



# Nurturing Professionals For Tomorrow

For Industry 4.0

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**JAGSoM**

JAGDISH SHETH SCHOOL OF MANAGEMENT



**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**



QS TOP UNIVERSITIES RANKINGS DISCOVER EVENTS PREPARE APPLY CAREERS

### QS Business Masters Rankings: Finance 2022

Year: 2022 Region: Asia Location: India City: Bengaluru  
 QS Stars rated

Rank	University	Overall Score
151+	Jagdish Sheth School of Management (Formerly IFI... Bengaluru, India	

QS TOP UNIVERSITIES RANKINGS DISCOVER EVENTS PREPARE APPLY CAREERS

### QS Business Masters Rankings: Marketing 2022

Year: 2022 Region: Asia Location: India City: Bengaluru  
 QS Stars rated

Rank	University	Overall Score
101+	Jagdish Sheth School of Management (Formerly IFI... Bengaluru, India	

QS TOP UNIVERSITIES RANKINGS DISCOVER EVENTS PREPARE APPLY CAREERS

### QS Business Masters Rankings: Business Analytics 2022

Year: 2022 Region: Asia Location: India City: Bengaluru  
 QS Stars rated

Rank	University	Overall Score
101+	Jagdish Sheth School of Management (Formerly IFI... Bengaluru, India	

**QS Masters in Finance Rankings 2022: JAGSoM is in 151+ band globally**  
**QS Masters in Marketing Rankings 2022: JAGSoM is in 101+ band globally**  
**QS Masters in Analytics Rankings 2022: JAGSoM is in 101+ 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!

## MISSION

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

## VISION

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

# BOARD OF GOVERNORS

### CHAIRMAN

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Charles H. Kellstadt Professor of Marketing at the Goizueta Business School of Emory University, USA & Chairman, JAGSOM, Bangalore, India

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Pro - Chancellor, Vijaybhoomi University and Emeritus Professor of Marketing & James W. McLamore Chair Emeritus, University of Miami

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Director

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Associate Professor & Dean

#### **Mr Benjamin Stévenin'**

President  
ACADEM / Rima One France

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Executive Dean of the Graduate School of Management, BRAC University, Dhaka, Bangladesh

#### **Dr Mathias Falkenstein**

Senior Consultant and CEO  
Higher Education Management Group in Berlin, Germany

#### **Prof Ulrich Hommel**

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

#### **Prof Atish Chattopadhyay**

Director

# PROGRAM PORTFOLIO

## BANGALORE CAMPUS

- PGDM 2 Year
- PGDM (Marketing Major)
- PGDM (Finance Major)
- PGDM (Analytics & Digital Business Major)

## GREATER MUMBAI CAMPUS

- MBA
- BBA

## ONLINE

PGDM Executive

## 2-Year PGDM (Bangalore Campus)

### STRATEGIC LOGIC

- Grooming T shaped professionals for industry 4.0 futuristic careers in new age industries and new age roles

### DIFFERENTIATION

#### Curriculum interventions:

The program to nurture Holistic, Socially responsible and Continuously Employable Professionals.

- Social Immersion Program
- Research Incubation Program; Effective Execution, and
- Super Specialisation in Fintech, Capital Markets, Banking, Martech, Sales and Service, Business Analytics and Digital HR

### SPECIALIZATION

- Major: Marketing, Digital Business & Analytics, Finance, Human Resource

### SUITABLE FOR

- Graduates upto three years' experience from India and neighbouring countries

### CAREER TRACKS IN PARTNERSHIP WITH

- Darden Business School, University of Virginia, in the area of Martech
- Darden Business School in the areas of Fintech and Digital Transformation
- AIM-Parasuraman Centre for Service Excellence in the area of Sales and Services
- Indian Institute of Banking and Finance (IIBF) in the area of Banking
- QuantInstiin the area of Capital Markets
- INSOFE in the area of Business Analytics

## MBA (Karjat, Greater Mumbai Campus)

### PROGRAM OVERVIEW

Learn instruments, be a vocalist, paint on a canvass, trek on the mountains and still be Industry 4.0 professional. The idea is to have a broader vision to prepare the graduates for a 100-year life and create an agenda for self-discovery and an ability of 'learning to learn'.

### STRATEGIC LOGIC

- The program is for new age professionals that require Creativity, Innovation and Design Thinking.

### DIFFERENTIATION

- Groom professionals to be the right brain thinkers and doers by bringing in sensorial elements such as design, storytelling, empathy, symphony, play and meaning. Right fit for the companies that are looking for diversity and non linear thinking especially the industries like media, OTT, design content Marcom and Entertainment

### SPECIALIZATIONS

#### (Professional Liberal Program)

- Marketing
- Finance
- Analytics & Digital Business
- HR
- Communication Design
- Music & Entertainment
- Legal Studies
- For the first four specializations, the candidate will have to travel to the JAGSoM, Bangalore campus to complete the same along with their career track program. For the remaining specializations, the candidate needs to stay back at the JAGSoM, Greater Mumbai campus and complete the same.

### SUITABLE FOR

- Graduates upto three years' experience from India and neighbouring countries

## PGDM Masters (Major):

### PGDM Marketing | PGDM Finance | PGDM Analytics & Digital Business

### STRATEGIC LOGIC

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

### DIFFERENTIATION

- QS Masters Ranking 101+ (Marketing), 101+ (Analytics) and 151+ (Finance) Band Globally
- This program provides Domain Specialization in Marketing, Finance, HRM

and Analytics Students can deep dive into the emerging specializations in this Specialized Masters Program with experiential specializations.

