Commitment to Excellence

Institute of Management
Placement Brochure
2014-15
The rising flame epitomises leadership through enlightenment
The bright orange colour represents brilliance

The lotus symbolises divine knowledge and wisdom
The colour blue reflects serenity and infinity

JK LAKSHMIPAT UNIVERSITY
Knowledge is divine
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About

JK LAKSHMIPAT UNIVERSITY

JK Lakshmiapat University (JKLU) has been promoted by the JK Organization, one of the leading Indian Industrial Conglomerates of the country with a rich heritage of more than 100 years. It is recognized by Government of Rajasthan and covered u/s 2(f) of the UGC Act. Set up in a sprawling 30 acre campus in the city of Jaipur, JK Lakshmiapat University offers an open, green and high-tech learning environment to students, combining the serene settings of the Gurukuls of yesteryears with the technological advancements of the new age. The University offers Management and Engineering programmes which are at par with the highest academic standard of the country.
Committed to Creating Intellectual Capital

JKLU is inspired by the vision of its key architect Lala Lakshmipat Singania: A visionary, a pioneer, an entrepreneur, a humanitarian and a leader of outstanding quality, Lala Lakshmipat Singania considered higher learning and management skills essential for Indian industry and economy to grow and develop not only domestically but also globally. He encouraged meritocracy. In his words "We seek a society which is proud of its past, conscious of the present and full of hope for the future - a society in which every citizen would be equally conscious of his rights and responsibilities".

Inspired by his noble vision, the Lakshmipat Singania Education Foundation, the promoter of this initiative through Lakshmipat Singania Foundation for Higher Learning - a not for profit company focused on higher education and vocational skills, continues to spearhead the spread of education, with special emphasis on taking quality education to the masses. Institute of Management at the JK Lakshmipat University, Jaipur is an endeavor in this direction.
The Board of Management

Shri Bharat HariSinghania
Industrialist
Chancellor

Dr. R.P. Singhania
Industrialist
Pro Chancellor

Dr. Devi Singh
Educationist
Vice Chancellor

Members

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Michael Dingman Chair
The University of Maryland, USA

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Department of Chemical Engineering,
IIT Bombay
Former Director, IIT Madras

Maj. Gen. D.N. Khurana, AVSM
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AIMA, New Delhi

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Govt. of India

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Education and Research (CIBER)
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Director - JK Group

Shri S. A. Bidkar
Chief Financial Officer
JK Lakshmi Cement Ltd.

Smt. Vinita Singhania
Managing Director
JK Lakshmi Cement Ltd.

Nominee, Govt. of Rajasthan

Dr. Swapan Kumar Majumdar
Director
Institute of Management
JK Lakshmipat University

Dr. Anupam K. Singh
Director
Institute of Engineering and Technology
JK Lakshmipat University
The Academic Council

The Academic Council has been constituted as the principal academic body of the University, which exercises general supervision over the curriculum and the academic policies of the University. It consists of Vice Chancellor (President) as its Chairman and other eminent educationists in the field of management, engineering and other disciplines as members.

Dr. Devi Singh
Vice Chancellor - JKLU

Dr. D. M. Pestonjee
GSPL Chair Professor, PDPU
Gandhinagar
Former L&T Professor of Management
IIM Ahmedabad

Prof. I. K. Bhat
Director, Malaviya National Institute of Technology, Jaipur

Prof. A. Sridharan
Former Professor of Civil Engineering and Deputy Director, IISc Bangalore

Dr. Mangesh G. Korgaonker
Director General
National Institute of Construction Management and Research, Mumbai

Dr. Anupam Tiwari
GM - HR, Ranbaxy Laboratories Ltd. Devas (M.P.)

Mr. Sanjay Jain
Company Secretary cum GM (Accounts)
Mahindra World City Jaipur (Ltd)
SEZ Project Office, Jaipur

Dr. Swapan Kumar Majumdar
Director - IM, JKLU

Dr. Anupam K. Singh
Director - IET, JKLU

Dr. Sandeep Kumar Tomar
Associate Professor - IET, JKLU

Faculty Nominee from IM, JKLU
From the Desk of Chancellor

Indian technocrats are known for their skills and expertise throughout the world. With information technology leading the bandwagon, other sectors such as manufacturing, telecommunication, power transmission and infrastructure development have also witnessed numerous success stories. With India geared up to achieve above 10 percent growth rate mark in the years to come, bridging the demand-supply gap in the technical education sector, both qualitatively as well as quantitatively, must be the first step in this riveting journey.

Indian education system has always fascinated the world since ages. The Gurukul system of ancient India, where students used to live at the Gurukul or the teacher’s home and complete their education, till date offers no parallel. There is no arguing with the fact that despite all odds and non-uniformities, the modern day education system in the country has fueled the growth of Indian economy and has brought glory to the country, the world over. Making available quality education to all has been on the priority list of all governments in the post-independence era.

JK Lakshmipat University has been established precisely with this solemn objective of providing quality education, training, research and consultancy. The Institute of Management is a constituent of the University and is aimed at offering best-of-the-world management education to its students. With a focus on incubating the creativity and ingenuity of its students, the Institute will equip them to face the global challenges. With world-class infrastructure and well-qualified and experienced faculty members as their mentors, the students, I am sure, will be able to excel in their respective fields and emerge as future leaders of the globe.

Brief Profile:
Shri Bharat Hari Singania is the Chairman & Managing Director of JK Lakshmi Cement Ltd, Chairman of JK Paper Ltd, Managing Director of JK Tyre & Industries Ltd, Chairman of JK Agri-Genetics Ltd and Director of other Companies.

Shri Bharat Hari Singania is also the Director of the JK Organization; an Industrial Group founded over 100 years ago. The Group is a multi-business, multi-product and multi-location organization.

His vision of creating and enabling touch points at the societal and human level find expression in the CSR and HRD focus across Group companies.

