar Bagchi

Prof. Bagchi brings with him a blend of rich experience from industry and academia. He has served in senior leadership positions in industry with a tenure in consulting with a leading management consulting firm. A former Dean at ICFAI Business School and Kaziranga University School of Business, he has spent nearly two decades in academics and holds a PGDM in Human Resources from the Indian Institute of Management, Ahmedabad.



### Prof N Balachander

N. Balachandar has multi-country and multi-industry experience, having worked at Standard Chartered Bank, GE Healthcare, GE Capital, and Coffee Day Group. He has served on the prestigious "Karnataka Knowledge Commission" for two years, actively building the "five years' skills road map" for the state. Bala provided leadership to NHRD's Bangalore Chapter and was also on their National Board.



### Dr Col P S James

Dr. (Col) James, established the Leadership Assessment and Development Centre at TAPMI, Manipal. He has published a number of articles in ABDC journals and has written a comprehensive 23-chapter book "Organizational Behavior" published by Pearson. He has special expertise in learning assessment and assessment centre techniques and is credited with building the first 'Assurance of Learning' for AACSB accreditation of TAPMI, Manipal.

## PERSONALITY ENHANCEMENT PROGRAM



### Prof Binita Vartak

Binita Vartak is Chairperson of JAGSOM's Personality Enhancement Program. She has worked with a vast array of companies like Caterpillar, Infosys, Symphony Teleca, Iron Mountain, Nous Infosystems, Larson & Toubro, etc., as a Communication Skills Trainer. She has rich experience managing clients during her stint in the advertising industry, where she has worked on accounts such as Lakme, Britannia, and P&G. She holds a PG Diploma in Advertising and Marketing.



### Prof Rajarshi Chakraborty

Prof. Chakraborty is an erudite academician with an experience of over ten years, developing a results driven curriculum and delivering engaging instruction to the management students. Prof Rajarshi is also the Chairperson-Student Affairs, at JAGSOM. His teaching and research interests lie in recognizing, respecting & nurturing the creative potential of students.

# AIM – PARASURAMAN CENTRE FOR SERVICE EXCELLENCE

JAGSOM TEAMS UP WITH ACADEMY OF INDIAN MARKETING (AIM) TO SET UP AIM PARASURAMAN CENTRE FOR SERVICE EXCELLENCE AND UNVEILS INDIA'S FIRST INDEX OF SERVICE EXCELLENCE (ISEI)



JAGSOM has taken the lead to build an index of Service Excellence in India (iSEI), under the mentorship of Prof. A Parasuraman. This is in line with global Customer Satisfaction Indices, such as American Customer Satisfaction Index (ACSI) and European Customer Satisfaction Index (ECSI). The iSEI computes sectoral service excellence scores at the national, and company levels. The iSEI is an annual quantitative benchmark of service excellence in India over time across sectors and across regions. While many individual companies and some industries monitor customer satisfaction on a continual basis, there is no such credible index of service excellence present at a national level to provide insights on qualitative benchmarks of the services produced in India.



Unveiling the pilot study report of India's first Index of Service Excellence (iSEI)

JAGSOM conducted a pilot study in Mumbai and Bengaluru to develop an index of service excellence in Retail Banking and Ecommerce industries. The same was unveiled by Dr A Parasuraman and Dr Jagdish Sheth in Nov 2019. Since then, the Centre has been working on building a similar index in other sectors of the economy. JAGSOM intends to make it a nationwide movement with wider participation from industry and academia. XLRI Jamshedpur has joined the Centre as an institutional partner of AIM Parasuraman Centre for Service Excellence.