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

# PROGRAM PORTFOLIO

## Experiential Specializations

- Finance: Banking, Capital Markets, Market Technicians/Algo Trading
- Marketing: Sales and Service, Digital Marketing
- Business Analytics: Digital Business and Analytics

## SUITABLE FOR

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

## Online MBA PGDM Executive

### STRATEGIC LOGIC

- A 'career accelerator'- grooming an individual contributor into a team leader role.
- Helping organizations to retain and grow their internal talent.
- Career enhancement for working professionals (constrained to invest time in a campus-based program).

### DIFFERENTIATION

- Eighteen hours of faculty face time per course (synchronous online interactions)
- Balance of profession, education and family time.
- Self paced be-spoke curriculum
- Facilitates progression and completion

### MAJORS & MINORS

#### Major:

Marketing : Focus (Digital Sales and Marketing)

- Finance: Focus (Financial Markets and Fintech)
- Business Analytics
- Human Resources : Focus (Digital HR)

#### Minor:

- Marketing
- Finance
- Business Analytics
- Human Resources

### SUITABLE FOR

- 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, and want to move up in the organization ladder.

## BBA (Karjat, Greater Mumbai Campus)

### PROGRAM OVERVIEW

Learn instruments, be a vocalist, paint on a canvass, trek on the mountains and still be Industry 4.0 professional. The idea is to have a broader vision to prepare the graduates for a 100-year life and create an agenda for self-discovery and an ability of 'learning to learn'.

### STRATEGIC LOGIC

- An undergraduate liberal, professional program offered by an institution with global accreditation and ranking
- Liberal curriculum in the sophomore years, followed by professional courses in the advanced years
- General education in the sophomore years to foster critical thinking and interdisciplinary thinking

### DIFFERENTIATION

- Liberal, broad-based education in the first two years

- Options to create own pathways to the BBA program
- International dual degree options

### SPECIALIZATIONS (Professional Liberal Program)

Design Management \*\* | Entertainment Management \*\* | Legal Studies \*\* | Digital Business | Marketing | Finance | HR

### SUITABLE FOR

- High School (10+2) pass outs across India or equivalent, with valid VSAT and other test scores as applicable

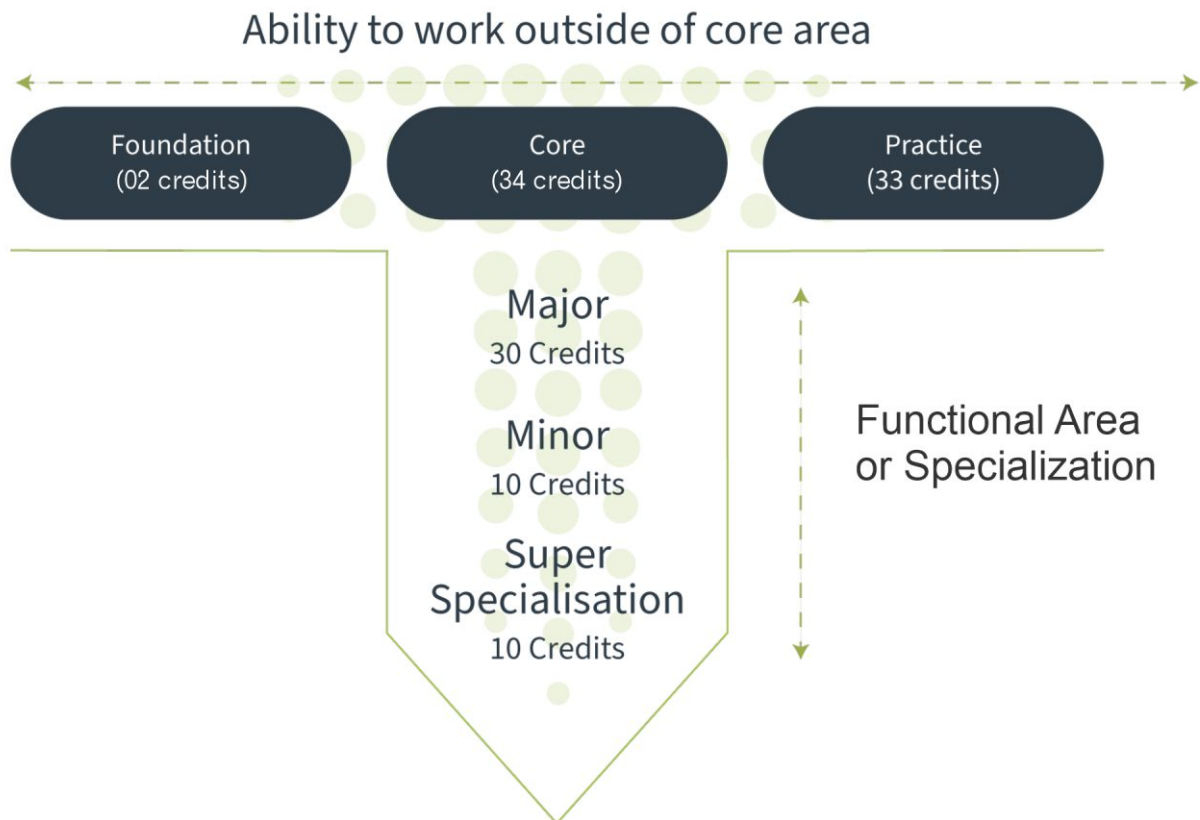
### INTERNATIONALIZATION OPTIONS

#### Dual degree pathways in partnership with

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

# 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'**



**BOSCH**



**Sahamati**



**DAVINTA**  
The last mile, first



**LOGARITHM<sup>HR</sup>**



**woohoo™**  
India's most powerful gifting platform



**AMEYO**



**Qwiksilver**  
EVERYTHING GIFT CARDS



**kubesafe**

# 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.



**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**

# Career Track 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.



### **Career Track**

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:

<b>S. No.</b>	<b>Career Track</b>	<b>Partner Institute</b>
1	MarTech	Darden School of Business, University of Virginia
2	Sales and Services	AIM-Parasuraman Centre for Service Excellence
3	FinTech and Digital Transformation	Darden School of Business, University of Virginia
4	Banking	Indian Institute of Banking and Finance (IIBF)
5	Capital Markets	QuantInsti
6	Business Analytics	Insofe
7	HR Digital Transformation	

### **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. Group work on Business Case
3. Capstone Project (solving real life project) Partner Institute

# 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.

## CORE 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 M. SIVAGNANASUNDARAM

Associate Professor and Chair  
Marketing Area, JAGSoM



### PROF ANAND NARASIMHA

Professor - Marketing  
JAGSoM

## 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

[www.jagsom.com/marketing-area.php](http://www.jagsom.com/marketing-area.php)

## Capstone Projects

- Analysing the customer purchase behaviour for two product categories: Meat & fish, Beauty
- Analysing the customer purchase behaviour for the Milk category.
- Building marketing strategy for Loantap using tech tools
- Developing desirability index for understanding purchase intention of luxury homes.

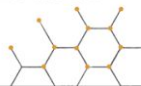


## 2. Sales and Service

In collaboration with

**AIM - PARASURAMAN**

CENTRE FOR SERVICE  
EXCELLENCE



### 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.

### CORE FACULTY



**DR A PARASURAMAN**

Pro-Chancellor  
Vijaybhoomi University



**PROF R SRINIVASAN**

Professor - Marketing  
JAGSoM



**PROF S K PALEKAR**

Professor - Marketing  
JAGSoM



**DR KALYAN SENGUPTA**

Professor - Analytics  
JAGSoM



**PROF ANAND NARASIMHA**

Professor - Marketing  
JAGSoM

### 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



**PROF RAJESH KUMAR**

Associate Professor - Marketing  
JAGSoM



**DR M. SIVAGNANASUNDARAM**

Associate Professor and Chair  
Marketing Area, JAGSoM



**PROF RAKESH MEDIRATTA**

Dean and Professor- Marketing Area  
JAGSoM

## Capstone Projects

- Developing a Customer Transaction Satisfaction Monitoring and Management Process.
- Developing a Customer Transaction Satisfaction Monitoring and Management Process.
- How to eliminate the middle-man in B2B ratings
- Digital origination and on-boarding of MSME clients in India for business loans
- Growth potential and market gap analysis of Micro-fulfilment centres



## 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 focused career in these new age roles.

### CORE FACULTY



#### PROF SOUMYA CHOUDHURY

Associate Professor and  
Chairperson – Finance Area



#### ELENA LOUTSKINA

Professor of Business Administration  
Peter M. Grant II Bicentennial Foundation  
Chair in Business Administration



#### TING XU

Assistant Professor of Business  
Administration



#### PROF PRASHANT GOYAL

Adjunct Professor - Finance



#### DR SUNDER VIJAYANAGAR

Professor - Digital Business



#### PROF PARAMESHWAR H S

Assistant Professor - Finance

### 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

## Capstone Projects

- Digital Lending
- Digitalisation of MSME Credit
- Customer Persona & campaigns for 2W Elec Loans
- Data and Visualisation of mapping Past Customers
- Credit Scoring Model Improvisation



## 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.

### CORE FACULTY



#### DR RAJENDRA K SINHA

Professor & Chairperson  
Centre of Excellence in Banking  
Area: Finance



#### PROF R GOVINDARAJAN

Faculty & Head  
Professional Development Centre  
Indian Institute of Banking & Finance,  
Chennai

### 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

## **Capstone Projects**

- Digital origination and on-boarding of MSME clients in India for business loans
- Study of customer preferences of investments & digital behaviour during Covid
- Scope for Digital Lending
- How to eliminate middle- man in Credit Rating Business

## 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.

### CORE FACULTY



#### DR V SRIDEVI

Professor - Finance  
JAGSoM



#### DR GOPALA RAGHURAM

Associate Professor  
JAGSoM



#### 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

## **Capstone Projects**

- **Quantitative portfolio management using ML**
- **Swing trading strategies for the Indian Equity market**
- **Quantum Momentum strategies**
- **Analysis of Indian futures Market**

## 6. Business Analytics

In collaboration with



### Overview

International School of Engineering (INSOF, 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 INSOF Professors and Data Scientists.

### CORE FACULTY



#### DR SUPRIYO GHOSE

Professor and Chairperson of Digital Business and Analytics area  
JAGSoM



#### DR KALYAN SENGUPTA

Professor, Digital Business and Analytics  
JAGSoM

### Courses

- Theory Refresher – Advanced Statistics & ML
- Videos & Lectures – Deep Learning
- INSOF 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)

## Capstone Projects

- Food classification for grocery store management using Computer Vision
- Detecting driver's attention level from eyeball movement
- Portfolio Wealth Management
- Credit Fraud Detection
- Scoring Model for employer of an applicant and opportunities for future product diversification.
- Credit Card Acquisition Model



## 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.

### CORE FACULTY



**SHAJI KURIAN**

Professor (HRM & OB)



**VISHWANADH RAJU**

Head  
India Talent @ Dun & Bradstreet



**PRAVEEN KAMATH KUMBLA**

GM & HR Head  
Wipro Limited



**DR (COLONEL) P S JAMES**

Professor



**DR NAVODITA MISHRA**

Assistant Professor

[www.jagsom.com/hr-area.php](http://www.jagsom.com/hr-area.php)