The mentoring legacy of his father, Late Lala Lakshmipat Singania, resonates in his world-view and finds a uniquely individual expression that is always distinct and memorable.

An avid proponent of the importance of creating knowledge capital and equitable development, Shri Bharat Hari Singania is associated with the various philanthropic organizations and Academic Institutions run by JK Group.
From the Desk of Vice Chancellor

We are witnesses of and partakers in the most crucial transition our nation has ever seen. India is metamorphosing economically, technologically, culturally and even socially. As the demographic dividend becomes a household term, the Indian higher education system is readying the largest army of future professionals, who will lead this transition and address the needs of the global industry and society, at large. The influence of professional education is thus undeniable, and it is binding that the educational institutes produce industry-compatible quality professionals. The definition of industry compatibility has evolved beyond intellectual capacity, and has embraced the essentiality of human values and emotional genius. The University thus, as the representative of the higher education system, plays a fundamental role in initiating and automating principled professional and personal growth in a future manager.

The Institute of Management at JK Lakshmipat University, takes pride in cultivating competent thought leaders, focused on finding answers to the problems of the society. We measure the qualitative strength of our academic and co-curricular design by the extent of intellectual, moral and spiritual stimulation and in developing innovation-driven leadership among students. Students form the axis and drivers of all activity on the campus. With the encouraging insights from learned faculty and nurturing leadership of the management, students drive the vision of the institute, and undertake a journey of professional and personal self-discovery.

At the Institute, we understand the significance of industry-academia interaction. Promoting industry-based learning and exposure lies at the core of our beliefs, which we actuate in the form of cross-disciplinary research projects, summer internships, extra-mural lectures, annual conclaves and summits, case studies and live projects. With collaborative efforts of the industry, our students find continuous opportunities to measure their learning against corporate expectations. We sponsor multi-cultural experiences for global-attuned learning through our association with foreign Universities and Companies. Our Alumni, as our ambassadors, have exhibited exceptional talents and breakthrough performance in the demanding and competitive corporate world. The University takes pride in the commendable triumphs of its Alumni.

It is indeed a pleasure to work together with you in providing our students an opportunity to benefit your organization and the society. I am assured of the collective accomplishments our students shall drive, as they have driven JKLU to become pivotal in the growth of national and global economy.

Brief Profile:

Dr. Devi Singh, Vice Chancellor, JK Lakshmipat University, is recognized as one of the top Academic Leaders in India who have created and transformed Institutions of higher learning. A well-known Professor in the area of International Finance & Management, Dr. Singh served as Director, IIM-Lucknow, for ten years and Director, Management Development Institute (MDI), Gurgaon for four and half years. He has worked as Visiting Full Professor at the Faculty of Management, McGill University, Canada for five years. He has been a Ford Foundation and UNDP Fellow (International Management Education). He has been a Visiting Faculty at the International Centre for Public Enterprises, Slovenia, ESCP Europe, SKK Graduate School of Business, Seoul, and Kelly School of Business, Indiana.


Dr. Singh has authored three books in Finance and Management. He has been on several policy level Committees of Government of India, All India Council for Technical Education, PHD Chamber of Commerce & Industry (PHDCCI), Standing Committee on Public Enterprises (SCOPE) and All India Management Association.
From the Desk of Director

Excellence is a passion of doing something "better than average", making sure that the effort and the results are "a cut above". There is always a room for excellence whatever may be the state of competition; one has to have the commitments.

The passion for delivering excellence in management education led to the establishment of the Institute of Management, under JK Lakshmipat University (JKLU), at Jaipur, by JK Group. The institute was established to provide leadership in management education to shape and train young minds to solve problems, be ready to shoulder responsibilities, to take initiatives and to produce industry ready professionals.

Students are encouraged to make best use of the learning and practicing facilities of JKLU, which are at par with the leading business schools of the country. MBA is the flagship programme of the Institute of Management. The programme has been designed in compliance with the contemporary practices of management. Equal care and measures have been taken to sensitize our students with the cultural and ethical practices of management. The USP of our programme lies with the pedagogy and pedigree of our faculty.

Apart from MBA, we offer two five-year integrated dual degree programmes namely BBA+MBA and B.Com (Hons)+MBA. This is an equal opportunity institution. Every student finds exhaustive opportunities to participate in and contribute to a variety of co-curricular and extra-curricular activities.

Regular student and faculty interaction with the giants from the corporate world is helping us in grooming our students into leaders and not just the managers of yesteryears. Well-equipped classrooms, world class library, computer lab, well maintained residential hostels, and recreational facilities aid and enrich the process of learning.

I humbly invite you to visit our campus and share your thoughts and experiences with our students.
From the Desk of Director
Corporate Relations & Placement

Forces like globalization, economic liberalization, and advances in science and technology are changing the needs for relevant and prepared talent in organizations. Industry is looking for candidates that are not only ready for the needs of today but are also prepared for the challenges of tomorrow.

This is the underlying thread on which the Institute of Management of JFLU has developed its curriculum, and is engaged in imparting the most current management education to its students through the MBA programme. The programme focuses on a holistic approach to the development of students with an emphasis on leading edge management course content with an equal focus on areas like social and corporate citizenship, enabling students to be effective and responsible managers. Extra-curricular activities and sports at the university provide the students excellent teaming and leadership experiences that they carry forward with them into work.

A foundational element of the programme is giving students exposure to industry through internship where students are involved in meaningful projects with organizations.

We invite you to participate in Campus recruitment programme of this year. We are confident that you will find our students as an asset to your organization.

We look forward to establishing a growing relationship and stronger bonds of cooperation with you.

