

MBA Programme at Jaypee Business School (JIIT) The MBA Curriculum at JBS is designed to pave the way for a successful career in the business/corporate world and sow the seeds of entrepreneurship. The MBA curriculum at JBS offers both rigor and flexibility. The core curriculum is cross functional wherein fundamental business courses on Marketing, Business Analytics, Economics, Finance and Accounting, Statistics, Human Resource Management, Business Communications, Information Technology and Operations are offered. In the second year, the students can choose from a wide range of electives to suit their interest and aptitude. The students opt for one area of major specialization and one area of minor specialization. The curriculum is constantly evolving with inputs from faculty members, industry professionals, alumni, students and academic professionals from reputed organizations. The MBA program at JBS equips students to think logically and work in diverse teams and enables them to integrate knowledge across functional areas. The program aims to build socially sensitive managers through its four week mandatory social internship in an NGO. The eight week corporate internship at the end of the first year enables the students to gain first hand experience of working in the real world. To ensure that our management graduates are not only adept at using technology for making decisions but are also able to understand how to advance their knowledge across multiple technologies, JBS has introduced Technology in Management Courses in the core areas. Courses on Internet of Things, Artificial Intelligence in Business, Integration of Information Systems in Business are part of the core curriculum. In addition, through courses such as Data Visualisation, Analytical and Technical Skills (Lab) and Data Analytics for Business Decisions, JBS ensures that students learn to design and implement database management systems