### 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



**MR SARTHAK DAING**

Research Associate



**PROF JAHAR BAGCHI**

Professor



**DR NINA JACOB**

Professor



**PROF N BALACHANDER**

CHRO - OLA Group

## Capstone Projects

- D&B - To create a HR AI maturity model, evaluate select companies of the maturity based on the model created, and make recommendations to enhance HR AI maturity level.
- Digitalising Employee Experience: Creating Human Capital Excellence Model for Rapid Value
- Nexus Malls -Increasing learning efficiency in the organization by analyzing the training data for future talent mapping.
- D&B -Recreating V-5 Employee Engagement Model Post Covid

# LEARNER SUCCESS

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Business Line on Campus

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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 fitech

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

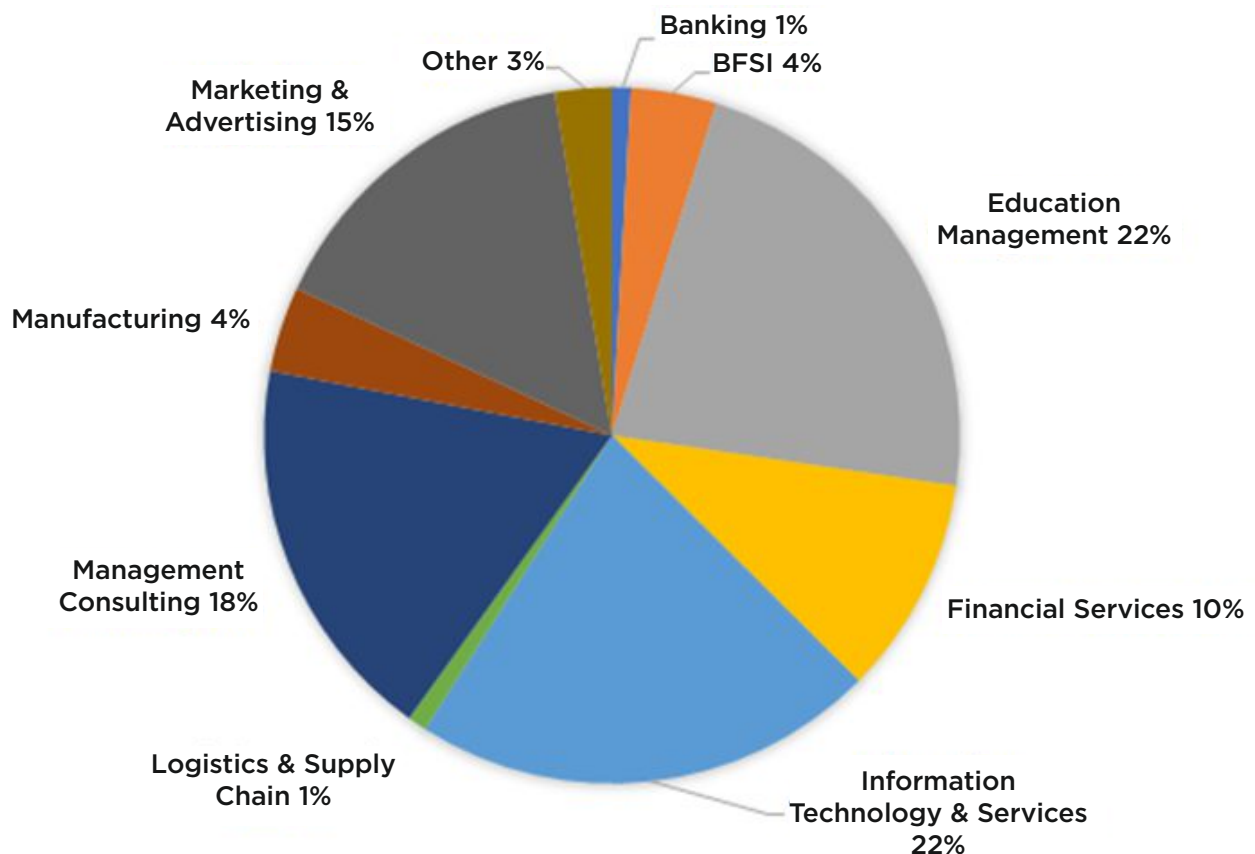
### COMPANY ANALYSIS

No. of New Companies 49  
No. of Existing Companies 21  
Total No. of Companies 70

### CATEGORY COUNT

**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



**LEARNER  
SUCCESS**

*Career aligned  
to aspiration*

**USER  
VALUE  
IMPACT**

**VALUE  
REALIZATION  
FOR INDUSTRY**

*Skills aligned  
to roles*

# 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  
Indiassetz



**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  
Fintegriti Capital



**SHIKHA SHETH**

Vice President  
Kingsley Gate Partners LLC

# FACULTY PROFILES

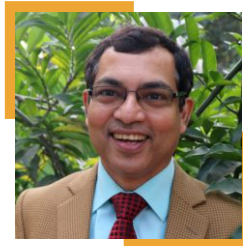
**50+**  
**FACULTY  
ON ROLL**

**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 IFIM, 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

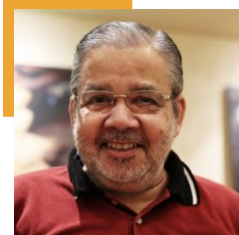
Prof. Rakesh Mediratta brings with him a very rich corporate experience. He has worked as a senior business development professional before joining academia. His three decades of industry experience include senior leadership positions such as being the National Sales Head at Park Avenue, Raymond Ltd;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

## MARKETING AREA



### 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 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. Ambika Prasad Nanda

Ambika Prasad Nanda has submitted his doctoral thesis (ABD) on the topic "Essays in Financial Well-being: An Emerging Market perspective" at S.P.Jain Institute of Management and Research (SPJIMR) - Mumbai. He has been successful in getting three research grants during his tenure as a doctoral student. He has published in top-level journals and presented research papers in conferences of repute. His research interests are Transformative Consumer research (TCR), Technology marketing and Emerging markets. Before starting his doctoral program, he had worked for twelve years in the industry in various roles in both services and manufacturing organizations.