Brief Profile:
Mr Munish Bhargava, Director (Corporate Relations & Placement), has over 35 years of progressive senior management experience with leading industrial groups like Aditya Birla, Eicher, Dunlop India, Shriram and DLF. He has been associated with academia since last 11 years in various capacities. Prior to his current role, he was Corporate and Placement Advisor at IIIT and Dean, Industry-Academia Interface at Rai Foundation. He completed his graduation from IIT BHU and has a Masters degree in Electrical Engineering from IIT, Roorkee. He also completed an Executive Development Programme in Marketing Management from IIM Calcutta. In addition, he is actively involved in community service having been the President of Rotary Club of Delhi Panchshila Park. He authored the book “Winning Resumes & Successful Interviews” published by McGraw-Hill Education in 2012.
Institute of Management

Institute of Management (IM), the flagship Institute of the University has been established to develop business leaders for tomorrow, who will be capable of meeting the challenges of corporate world. With right blend of conceptual inputs and practical exposure, the Institute is ready to offer the best of both the worlds to the young professionals. With state-of-the-art facilities in terms of Wi-Fi enabled campus, amphitheatre type classrooms equipped with all modern audio-visual equipment, rich library, comfortable residential facilities on the campus, shopping complex, gymnasium, sports facilities for indoor & outdoor games and the conscientious mentoring of students by the faculty residing on the campus, the Institute is poised to become one of the best known B-schools in the country and globe and today, IM is seen as one of the upcoming business school of the country.

New Age Campus

Set up in a new age high-tech campus in Jaipur, JKLU is differenticid by quality higher education with its unique pedagogy and world class infrastructure for tomorrow's front-runners - the youth. The Institute of Management is situated on the campus of JK Lakshmipat University, approximately 19.5 kms from the State Road Transport Corporation Bus Stand (Sindhi Camp), 18.5 kms from the Jaipur Railway Station and 25 kms from Sanganer Airport on the Jaipur - Ajmer National Highway No. 8. This sprawling 30-acre campus set in picturesque surroundings provides a refreshing environment for stimulating intellectual alertness and creativity. The lush green yet Wi-Fi enabled ultra-modern campus has several amphitheatres and syndicates, a computer centre, a fully automated library, a Management Development Centre, modern sports facilities, academic and administrative blocks, conference rooms and other facilities. A thoughtful blend of modernity and tradition, aesthetics and grandeur characterize the building complex.

Classrooms

The classrooms are air-conditioned and have Multi-media and audio-visual equipments to facilitate effective learning. The classrooms are designed to optimize interaction between the faculty and the students. Each classroom has Internet connectivity through wireless local area network.

Computing Facilities

Computing facilities for the students include a well-equipped lab. A state-of-the-art gigabit network connects every corner of the Institute. The students and faculty members have access to networked computers at their disposal. High-speed servers running on a variety of platforms suit all kinds of requirements of the entire network. A dedicated optic fiber leased line and Wi-Fi hotspots enable round the clock internet connectivity on the campus. Internet mail servers are available to students and faculty round the clock.
Learning Resource Centre
The University has a multi-storey central library with all state of the art services & growing collection of books. Institute of Management subscribes to a large number of national and international journals and has subscribed to EBSCO. The library is automated through KOHA (open source software) and is integrated to the University automation system.

Hostels
The MBA programme has separate hostel facilities for boys and girls. Both the hostels are located on the campus. The hostel rooms are spacious and well furnished. The hostels have sports and other recreational facilities, such as Dish TV, common room for interaction etc.

All the hostel rooms have Internet connectivity round the clock. Hygienic and healthy food is provided in a centrally located mess, adjacent to the hostels under the guidance of the Mess Committee having both students and faculty members. The hostels have open space around with greenery and plantation. Students' working on their laptops in the open lawns through Wi-Fi internet connectivity is a common sight in the evenings.

Other Facilities
Branch of a bank with ATM facility is available to the students in the campus. The University is also equipped with a cafeteria and a healthcare centre. The University has extensive sports facilities and a well-equipped modern gymnasium.

Cafeteria
The University has a well-furnished cafeteria to cater to the refreshment needs of the students, faculty, staff and guests. It serves as a formal and informal interaction point of the Institute.

Bank
IDBI Bank has a branch inside the campus with ATM facility exclusively for the University.
Gymnasium
A well-equipped modern gymnasium caters to the health needs of the students, faculty and staff under the guidance of a professionally qualified trainer.

Healthcare Centre
The University has a well-equipped Healthcare Centre with a full time nursing staff and a visiting doctor.

Utility Store
It caters to the daily needs of the students and the staff.

Redefining Career Oriented Education
- Modern curriculum and teaching methodologies matching global standards with strong emphasis on not just learning but understanding, and learning by doing.
- Experienced full-time/visiting faculty drawn from leading B-schools across the country and abroad.
- JKLU Mentoring Programme is a one-on-one programme wherein we help our students to realize their true potential.
- Strong industry linkages impart rich hands-on experience with leading corporate and excellent placement opportunities.
- Research and Consultancy is the cutting edge of the Institute.
- Computerized Learning Resource Centre that spreads over 2000 sq. meter area.
- State of the art IT infrastructure with a complete Wi-Fi enabled campus.
- Strategic Alliance for interactive learning from foreign resources through Video Conferencing.
- Large Amphitheatre type class rooms.
- Facilities for extensive sports, recreation, team building and soft skills.

Management Development Centre (MDC)
The University has set up a dedicated Management Development Centre for training the executives. It has 23 air conditioned rooms for accommodating 37 participants besides other new age training facilities like video conferencing. Training being the unique selling proposition of the Institute, the faculty has wide experience in industrial training and in designing and conducting the management development programmes. Faculty Development Programmes are also conducted in MDC.
MBA Programme

Institute of Management (IM) offers MBA degree for its full time programme.

Unique Features of the Programme
1. Close relationship with the corporate world in the delivery of the programme.
2. Balance between conceptual framework and industry practices.
3. Unique field courses on social projects.
4. Case study method and project work as the main pedagogical tools.
5. Special emphasis on the development of soft skills, such as communication, leadership, teamwork, achievement orientation and creativity.
6. USP of the programme lies with the pedagogy and pedigree of the faculty.