JAGSOM team invited to Big Basket to present how an iSEI can help them. L to R: Dr Kalyan Sengupta, Dr A Parasuraman, Big Basket CEO, Mr KB Nagaraju, Dr Atish Chattopadhyay, Big Basket cofounder Mr VS Ramesh, Dr Asit Barma

# WINNING THROUGH SERVICE EXCELLENCE: CONVERGENCE 2020

Flagship International Conference of JAGSOM

CONVERGENCE 2020 (18th & 19th December 2020) was organized by the AIM-Parasuraman Centre for Service Excellence to bring together researchers and practitioners in the area of Service Excellence to build consensus on what it takes to win in this new, still-evolving service

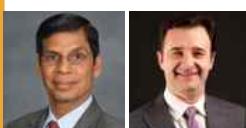
## CHAIRPERSON



**Prof. A. Parasuraman, Emeritus Professor of Marketing and James W. McLamore Chair Emeritus, University of Miami and Pro-Chancellor, Vijaybhoomi University.**

dominant era. CONVERGENCE 2020 was a star studded conference deliberating on the most contemporary topics in Service Marketing.

## KEYNOTE SPEAKERS



**Prof. Andrea Ordanini, Professor in Marketing & Service Analytics and BNP Paribas Endowed Chair at Bocconi University, Italy** and **Prof. K. Sivakumar, Professor & Arthur Tauck Chair in International Marketing and Logistics at Lehigh University, USA** were the Keynote Speakers.

## SPECIAL ADDRESS & VALEDICTORY ADDRESS



**Prof. Jay Kandampully**, Professor at Ohio State University, Chair - International Research Symposium in Service Management (IRSSM) and Editor-in-Chief of the Journal of Service Management was one of the speakers and gave a special address at CONVERGENCE 2020.



**Prof. Justin Paul** who serves as Editor-in-chief of International Journal of Consumer Studies, and as an Associate Editor of Journal of Business Research (A Ranked journals in Australian Business Deans' Council) gave the valedictory address.

## BEST PAPER AWARD



**Gaia Rancati** from Allegheny College, USA and **Isabella Maggioni**, Associate Professor (Marketing), ESCP Business School won the Best Paper award for their research work titled 'Robot – Human Interactions in Retail Stores: A Neuromarketing Perspective'.

## HONOURABLE MENTION



The research paper titled 'Not-All=Equal: Necessary-But-Not-Sufficient Capabilities' authored by **Sudipto Mazumder** and **Swapnil Garg** of IIM Indore received the Honourable Mention Award.



(L-R) **Debarati Basu** of XLRI Jamshedpur, **Kamalika Chakraborty** of JAGSOM, **Shabana Mitra** and **Nishant Kumar Verma** of IIM Bangalore also received the Honourable Mention Award for their paper titled 'Customer Reciprocity in Greening: The Role of Service Quality.'

## PANELISTS



The two panels discussed the topics of 'Service Excellence and Efficiency through Service Innovations and Technologies' and 'Societal Wellbeing and Sustainability: Implications for Service Research and Practice' respectively.

# INTELLECTUAL CONTRIBUTION BY JAGSOM FACULTY

JAGSOM Faculty members regularly publish their research works in top peer reviewed journals, with high impact on business and society.

A few select publications of the faculty in 2020 are highlighted:



**Dr. Sangita Dutta Gupta's** research paper - 'Technology Adoption and Entrepreneurial Orientation for Rural Women: Evidence from India' which was published in the ABDC 'A' Category Journal - Technological Forecasting and Social Change, discusses the adoption intention of ICT and entrepreneurial orientation of women in the rural sector.



**Prof. Rajesh Kumar's** research paper 'Barriers to Service Recovery in B2B Markets: A TISM Approach' which was published in the ABDC 'A' Category journal – Journal of Business and Industrial Management, discusses the critical area of service failure in B2B in the context of IT-based services and examines those factors that have greater influence on service recovery outcomes.