### 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



### Dr M Sivagnanasundaram

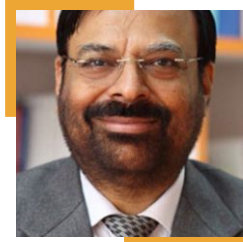
He has more than two decades of experience in teaching and about five years of experience in industry. Before joining JAGSoM, he was working with Institute of Management Technology, Hyderabad. He has been regularly conducting workshops on Structural Equation Modelling (SEM) and Data Analysis using SPSS,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



### Prof Rajan Nair

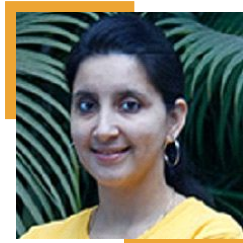
An Economics and Law graduate, Prof Rajan Nair's four decades of practice as a copywriter includes some of the best known brands and campaigns like Raymond's 'The Complete Man', The Economic Times 'The Power of Knowledge' and the NECC Egg campaign ("Sunday ho ya Monday...")

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. Aditi Dang

Dr Aditi Dang is a Ph.D. in Marketing Management from the School of Management Studies, University of Hyderabad. She is a research fellowship awardee from the University Grants Commission – National Educational Testing Bureau, India. Her research interests lie in value chain analysis, customer engagement and experience, and employee engagement and experience. She has three years of teaching experience post Ph.D. with Pune Institute of Business Management, Pune and Woxsen University, Hyderabad. She has published research articles in reputable journals and presented her research in esteemed conferences hosted by ANZMAC Australia, MICA Ahmedabad Texas Moody, IIM Indore, NIFT Hyderabad, among others.



## Prof. Ratan Kumar

Prof. Ratan Kumar is Assistant Professor in the Marketing area. His doctoral research at MDI Gurgaon is focused on 'Social media Usage by B2B Salespersons and its impact on Their Sales Performance'. He has qualified National Eligibility Test (NET) by UGC. Before coming to academics, he has worked for eight years in the industry, in marketing and sales roles in the pharmaceutical and tourism sector. He has presented his research work in top international and national conferences, including at the American Marketing Association (AMA) Summer conference 2018 in Boston, USA.



## Prof. K J George

Prof K J George is an Associate Professor in the area of Marketing. His PhD thesis (Submitted) is from ITM Raipur. The thesis on Scale Development- Customer Intention to Complain with regards to Online Retail. He has extensive hands-on sales and leadership experience in industry and academia with a track record of achieving results in all environments amidst stiff competition. He is passionate about the need for strategic thinking and operational excellence. He has 15 years of experience in the area of Retail, for the last 12 years, he has been working with B-Schools and Universities. His core KRAs have been teaching, placements, admissions and executive education.



## 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).



## 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.

## 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 Chandrashekar 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.

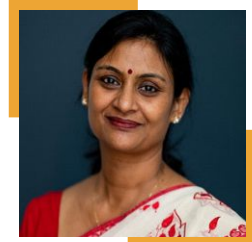
Professor Chandrasekhar worked at IIM Lucknow for a period of about ten years as Professor in the area of Quantitative and Information systems group, and as Member Secretary to IIM board before joining Fore school of management.

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. Seena Biju

Dr Seena Biju is a Professor in the domains of Business Analytics and is the Chairperson – Executive Education with JAGSoM. She joins JAGSoM after having served a long-standing tenure with the Manipal Group (2007 to 2021) and the Bharathiya Vidya Bhavan (1995 to 2007). She was the Chairperson, PGP at the prestigious T. A. Pai Management Institute, Manipal (2014-2018), before moving to Manipal International University, Malaysia where she served as Dean of the School of Management and Business (SOMB) with her last posting as the Associate Director & Head -Collaborations (Domestic & Global) at Sikkim Manipal University.



## Prof. Ganes Pandya

A Mathematician by education and an Advaitin by belief, Dr. Ganes is a meticulous, persuasive teacher with more than twenty years of diversified experience. He loves to motivate and ignite young minds to achieve their personal and professional goals by creating a stimulating, challenging, and enriching environment.

Apart from dialogue and interactive mode of teaching, He stresses on the innovative learning process by inculcation and employing current technology in the classroom. High value is given to the fundamental goal of knowledge and importance to character building and moral values in day-to-day life.



## 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.



## Prof. Shipra Pandey

Prof. Shipra Pandey is an Assistant Professor in the Analytics and Digital Business. She has a mathematics background, which has helped her in her research in the area of supply chain risk management in Industry 4.0 environment. She is a reviewer for Benchmarking: An international and International Journal of Consumer Studies. She has also presented her research in top national and international conferences like POMS, ISDSI.

## 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.

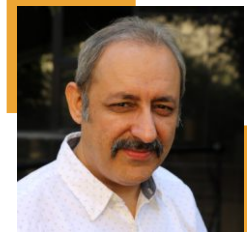
She is Program Chair for the 2 Year PGDM Program and Associate Professor in Finance at JAGSoM.



### 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. He also serves as a Visiting faculty to several tier-1 Management Institutions for more than ten years. His rich industrial and academic affiliations include Institute of Chartered Accountants; IMIDelhi; YMCA- Delhi; BML Munjal University; Jaipuria, Noida; and Symbiosis- Noida.