Learning Outcomes
After going through the programme, the students are able to:
1. Scan socio-economic-technical-legal environment at national and global levels affecting organisations;
2. Use relevant conceptual framework and best management practices;
3. Enhancing leadership, teamwork and entrepreneurial/intrapreneurial skills;
4. Act as socially responsible management professionals; and
5. Make effective decisions.

International Alliances
To provide international exposure to the students, the University is considering to have meaningful alliances with some reputed universities in the United States, Europe and Asia Pacific region. It has signed the Memorandum of Understanding with the following organisations:
1. Hanyang University, South Korea
2. St. Cloud State University, USA
3. University of Wales, UK
4. University of Houston, USA
5. Szchenyi Istvan University, Hungary

JKLU has also signed a Memorandum of Understanding with IBM India Limited for establishing a "Centre of Technology Excellence".

The alliances only encompass the following:
1. Exchange of faculty, students and researchers.
2. Cooperation in the activities like joint research, teaching, symposia and country visit for students.
3. Exchange of data, documentations and research materials in the fields of mutual interest.
4. Work towards cooperative educational programmes for the future.

Admission Procedure

Eligibility
Any candidate, who holds a three-year bachelor's degree (10 + 2 + 3) or equivalent in any discipline from a recognized University with at least 50% marks or equivalent CGPA and has valid CAT, MAT, ATMA, XAT and JKLU-MET score will be eligible to apply for the admission.

Selection Process
Every year the Admission Committee works out the criterion of weightage on the basis of feedback for selecting the candidates. All Short-listed candidates have to go through with the Group Discussion (GD) and Personal Interviews (PI) for making their place in the final selection. Normally, selection of the student depends on the score of the qualifying admission test and performance in the Group Discussion and Personal Interview. However, the following weightages have been applied while selecting a student:

- Written Test - 70%
- Group Discussion - 10%
- Personal Interview - 20%

An additional score up to 10 points is also given for full-time work experience at managerial level in a professional organization.
Pedagogy

The main pedagogical methods are lecture, case study and project work. These methods are supplemented and complemented by role-plays, simulations, syndicate discussions, etc. The actual mix varies with the nature of a course. Here, emphasis is to encourage student-centered interactions to boost the confidence of the student so that he or she learns to understand the concepts from pragmatic point of view. The management cases are widely used to persuade the student to have an interface with reality. The cases enable the student to look at a situation from different angles and in the process realize that a problem may have several solutions. Role-plays facilitate the demonstration of the level of understanding achieved by a student and also his or her ability to personify. The carefully chosen pedagogy at JKLU is aimed at the overall development of a student as a person.

The Curriculum

The curriculum is designed to enrich the students with the knowledge and relevant skills to prepare them not only to face the contemporary world but also to make them future ready to perform the leadership roles assigned to them effectively. The curriculum is updated to integrate changes that are taking place in the business environment. The curriculum consists of compulsory (core) and elective courses. The core course package provides students with the foundation of business. Elective courses, on the other hand, are offered with an option to specialize in an area. For full-time regular MBA programme, the University presently offers specialization in Finance, Marketing, Human Resource, International Business and Information Technology areas. A specialization or an elective course is offered only if a minimum number of students opt for it. For other programmes courses are centered around that specialization, such as family business and entrepreneurship, educational administration and integrated MBA.

Course Structure MBA (Batch 2013-15)

This is a two-year full-time programme following semester system. The first year consists of core courses. The second year consists of a few core courses with several elective courses. The project is scheduled at the end of the first year and programme offers dual specialization (major and minor) in the second year.

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Specialization: Finance

Finance is one of the most pervasive functions in business. A finance manager manages the wealth of the firm created by all other functions in a cohesive manner. Management of wealth is a crucial exercise that covers strategic decisions like how to collect and deploy funds at the minimum possible cost and the maximum possible returns respectively. The success of a business hinges on its effectiveness of wealth management. Every business entity is constantly looking for people good at managing wealth effectively. Not only this, in these days of highly complicated business situations, finance professionals like investment counsellors, insurance advisers, risk managers, corporate tax consultants etc., are also in high demand. Moreover, for last couple of years, we have witnessed the phenomenal growth in tertiary sector of which the financial services industry occupies a large portion. Finance specialization can take the student a long way in the career growth. At present, the following specialized courses are offered as electives:
Courses
- Working Capital Management
- Security Analysis & Portfolio Management
- Management of Financial Institutions & Services
- Tax Planning & Financial Reporting
- Banking & Insurance Management

Specialization: Marketing
Famous Marketing Guru Philip Kotler says "Marketing is everywhere". Marketing drives Business, Economy and Country. Marketing starts from day one when an executive enters the corporate world and continues forever. This specialization aims to provide substantive knowledge in the aforesaid field and helps students to develop conceptual and analytical abilities pertaining to marketing decisions. Marketing as a specialization opens career opportunities for prospective managers in the field of marketing strategy, sales management, product and brand management, advertising, media, international marketing and marketing research. At present, the following specialized courses are offered as electives:

Courses
- Services Marketing
- Integrated Marketing Communication
- Sales & Distribution Management
- Retail Management
- International Marketing

Specialization: Information Systems
Information Technology (IT) applications have significantly redefined business processes across industries. They are even helping in creation of new products and services. Use of IT for providing a strategic advantage to the organizations can never be over-emphasized. In order to leverage the benefits of these technologies, business leaders of tomorrow must understand their nature and applications. The IT specialization is aimed at enabling the students to have a firm understanding of the technological drivers of the modern day business organizations. It will provide necessary inputs to the future managers so that they can identify the managerial applications of the technology and leverage them for the benefit of their organizations. At present, the following specialized courses are offered as electives:

Courses
- Relational Database Management Systems
- Data Warehousing and Data Mining
- Knowledge Management
- Business Process Reengineering
- Management of Technology

Specialization: Human Resource Management
The organization revolves around the human dimension as it is people who convert the business strategies into reality. For achieving the organizational goals, the human perspective should be understood as it is people who are creators of the organization. In the competitive economy, the organizations are expected to be ready to adapt to changes. Human Resource Management area focuses on building a strong foundation in industrial relations, training and development, conflict and negotiation skills, organizational research and the like. The specialization enhances skills through practical exercises as well as organizational research and the like. The specialization enhances skills through practical exercises as well as projects. For nurturing the people dimension, all organizations, whether government, business, education, health, recreational or social, need to pay attention on acquiring employee services, developing their skills, motivating them to higher levels of performance and ensuring that they continue to maintain their commitment to the organization. For effectively performing all these jobs, human resource professionals like head hunters, trainers, communication experts, cultural experts, conflict handlers and negotiators are very much required. At present, the following specialized courses are offered as electives:

Courses
- Skills Development
- Leadership & Change
- Labour Laws & Industrial Relations
- International Human Resource Management
- Strategic Human Resource Management

Specialization: International Business
Increased participation of the country in international business due to globalization has created a critical need for profound knowledge in global marketing arena. To become competitive and gain advantage from this opportunity, the skills and knowledge of international markets has become crucial. Learning International Business will enable students
to gain insight into the similarities and differences of international markets, environmental issues, modes of entry and International Marketing mix decisions. This area of specialization helps a student to acquire expertise in developing strategies to deal with international business situations. At present, the following specialized courses will be offered as electives:

**Courses**
- International Business Environment
- Export Management & Documentation
- International Logistics Management
- International Marketing
- International Finance

**Specialization: Operations Management**

Operations management, concerned with the efficient production and distribution of products and services, is a key component of the business. In a world of instant gratification, businesses work hard to get products and services to customers as quickly and cost effectively as they can. The more successful they are at accomplishing this goal, the more profitable they are able to be. Making sure that operations run smoothly, the coordination between employees, resources, equipments and information across various organizational levels is essential. MBA in Operations Management helps students learn real-world skills that are applied in carriers in manufacturing, retail or even service organizations. The expertise imparted by our Operations Management MBA specialization will give students an advantage in the job market and promote the development and advancement of their career. At present, the following specialized courses are being offered as electives:

**Courses**
- Project Management
- TQM & Six Sigma
- World Class Manufacturing
- Services Operations Management
- Contemporary Practices In Operations Management
Beyond the Curriculum

We believe that it is our responsibility to develop our students as managers right on the campus while they are still students. The University considers the students as active partners in managing the Institute and its activities, such as conferences, guest lectures, seminars, placements, etc., and thus ensuring that they plan and take active role in the life of the University rather than remain passive recipients. The years that students spend at the campus are designed to be the most fulfilling years in their lives.

Social Responsibility

JKLU firmly believes that it has a major responsibility towards the society at large. Institutions such as JKLU play the role of a catalyst for social change and contribute effectively to the task of nation building. The Institute’s activities and curricula include courses to sensitize students with the needs of Indian society and their professional obligation as citizens of the country.

Co-curricular Activities

The students are encouraged to plan and organize various co-curricular activities on their own with basic support from the Institute. Such an atmosphere inculcates in them the spirit of leadership and an understanding of several aspects of management. They undertake such activities not merely for the learning value but also for the pleasure that comes with the experience of a job well done. The students recognize their talents and skills in the process and get inspired to develop themselves further. The students are also nominated to participate in co-curricular activities of other leading business schools.

Manthan - The Management Conclave

One of the most important institute - industry interface that has been initiated is “Manthan” wherein the corporate executives from various domains converge on the University campus and share their views on the chosen theme pertaining to the latest trends in the Indian business arena. The professionals from well-known organizations are invited to address the students to initiate them into the emergent mantras of management world. It is the interface with reality that helps the students to cope with and stay ahead of changes.
Guest Lecture Series
The University organizes Distinguished Guest Lecture Series wherein eminent persons are invited to speak on the topics of contemporary interest. The lecture series immensely benefits the students and faculty and is found useful by the invitees as well. The University organizes lectures in each semester under this series.

University Seminar Series
The University regularly organizes seminars on management themes addressed by academia, industry experts and enlightened government officials.

Praktikum
This is an inter college competition of students to exhibit their skill of presentation. The participants present their summer internship learning in front of a panel of experts. The annual event helps to develop excellence and competitive spirit among the students of various institutes.

Verbal Duel
This annual debating competition is organized to initiate awareness of students on issues of national importance. Students of different colleges & schools participate in the event with lot of interest.

Sabrang
Techno Management fest of the institute is held every year in the name of 'Sabrang'. Students are exposed to extra curricular activities like music, dance, skits etc through this inter college competition.

Sbardha
Health is wealth. A healthy body and mind can only conceive constructive and positive ideas. Keeping this in mind JKLU encourages its students for sports activities with state of the art facilities in the campus. An annual inter college sports meet is organized to provide opportunity for competition in various indoor and outdoor games.
Clubs
The functional area-wise clubs at the Institute fulfill the insatiable need of budding managers for food for thought. The clubs meet weekly, and organize talks by guests and Institute's students followed by quizzes and interactive games.

Extra-curricular Activities
The University offers a wide scope for extra-curricular activities for the students. Such activities not only make the campus life vibrant but also acts as a window to reach out to the management students across the country. Some of the students' bodies are:

Cultural Committee
This committee essentially undertakes all the cultural activities at the campus in coordination with other clubs and committees. The committee organizes the events like the national cultural festival, celebration of festivals like durga puja, deepawali, holi etc.