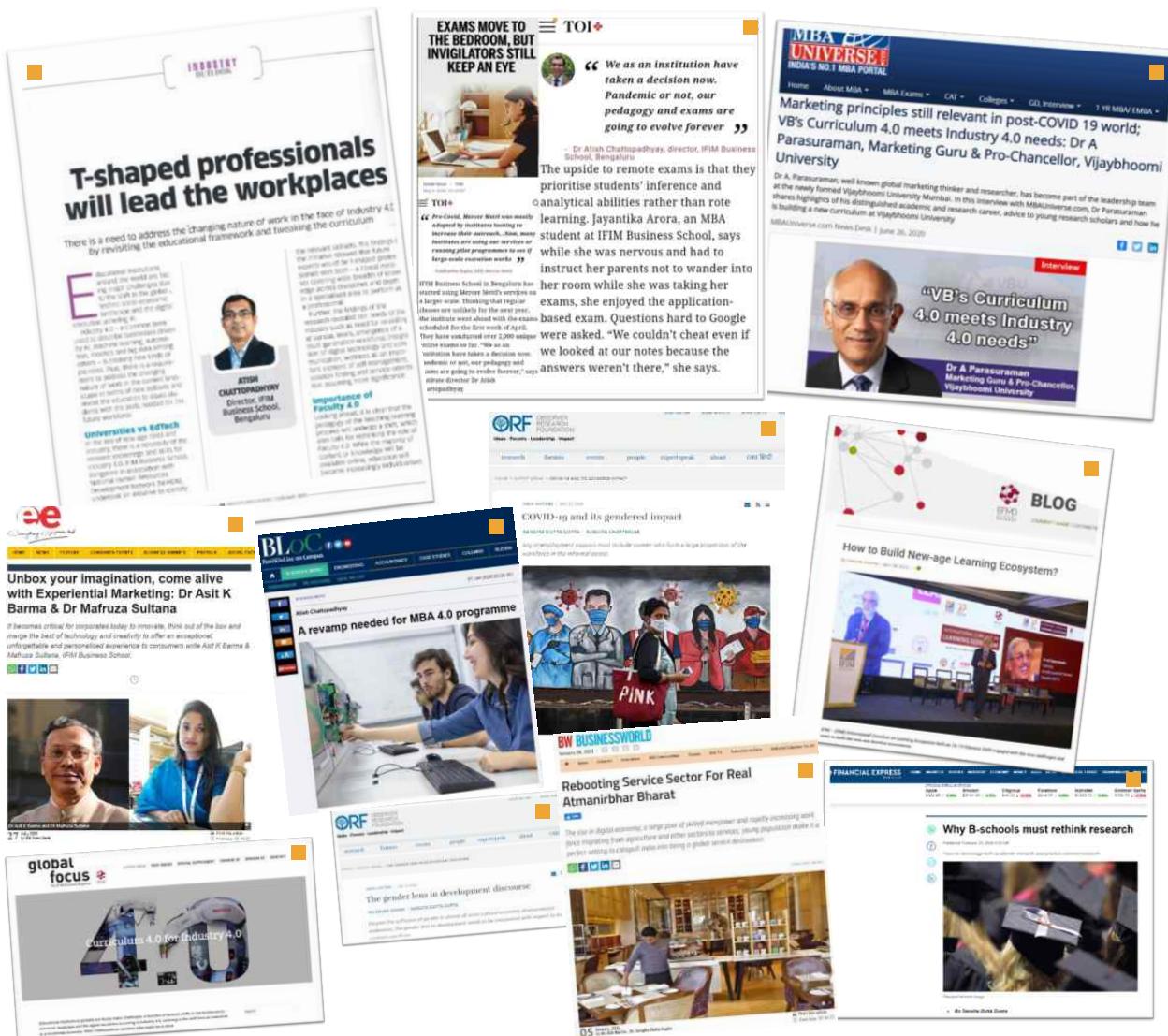
**Prof. P S James'** research paper - 'The effect of Hatha yoga intervention on students' creative ability' was published in the ABDC 'A' Category journal – Acta Psychologica, which discusses the effect of Hatha yoga intervention and how it significantly increases divergent thinking, a component of creativity, among people with no regular yoga practice.



**Dr. Parvathi Jayaprakash's** research paper 'The role of ICT for Sustainable Development: A Cross Country Analysis' discusses the positive influence on the dimensions of the sustainable development of nations. The research paper was published in the ABDC 'B' Category journal - European Journal of Development Research.