### 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.



### 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.



## 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.



## 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 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.



## Prof Prashant Goyal

Prof. Prashant Goyal is a Private Equity professional and an Adjunct Faculty at IFIM with an industry and teaching experience of over 30 years.

Prashant has been a successful business leader with a proven track record. He is credited with setting up and growing a manufacturing enterprise as its CEO/ MD. He was instrumental in setting up a Private Equity Fund and is currently part of its management team. He brings with him a very strong business & financial analysis skill. His excellent man management skills create an enduring impact on all the projects he leads.



## Prof Pooja Gupta

Prof Pooja is an educator, case writer and researcher with more than 16 years of teaching experience at post graduate level. Her research interests are in the area of Corporate Finance, Corporate Governance, Behavioral Finance and Education. She has presented her research work in various National and International conferences. Prof Pooja is a prolific case writer and has received various national and international awards for her cases. Her cases have been published by Ivey Publishing are available through Harvard Business Publishing.



## Prof Kewal Singh

Dr Singh is an Assistant Professor in the Finance area. Before joining Jagdish Sheth School of Management, he has been associated as Project Scientist with the Centre for Energy Regulation (CER) - Indian Institute of Technology Kanpur, India. Dr Singh has also qualified the Junior Research Fellowship (JRF) awarded by the University Grant Commission (UGC), Government of India.

During his doctorate program, he has presented his research work in top national conferences, which include conferences at IIM Ahmedabad, IGIDR Mumbai, IIT Bombay, IIT Kanpur, IIT Madras and IISc Bangalore.

## 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 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.



## Prof Gopala Raghuram

Before joining Jagdish Sheth School of Management (formerly IFIM Business School), Bengaluru, Dr Gopala Raghuram was an Associate Professor in the Finance area at FLAME School of Business, FLAME University, Pune. He has held full-time faculty positions at Symbiosis Institute of Business Management, Pune (SIBM Pune) and School of Management, SASTRA University, Thanjavur.

Before his entry into academics, Dr Raghuram was with Zacks Research Private Limited (the Indian subsidiary of Zacks Investment Research, Inc., Chicago, USA) working in the area of Quantitative Equity Portfolio Management (QEPM).



## 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.



## 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.



## 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 Vittal Rangan

Dr Vittal Rangan specialized in work engagement in the social sector in his doctoral program at IIM, Indore. For more than 20 years he has helped organizations cultivate, manage and grow their human resources through targeted interventions across the HR domain viz. rewards, recognition, productivity enhancement, career advancement, HR management systems and employee engagement. His experience spans across manufacturing (Asian Paints), information technology (Mahindra Satyam) and BFSI sectors (Aditya Birla Life, Chola DBS, ESAF, HDFC Life, Ujjivan).



## Prof Zenia Nanra

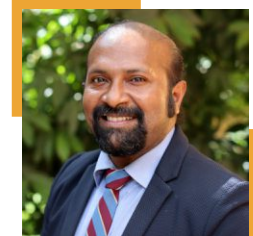
As a scholar working in the area of Memory and Archival Studies, Prof Zenia Nanra has presented her research work at PGSC, School of Humanities, Universiti Sains Malaysia Penang, Malaysia (2018), and in KFLC: The Languages, Literature, and Cultural Conference, University of Kentucky, USA (2018). She has been associated with NPTEL (National Programme on Technological Enhanced Learning), a project funded by MHRD, Government of India for the courses "Speaking Effectively" and "Globalisation and Culture". Her areas of interest include Literature, Business Communication, Memory studies, History and Postcolonial Studies. Her other skills involve Oratory and Dramatics.

## 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 V S 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

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

## CHAIRPERSON



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

## 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.

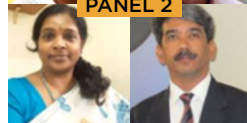
## PANELISTS



PANEL 1

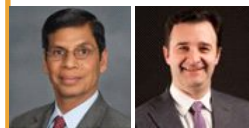


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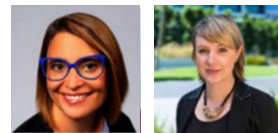
The two panels discussed the topics of 'Service Excellence and Efficiency through Service Innovations and Technologies' and 'Societal Wellbeing and Sustainability: Implications for Service Research and Practice' respectively.

## 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.

## 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.'

# 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:



**Prof. P S James's** research paper titled 'Impact of Physical Activity on an Individual's Creativity: A Day-Level Analysis' has been published in the 'American Journal of Psychology', an ABDC 'B' Category Journal.



**Prof. Kamalika Chakraborty's** research paper titled 'Customer Reciprocity in Greening - The role of Service Quality' has been accepted for publication in the 'International Journal of Quality and Service Sciences', an ABDC 'B' category journal.