The Dramatics Club
Just look around you - every face has a story to tell, a secret to hide, an emotion to share and much more. This club provides opportunities of expression to the students through skits, drama, mono acts and plays. Conducting the annual skit competition is a major task entrusted to this club.

HR Summit
The HR Summit on is a regular feature at the University Speakers across industry and academics deliberated on the above theme providing deep insight on role of HR in the changing scenario. This is an annual event in the Institute conducted every year during this time of the year.

Entrepreneurship Seminar
The seminar was conducted in association with two professional bodies i.e. Council for Small Business and Entrepreneurship (CSBE) & TIE Rajasthan as the knowledge partners. Students, academicians, and research scholars from various institutes attended the seminar. To encourage entrepreneurship among students this activities is scheduled toll be held every year in the University.

Other Activities
Along with the grueling hard work, fun at the campus is a way of life, be it celebrating the Independence Day, organizing shramdan, or an excursion. Welcoming the new batch of students and bidding farewell to the graduating class are other occasions that students celebrate with great fanfare. The University organizes 'Joy of Giving' through donation and contribution from students, faculty and staff to underprivileged children from the slums. Blood Donation Camps are organized from time to time encouraging the JKLU fraternity to discharge their duty towards the society.
## JKLU Guest Lectures

Some of the **Guest Speakers**, who have interacted with our students and faculty at the Campus during the **Academic Session 2013-14** were:

### Academic Session 2013-14

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Date</th>
<th>Name</th>
<th>Affiliation</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>27-07-13</td>
<td>Mr. OOPPSS and Mr. Prashant Mashil</td>
<td>Indya technologies</td>
</tr>
<tr>
<td>2.</td>
<td>02-08-13</td>
<td>Dr. Sachin Bhardwaj</td>
<td>Manager, IDBI Bank Ltd, Personal Banking Group, Jaipur.</td>
</tr>
<tr>
<td>3.</td>
<td>18-08-13</td>
<td>Dr. Arya Kumar</td>
<td>Chief of Entrepreneurship Development and IPR Unit, and Professor in the Department of Management at BITS Pilani.</td>
</tr>
<tr>
<td>4.</td>
<td>31-08-13</td>
<td>Mr. Salil Sahu</td>
<td>MD, Home Store India Ltd., New Delhi.</td>
</tr>
<tr>
<td>5.</td>
<td>31-08-13</td>
<td>Mr. R.R. Alluri</td>
<td>Director, Centre for Clean Technologies and Sustainable Business Anant University, Jaipur.</td>
</tr>
<tr>
<td>6.</td>
<td>31-08-13</td>
<td>Mr. Ankit Vyas</td>
<td>Founder, Green Globe Solutions, Ahmedabad.</td>
</tr>
<tr>
<td>7.</td>
<td>31-08-13</td>
<td>Ms. tapana Vashist</td>
<td>Research Associate, Green Growth and Development Division.</td>
</tr>
<tr>
<td>8.</td>
<td>31-08-13</td>
<td>Mr. Nadeem Rahim</td>
<td>The Energy and Resources Institute (TERI), New Delhi.</td>
</tr>
<tr>
<td>9.</td>
<td>07-09-13to 08-09-13</td>
<td>Mr. Praveen Ghanghas</td>
<td>Business Development Officer, Honeybee Networks, Jaipur.</td>
</tr>
<tr>
<td>10.</td>
<td>07-09-13to 08-09-13</td>
<td>Mr. shashank Bhushan</td>
<td>Networking Security in Network Bulls Pvt. Ltd.</td>
</tr>
<tr>
<td>11.</td>
<td>11-09-13to 12-09-13</td>
<td>Mr. Anil Kaushik</td>
<td>Management Consultant and Chief Editor - Business Manager, Alwar.</td>
</tr>
<tr>
<td>12.</td>
<td>15-09-13</td>
<td>Er. Bhaskar Sharma</td>
<td>Head-IBM, Sofcon India Pvt. Ltd.</td>
</tr>
<tr>
<td>13.</td>
<td>15-09-13</td>
<td>Er. Swami</td>
<td>Head-Automation, Sofcon India Pvt. Ltd.</td>
</tr>
<tr>
<td>14.</td>
<td>21-09-13</td>
<td>Dr. Mohit Verma</td>
<td>Director - Lotus Dairy &amp; Founder Chairman, Young Indians Jaipur Chapter - a part of CLI</td>
</tr>
<tr>
<td>15.</td>
<td>21-09-13</td>
<td>Mr. Parkaj Saxena</td>
<td>Director - HR at Ericsson India Ltd.</td>
</tr>
<tr>
<td>16.</td>
<td>21-09-13</td>
<td>Dr. Himanshu Sharma</td>
<td>G.M. Idea Cellular Ltd., Jaipur.</td>
</tr>
<tr>
<td>17.</td>
<td>21-09-13</td>
<td>Mr. Rajesh Kumar Mahnotra</td>
<td>Regional Head - Sahara India, Jaipur.</td>
</tr>
<tr>
<td>18.</td>
<td>21-09-13</td>
<td>Mr. Nitin Puri</td>
<td>Circle Retail Head, Reliance Communications Ltd.</td>
</tr>
<tr>
<td>19.</td>
<td>21-09-13</td>
<td>Mr. Ashish Sharma</td>
<td>Regional Director with Principal Retirement Advisors, a US Based Multinational Company.</td>
</tr>
<tr>
<td>20.</td>
<td>21-09-13</td>
<td>Er. Ratnakalya</td>
<td>Embedded Engineer, Sofcon India Pvt. Ltd.</td>
</tr>
<tr>
<td>22.</td>
<td>28-09-13</td>
<td>Dr. Dev Singh</td>
<td>Director, IIM Lucknow</td>
</tr>
<tr>
<td>23.</td>
<td>28-09-13</td>
<td>Shri Prakash Saxena</td>
<td>Director, HR Ericsson India Ltd.</td>
</tr>
<tr>
<td>24.</td>
<td>28-09-13</td>
<td>Shri Govind Sharma</td>
<td>(VP - HRD), Wires and Fabrics S.A Ltd., Jaipur.</td>
</tr>
<tr>
<td>25.</td>
<td>28-09-13</td>
<td>Shri Suresh Choudhury</td>
<td>DGP - Home Guards, Rajasthan.</td>
</tr>
<tr>
<td>27.</td>
<td>28-09-13</td>
<td>Dr. Sharadhe Shekawat</td>
<td>Art of Living Consultant, Jaipur.</td>
</tr>
<tr>
<td>28.</td>
<td>01-10-13</td>
<td>Dr. S.V. Singh</td>
<td>Former Director - IIT Roorkee</td>
</tr>
<tr>
<td>29.</td>
<td>05-10-13</td>
<td>Mr. Rajeev Mathur</td>
<td>GM-HR, BHEL.</td>
</tr>
<tr>
<td>30.</td>
<td>05-10-13</td>
<td>Mr. Saray Mitra</td>
<td>VP-HR &amp; Global OD Head,</td>
</tr>
<tr>
<td>31.</td>
<td>05-10-13</td>
<td>Col. M.K. Aeri</td>
<td>Head HR, Development Alternatives,</td>
</tr>
<tr>
<td>32.</td>
<td>05-10-13</td>
<td>Ms. Vani Mehta</td>
<td>Sr HR, OTIS.</td>
</tr>
<tr>
<td>33.</td>
<td>05-10-13</td>
<td>Dr. R.P. Yadav</td>
<td>VC, Rajasthan Technical University, Kota.</td>
</tr>
<tr>
<td>34.</td>
<td>19-10-13</td>
<td>Mr. Ashish Parekh</td>
<td>Managing Partner, Assivin Parekh Advisory Services, LLP, and Senior Expert - Advisor, Global Financial Services, Ernst &amp; Young Private Limited, Mumbai.</td>
</tr>
<tr>
<td>35.</td>
<td>19-10-13</td>
<td>Dr. Rajesh Kothari</td>
<td>Professor (Finance), R.A. Podar Institute of Management (RAPIM) University of Rajasthan, Jaipur.</td>
</tr>
<tr>
<td>36.</td>
<td>19-10-13</td>
<td>Dr. Prabhakar Patil</td>
<td>Joint Director, Securities Exchange Board of India (SEBI), Mumbai.</td>
</tr>
<tr>
<td>37.</td>
<td>19-10-13</td>
<td>Mr. Rajeev Garg</td>
<td>Deputy General Manager &amp; Head - North Zone, Bombay.</td>
</tr>
<tr>
<td>38.</td>
<td>19-10-13</td>
<td>Mr. R. Giri - dahar</td>
<td>Stock Exchange Ltd. (BSE), New Delhi.</td>
</tr>
<tr>
<td>39.</td>
<td>19-10-13</td>
<td>Mr. Debasish Dutta</td>
<td>General Manager, Department of Banking Supervision Reserve Bank of India, Jaipur Regional office, Jaipur.</td>
</tr>
<tr>
<td>40.</td>
<td>25-10-13</td>
<td>Dr. Bandana Chakraborthy</td>
<td>Vice President &amp; Head, Business Process Control The Royal Bank of Scotland, N.Y. India, Gurgaon.</td>
</tr>
<tr>
<td>41.</td>
<td>25-10-13</td>
<td>Dr. Vandana Sharma</td>
<td>Principal, Rajasthan College of Arts, Jaipur.</td>
</tr>
<tr>
<td>S.No.</td>
<td>Date</td>
<td>Name</td>
<td>Affiliation</td>
</tr>