## FACULTY ARTICLES & INTERVIEWS

**Faculty members regularly publish industry relevant articles and are extensively featured in the media. Here are a few clippings:**



## **CONCLAVES & FACULTY DEVELOPMENT PROGRAMS**

JAGSOM plays a critical role in building consensus on contemporary management issues and practices. It regularly conducts Conclaves, Webinars, Knowledge Sessions, and Faculty Development Programs across the globe.





# LIFE AT JAGSOM





Every year, we organise 'Kanyathon', our annual charity run for women, to raise awareness about saving the girl child and women empowerment. Kanyathon 2020 was held on 1st March 2020.

Former Australia wicketkeeper-batsman Adam Gilchrist passed on the Kanyathon 2019 torch to the PGDM batch of 2020-22 last year, post which the student organization running Kanyathon ramped up to full speed to organize the event. He also handed over a donation of INR 12 Lakhs, gathered by Kanyathon 2019 to CRY, our NGO Partner.

The funds have been utilised to create a better living for girls in Kolar, Karnataka. The event has grown in the last ten years from 100 runners to 7000 in Kanyathon 2020.



# **Differentiating Expertise**

## **CENTRES OF EXCELLENCE**

### **Active engagement in research and consulting**

JAGSOM hosts several Centers of Excellence with a mission to serve as a catalyst to create impact on multiple domains through stimulating and supporting (a) research scholarship, (b) managerial action, and (c) pedagogical innovation.

- **AIM-Parasuraman Centre for Service Excellence**
- **V B Padode Centre for Sustainability**
- **Centre for Excellence in Entrepreneurship Development**

These centers bring together and facilitate interactions among academic scholars, companies, students (who are would-be managers and scholars down the road), and the other stakeholders in society with the goal of promoting and nurturing impactful research, consulting, and business outcomes across various domains.

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# ELIGIBILITY, FEES AND SCHOLARSHIP

**PGDM 2-year | MBA | Specialized Masters | PGDM (IB) | BBA**

Course	Campus	Accreditations / Affiliations	Duration (years)	No of seats	Program Fees (INR)
PGDM 2-Year program	Bangalore	AICTE, SAQs, AACSB	2	120	INR 12 lac *Optional International Corporate Immersion/International Super Specialization **Hostel fees as applicable
MBA	Karjat, Greater Mumbai	Vijaybhoomi University	2	60	INR 12 lac *Optional International Corporate Immersion/International Super Specialization **Hostel fees as applicable
Specialized Masters PGDM (Marketing), PGDM (Finance), PGDM (Business Analytics)	Bangalore	AICTE, SAQs, AACSB	2	180	INR 12 lac **Hostel fees as applicable
PGDM (IB)	Bangalore	AICTE, SAQs, AACSB	2	30	INR 18 lac The fees include tuition fees at JAGSOM and at foreign partner school and includes 1-year residence at JAGSOM The fee does not include the cost of stay and travel at the foreign partner school.
Bachelors in Business Administration	Karjat, Greater Mumbai	Vijaybhoomi University	3	60	INR 3.2 lac per annum Partner International Institute fees as applicable Hostel fees at INR 1.2 lac per annum

## \* International Super Specialization

International Corporate Immersion/International Super Specialisation *subject to minimum participation	INR 2 lac
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## \*\* Hostel Fees

Single Occupancy	INR 2 lac per annum
Double Occupancy	INR 1.50 lac per annum

\*\*For residential programs hostel stay is a requirement, includes boarding, lodging and transportation

## SCHOLARSHIPS AT JAGSOM

JAGSOM Offers merit scholarships in the form of tuition fee waiver.

Programme	Scholarships Available
MBA/PGDM	20 @ INR 4,00,000 each 30 @ INR 3,00,000 each 40 @ INR 2,00,000 each Additional 25 need-based scholarships at INR 2,00,000 each
PGDM IB and Specialized Masters	20 @ INR 3,00,000 each 30 @ INR 2,00,000 each 40 @ INR 1,00,000 each Additional 20 need-based scholarships at INR 2,00,000 each

\* Scholarships are based on JAGSOM aptitude test.