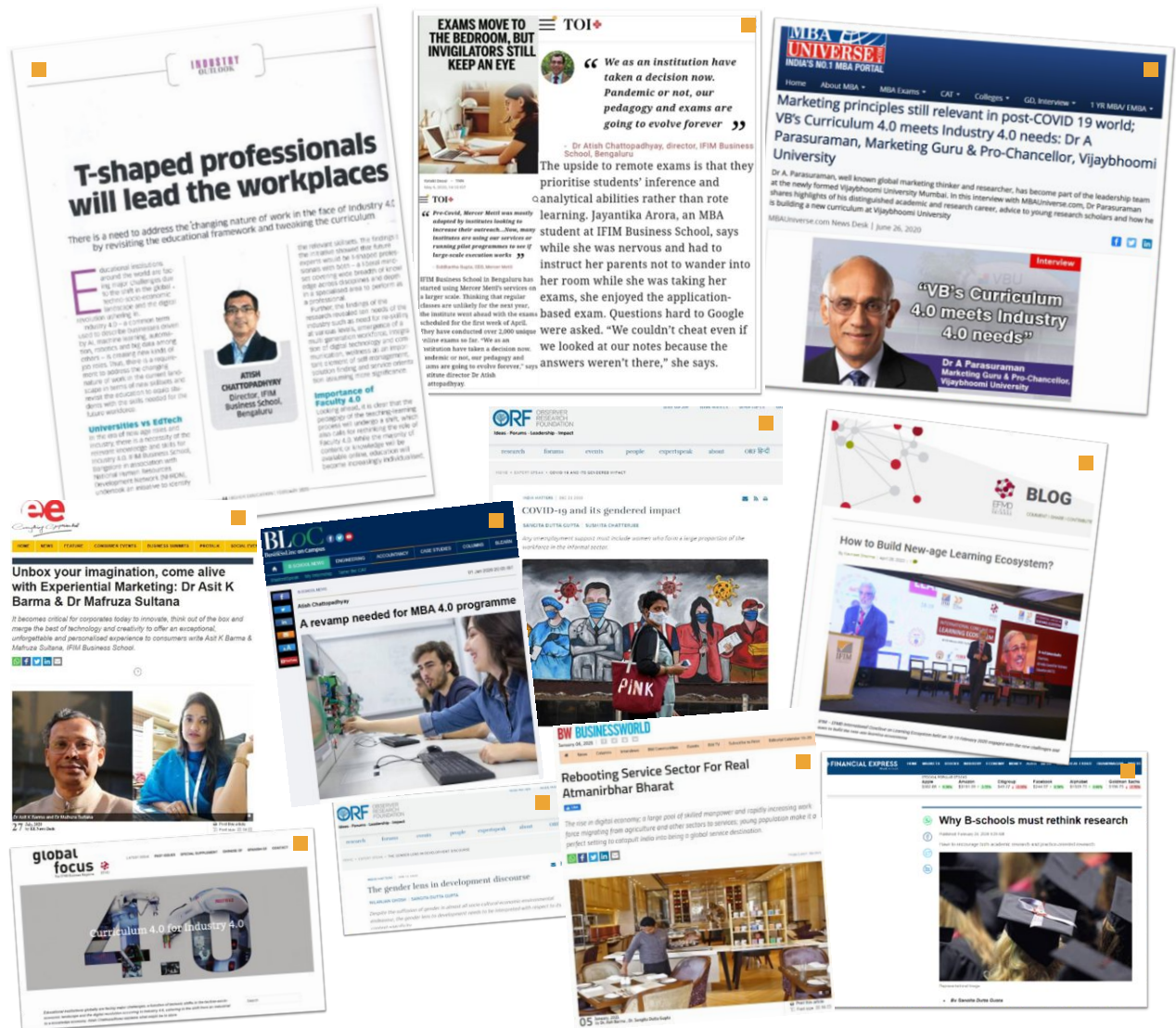
**Dr. Kewal Singh's** research paper titled 'Estimating the cost of equity for the regulated energy and infrastructure sectors in India' has been published in the journal of 'Utilities Policy', a Scopus indexed, Web of Science indexed and ABS '1' category journal.



**Prof. Atish Chattopadhyay's** Book chapter titled 'De-institutionalization of Management Education in the Post-Pandemic World: East-West Perspectives' was published in the Book - 'The New Normal - Challenges of Managing Business, Social and Ecological Systems in the post COVID-19 Era.'

## 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 (Major : Marketing | Finance | Analytics & Digital Business)

Course	Campus	Accreditations / Affiliations	Duration (years)	No of seats	Program Fees (INR)**
2-Year PGDM	Bangalore	AICTE, SAQs, AACSB	2	120	INR 14.4 lac
MBA	Karjat, Greater Mumbai	Vijaybhoomi University	2	60	INR 14.4 lac
Major in PGDM (Marketing), PGDM (Finance), PGDM (Business Analytics)	Bangalore	AICTE, SAQs, AACSB	2	180	INR 14.4 lac

**Note:**

\*\* The Program Fees include boarding and lodging in hostel

## SCHOLARSHIPS AT JAGSoM

### Scholarship Information Applicable for the Batch\*

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

Scholarship Type	No. of Scholarships	Amount
General Category	30	INR 4 Lakhs
Economically Weaker Section	15	INR 14.4 Lakhs

\*The scholarship would be adjusted in the last payable installment as per the fees schedule.

## ELIGIBILITY AND BATCH COMMENCEMENT

Program	Eligibility	Batch commencement
2 Year PGDM	CAT - 60 percentile and above XAT - 60 percentile and above GMAT - 450 and above MAT - 70 percentile and above CMAT - 70 percentile and above JAGMAT (For early admission) - 50% and above	June 2022
PGDM (Marketing Major) PGDM (Finance Major) PGDM (Analytics & Digital Business Major)	CAT - 50 percentile and above XAT - 50 percentile and above GMAT - 400 and above MAT - 60 percentile and above CMAT - 60 percentile and above JAGMAT (For early admission) - 50% and above	August 2022
MBA (The Right Brain MBA) (Karjat, Greater Mumbai Campus)	JAGMAT- 50% and above	August 2022