\*\* Scholarships for BBA available

## SCHOLARSHIP DATES

Key dates for scholarship	
Closure of Application	February 20, 2021
Test Date	February 27, 2021
Result Date	March 03, 2021

Key dates for scholarship	
Closure of Application	May 01, 2021
Test Date	May 08, 2021
Result Date	May 15, 2021

## ELIGIBILITY AND BATCH COMMENCEMENT

Program	Eligibility	Batch commencement
PGDM 2 year	CAT, XAT, GMAT, MAT	July 2021
PGDM Marketing	CAT, XAT, MAT, GMAT, ATMA, CMAT	August 2021
PGDM Finance	CAT, XAT, MAT, GMAT, ATMA, CMAT	August 2021
PGDM Analytics	CAT, XAT, MAT, GMAT, ATMA, CMAT	August 2021
PGDM (IB)	CAT, XAT, MAT, GMAT, ATMA, CMAT	August 2021
MBA	CAT, XAT, GMAT, NMAT, MHCET, MAT, CMAT	August 2021
BBA	SAT, VSAT, NMAT-UG	August 2021
PGDM LFH	Graduation	February, April, July, October 2021

# ADMISSION SELECTION PROCESS

JAGSOM looks at innovation potential, solution orientation and value fit of the candidates, besides their consistent academic performance and work experience for admission into its PGDM/MBA program. All short-listed candidates for the two-year full-time PGDM/MBA programme at JAGSOM are required to appear for the selection process, which comprises the following components:

1. **Innovation Potential Test (IPT):** A 30-minute test for assessing the innovation potential of the candidate. The test can have multiple-choice as well as descriptive questions.
2. **Group Exercise (GE):** A 30-minute group exercise in groups of six to eight candidates each for assessing the solution orientation of the candidates.
3. **Personal Interview (PI-1):** A personal interview for assessing the value fit of the candidate with the institute. It will be an interview with the shoulder batchmates.
4. **Personal Interview (PI-2):** A personal interview for assessing the value fit of the candidate with the institute. The interview panel will have 3 panelists (1 Faculty Member, 1 Industry Expert, 1 Alumni)

# RESPONSE TO COVID-19

The COVID-19 Pandemic has forced all of us to adapt and to be agile. The Business School community faces the challenge of grooming professionals who can deal with ambiguity and uncertainty.

Globally, the Business School Community is trying to respond to this uncertainty. Thanks to the students, faculty and staff, JAGSOM has been able to respond to this challenge successfully.

## COVID-19 Crisis – Our Response

- 
- Continuing with our normal academic calendar (sessions, assessments, faculty/committee meetings) with minimal adjustments:
  - Using technology to conduct meetings, classes, exams and all academic initiatives and processes.
  - Number of unique exams executed: **2370**
  - Number of sessions held (PGDM): **1296**
  - Number of PEP & Wellness Sessions held: **94**

### Technology Enabled Platforms

Since the start of the lockdown, JAGSOM has conducted 2370 unique examinations till date which includes Project Viva with industry mentors, making possible the progression and graduation of students belonging to the PGDM Batch of 2018-20.

JAGSOM has conducted 1296 synchronous sessions and 94 wellness programs. It has also conducted 109 webinars as part of knowledge series for our stakeholders across academia, industry, and the student community.

Impartus Innovations allowed sessions to be conducted in a manner where the classroom experience got replicated, as the faculty could give presentations, do whiteboard work on the screen, conduct polls, and allow the participants to ask questions and participate on chat.

The Learning Management System ‘Moodle’ allowed access to all learning resources including reading materials, assignments and the recorded lectures.

End-term assessments were conducted in a manner where the exams are proctored. We moved to Mettl for conducting proctored online examinations, to ensure sanctity of the process.

All meetings and reviews are being done on Microsoft Teams and everything is functioning normally, in contrast to other institutions who are struggling with the ‘New normal’.