# ADMISSION SELECTION PROCESS

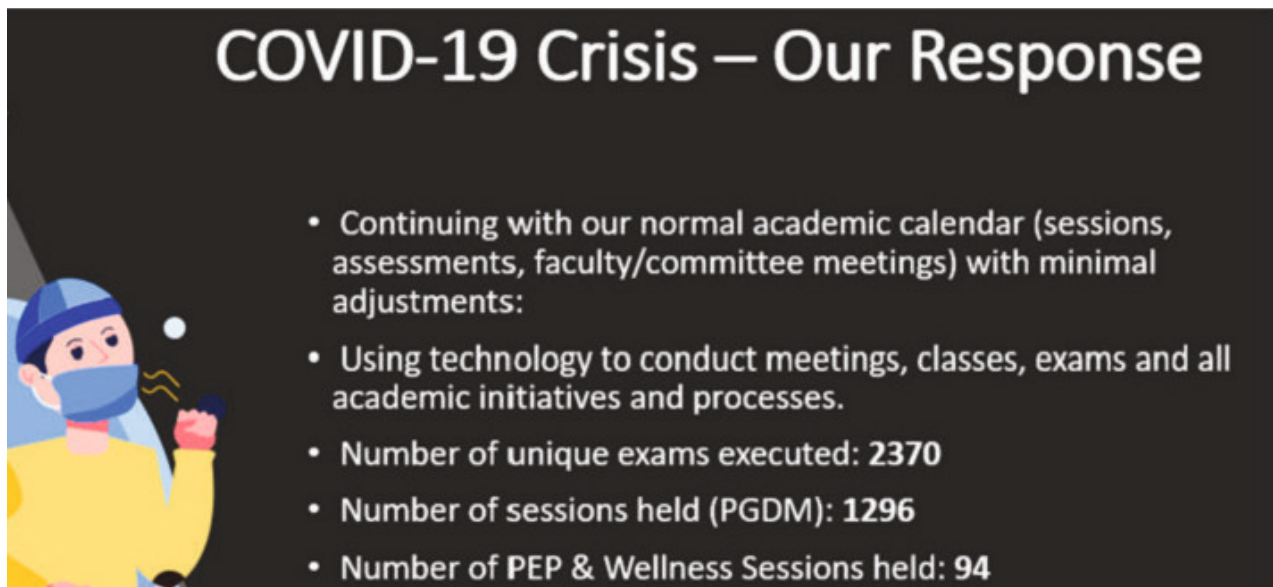
JAGSoM looks at innovation potential, solution orientation and value fit of the candidates, besides their consistent academic performance and work experience for admission into its PGDM/MBA program. All short-listed candidates for the two-year full-time PGDM/MBA programme at JAGSoM are required to appear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

- 1. JAGSoM Management Aptitude Test (JAGMAT):** JAGMAT is an aptitude test and comprises of 3 sections, which are English Language Proficiency (ELP), Quantitative Aptitude (QA) and Logical Reasoning (LR). Each section will be of 25 marks summing to 75 marks. There will not be any negative marking. Duration of the test will be 90 minutes.
- 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 batch-mates.
- 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'.

**Admission/Enrolment**

NoPaperForms - Application filing and processing

**Student Information System**

Campus Lab ERP

**Academic Delivery**

Synchronous learning - Impartus Live Lecturing and Capturing  
Asynchronous Learning - LMS on Moodle with Course

**Material/Recorded**

Lectures/Assignments etc.

**Examinations and Assessments**

Mettl Platform for Proctored Examinations Anywhere

**Collaboration and Engagement**

Microsoft Teams - Student-faculty interaction, Student-to-student interaction, group work, student club activities  
Microsoft Share Point - Workflows and document depository

**Virtual Campus Life**

@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

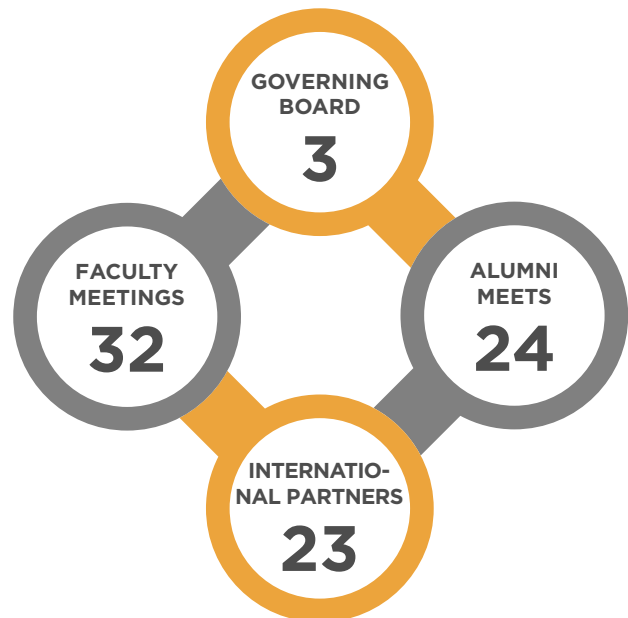


# JAGSoM'S PERFORMANCE - COVID-19

## TEACHING AND LEARNING



## STAKEHOLDER INTERACTIONS



## ACHIEVEMENTS



## EVENTS AND OUTREACH





## JAGSoM AT A GLANCE

**Bangalore | Karjat, Greater Mumbai**

JAGSoM (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 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 151+ Band Globally in the QS Masters in Finance Rankings 2022, 101+ Band Globally QS Masters in Marketing Rankings 2022 and 101+ Band Globally QS Masters in Analytics Rankings 2022.

### **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) PGDM Masters - offering experiential specializations for new age roles: PGDM (Marketing), PGDM (Finance) and PGDM (Business Analytics)
- (3) PGDM Executive: A unique learn from home program which brings in the experience of learning from a campus while at home and
- (4) 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.

**Transformational.**

# EXPERIENTIAL LEARNING WITH AN IMPACT ON INDUSTRY AND SOCIETY



**JAGSoM**

JAGDISH SHETH SCHOOL OF MANAGEMENT

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



**JAGSoM**

JAGDISH SHETH SCHOOL OF MANAGEMENT



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