<b>Admission/Enrolment</b>	NoPaperForms - Application filing and processing Pearson VUE - ISAT Aptitude Test from Home/Centre
<b>Student Information System</b>	Campus Lab ERP
<b>Academic Delivery</b>	Synchronous learning - Impartus Live Lecturing and Capturing Asynchronous Learning - LMS on Moodie with Course
<b>Material/Recorded</b>	Lectures/Assignments etc.
<b>Examinations and Assessments</b>	Mettl Platform for Proctored Examinations Anywhere
<b>Collaboration and Engagement</b>	Microsoft Teams - Student-faculty interaction, Student-to-student interaction, group work, student club activities Microsoft Share Point - Workflows and document depository
<b>Virtual Campus Life</b>	@work from Facebook - captive social media platform for student-student, student-faculty, student-staff, faculty-faculty social interactions

## E-Convocation 2020



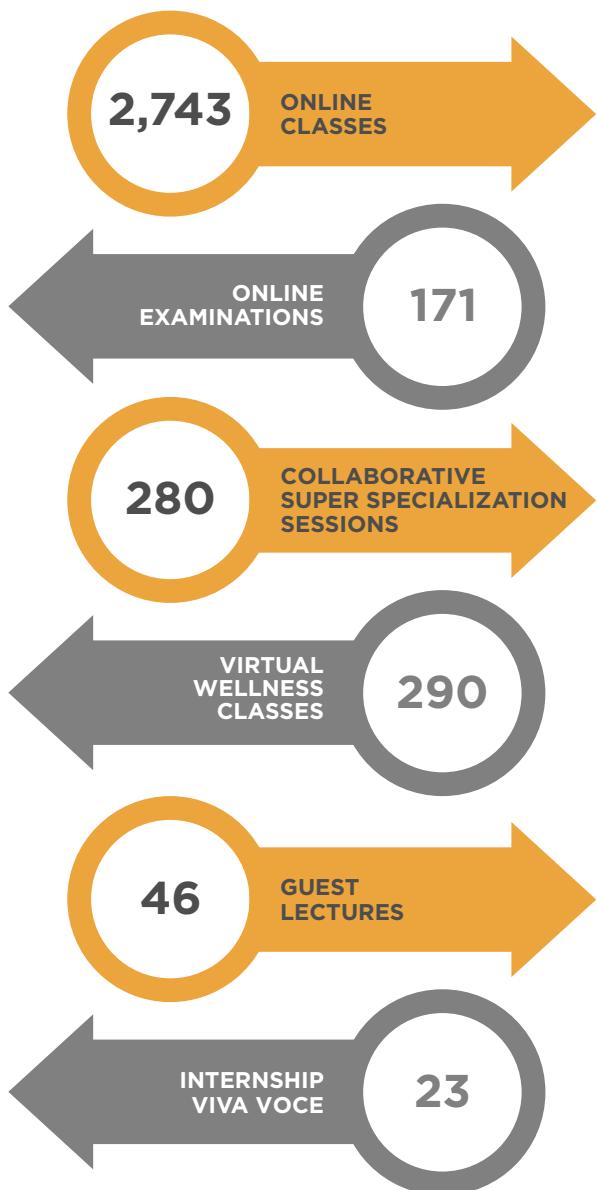
**SHRI OM BIRLA**  
Chief Guest

Honourable Speaker of The Lok Sabha

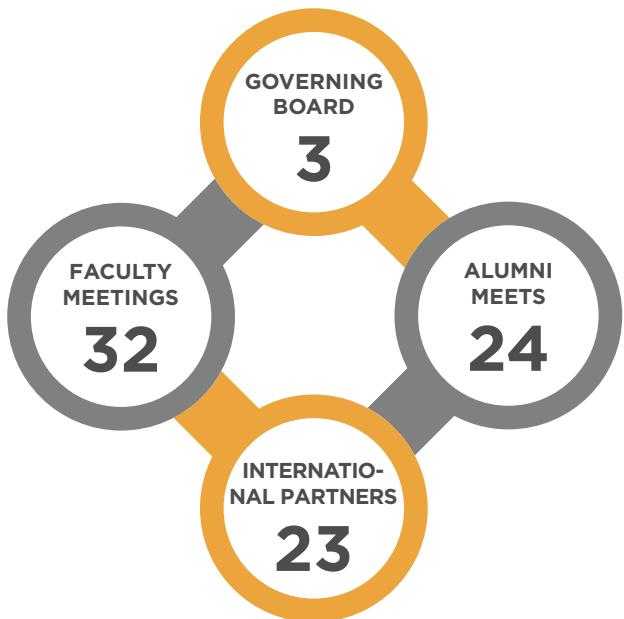


# JAGSOM'S PERFORMANCE - COVID-19

## TEACHING AND LEARNING



## STAKEHOLDER INTERACTIONS



## ACHIEVEMENTS

CAPSTONE PROJECTS



GLOBAL RANKING DEBUTS

RESEARCH PAPERS  
(3 A category; 1 b CATEGORY)



INTERNSHIP PROJECTS

PLACEMENT



FACULTY DEVELOPMENT



NEW PROGRAMS LAUNCHED

## EVENTS AND OUTREACH

**153**

Knowledge  
Webinars

**1**

Convocation

**3**

New Registration/  
Orientation

**1**

Industry  
Interface



## JAGDISH SHETH SCHOOL OF MANAGEMENT AT A GLANCE

**Bangalore | Karjat, Greater Mumbai**

Jagdish Sheth School of Management (formerly IFIM Business School) is amongst the first six Business Schools in India to have been awarded the AACSB accreditation. Recently, IFIM Business School, now Jagdish Sheth School of Management (JAGSOM), has been ranked by QS Masters in Marketing Ranking 2021 amongst the Top 100 such programs (in 51-100 band) in the World for its PGDM (Marketing) program. It has also been ranked in the 101-150 Band Globally in the QS Masters in Finance Rankings for its PGDM (Finance) Program.

### VARIOUS PROGRAMS AT JAGSOM INCLUDE:

- (1) PGDM/MBA: 2 Year residential Post Graduate Diploma in Management /MBA with international super-specializations in MarTech, Fintech, Big Data Analytics, Digital Transformation & HR
- (2) SpecX - offering experiential specializations for new age roles: PGDM (Marketing), PGDM (Finance) and PGDM (Business Analytics)
- (3) PGDM IB: Dual Degree Pathway Program in association with State University of New York (Albany) and Sydney Business School (UOW)
- (4) PGDM LFH: A unique learn from home program which brings in the experience of learning from a campus while at home and
- (5) BBA at Vijaybhoomi University, Greater Mumbai, having pathway options with ESCP Europe, ESC Rennes and UOW Australia.

Actively engaged in research and consulting, JAGSOM hosts several Centers of Excellence such as AIM-Parasuraman Centre of Service Excellence. JAGSOM has an elite set of international academic partners including leading institutes such as ESCP-London, Darden School of Business (University of Virginia) and McCombs Business School (University of Texas at Austin).

JAGSOM has four distinct anchors that support its overall educational philosophy:

- Grooming T shaped professionals with a unique curriculum aligned to the needs of industry 4.0
- A mix of scholars with PhD and experienced practice-oriented best-in-class faculty
- Global connects through partnerships with world-renowned business schools offering super-specializations in new-age areas.
- Industry connect programs to groom “Beyond Tomorrow” professionals.

Transformation.

A photograph of a young man and woman looking at a smartphone together outdoors. The man, on the left, is wearing a light pink button-down shirt and has a beard. The woman, on the right, is wearing a floral dress and large hoop earrings. They are standing in front of a wooden structure with greenery in the background.

# EXPERIENTIAL LEARNING WITH AN IMPACT ON INDUSTRY AND SOCIETY



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[www.jagsom.com](http://www.jagsom.com)



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