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</tr>
<tr>
<td>42</td>
<td>25-10-13</td>
<td>Dr. Jyoti Pehwa</td>
<td>Associate Professor, JECRC UDAIM, Jaipur.</td>
</tr>
<tr>
<td>43</td>
<td>25-10-13</td>
<td>Dr. Parmeshwar Gangawat</td>
<td>Associate Professor, Jaipur National University, Jaipur.</td>
</tr>
<tr>
<td>44</td>
<td>26-10-13</td>
<td>Dr. K.L. Sharma</td>
<td>Vice Chancellor, Jaipur National University, Jaipur.</td>
</tr>
<tr>
<td>45</td>
<td>01-01-14 to 18-03-14</td>
<td>Dr. Eswar Iyer</td>
<td>Professor of Marketing from Isenberg School of Business University of Massachusetts</td>
</tr>
<tr>
<td>46</td>
<td>09-01-14 to 11-01-14</td>
<td>Shri Adil Malia</td>
<td>Global head for Leadership, Learning &amp; People management at Essar Group</td>
</tr>
<tr>
<td>47</td>
<td>09-01-14 to 11-01-14</td>
<td>Shri Alan Meyne</td>
<td>COO, Erickson Coaching International, India.</td>
</tr>
<tr>
<td>48</td>
<td>09-01-14 to 11-01-14</td>
<td>Mr. Anil Kaushik</td>
<td>Management expert HR &amp; IR and Chief editor of Business manager magazine</td>
</tr>
<tr>
<td>49</td>
<td>09-01-14 to 11-01-14</td>
<td>Shri Prince Augustin</td>
<td>Executive VP - Group Human Capital Leadership Development Mahindra Group.</td>
</tr>
<tr>
<td>50</td>
<td>18-01-14 to 19-01-14</td>
<td>Mr. Pranjal Srivastava</td>
<td>RoboSpecies Technologies Pvt. Ltd.</td>
</tr>
<tr>
<td>51</td>
<td>30-01-14</td>
<td>Mr. Pankaj Sasesha</td>
<td>HR Head, Ericsson India.</td>
</tr>
<tr>
<td>52</td>
<td>30-01-14</td>
<td>Mr. Daniel Sundellus</td>
<td>Business head, Ericsson India.</td>
</tr>
<tr>
<td>53</td>
<td>30-01-14</td>
<td>Ms. Brigitta Burman</td>
<td>Director and Global HR Head, Ericsson Sweden.</td>
</tr>
<tr>
<td>54</td>
<td>10-02-14</td>
<td>Dr. Daniel D. Gregory</td>
<td>Interim Dean of the College of Science and Engineering, St. Cloud State University, USA.</td>
</tr>
<tr>
<td>55</td>
<td>17-02-14</td>
<td>Dr. Yusuf Badir</td>
<td>Professor, Hanyang University, South Korea.</td>
</tr>
<tr>
<td>56</td>
<td>17-02-14</td>
<td>Dr. Byung Hye Lee</td>
<td>Professor, Asian Institute of Technology, Bangkok.</td>
</tr>
<tr>
<td>57</td>
<td>04-03-14</td>
<td>Shri. S.S. Agrawal</td>
<td>Manager, Training, Rajasthan Financial Corporation</td>
</tr>
<tr>
<td>58</td>
<td>07-03-14</td>
<td>Er. Kamal Kant Mishra</td>
<td>State Nodal Officer (GIS &amp; IT) &amp; Executive Engineer, Public Works Department, Govt. of Rajasthan.</td>
</tr>
<tr>
<td>59</td>
<td>11-03-14</td>
<td>Prof. Namjoo Cho</td>
<td>Professor at School of Business, Hanyang University, Seoul, South Korea.</td>
</tr>
<tr>
<td>60</td>
<td>15-03-14</td>
<td>Mr. Nand Kishore Chudhary</td>
<td>Founder, Jaipur Rugs</td>
</tr>
<tr>
<td>61</td>
<td>15-03-14</td>
<td>Ms. Preeti Singh</td>
<td>Network Manager - Student Entrepreneur Support National Entrepreneurship Network (NEN).</td>
</tr>
<tr>
<td>62</td>
<td>15-03-14</td>
<td>Mr. Anand Singhal</td>
<td>Chairman, Desert INN Limited; President, CII Rajasthan</td>
</tr>
<tr>
<td>63</td>
<td>15-03-14</td>
<td>Mr. Suresh Kumar Poddar</td>
<td>Chairman &amp; Managing Director, MayunUniquoters Ltd Vice President, CII Rajasthan.</td>
</tr>
<tr>
<td>64</td>
<td>22-03-14</td>
<td>Mr. Poorn C. Pandey</td>
<td>Executive Director, Global Compact Network India.</td>
</tr>
<tr>
<td>65</td>
<td>22-03-14</td>
<td>Mr. Pranesh Shridharan</td>
<td>Business Director, DSM Sinchim Pharmaceuticals</td>
</tr>
<tr>
<td>66</td>
<td>22-03-14</td>
<td>Mr. Kushagra Juneja</td>
<td>Managing Partner, Design2Occupancy Services LLP</td>
</tr>
<tr>
<td>67</td>
<td>22-03-14</td>
<td>Mr. Avinash Gandhi</td>
<td>Chairman, FAG Bearings</td>
</tr>
<tr>
<td>68</td>
<td>29-03-14</td>
<td>Dr. Prabhat Pencic</td>
<td>Director, Jaipur Institute of Management</td>
</tr>
<tr>
<td>69</td>
<td>29-03-14</td>
<td>Dr. M.B. Athreya</td>
<td>Management Advisor, Athreya Management Systems</td>
</tr>
<tr>
<td>70</td>
<td>29-03-14</td>
<td>Mr. Prabinekar Patil</td>
<td>Joint Director, SEBI</td>
</tr>
<tr>
<td>71</td>
<td>29-03-14</td>
<td>Mr. Rajiv Chawla</td>
<td>Director, National Small Industries Corporation Ltd. Director Fortis Escorts.</td>
</tr>
<tr>
<td>72</td>
<td>29-03-14</td>
<td>Mr. PrateemTamboli</td>
<td>Director Fortis Escorts</td>
</tr>
<tr>
<td>73</td>
<td>29-03-14</td>
<td>Mr. Puneet Tiwari</td>
<td>GM-ER, Ultra Tech Cement</td>
</tr>
<tr>
<td>74</td>
<td>29-03-14</td>
<td>Ms. Kalpanc Sinha</td>
<td>Network Manager, NEN</td>
</tr>
<tr>
<td>75</td>
<td>29-03-14</td>
<td>Mr. Manab Roy</td>
<td>AVP Anibrain</td>
</tr>
<tr>
<td>76</td>
<td>29-03-14</td>
<td>Ms. Kavita Choudhary</td>
<td>Design Director, Jaipur Rugs</td>
</tr>
<tr>
<td>77</td>
<td>29-03-14</td>
<td>Mr. K.L. Jain</td>
<td>Hony. Secretary, Rajasthan Chamber of Commerce</td>
</tr>
<tr>
<td>78</td>
<td>15-04-14</td>
<td>Dr. Deepak Bhanagar</td>
<td>Professor, Department of Physics, University of Rajasthan, Jaipur.</td>
</tr>
<tr>
<td>79</td>
<td>04-04-14 to 06-04-14</td>
<td>Prof. Dr. David Mark Leifer</td>
<td>Former Director at University of Sydney, Australia.</td>
</tr>
<tr>
<td>80</td>
<td>04-04-14 to 06-04-14</td>
<td>Prof. Keith McKinnell</td>
<td>University of Melbourne, Australia.</td>
</tr>
<tr>
<td>81</td>
<td>04-04-14 to 06-04-14</td>
<td>Dr Anil Kashyap</td>
<td>School of Built Environment, Ulster University Ireland currently program Director RICS School of Built Environment at Amity University Campus, Noida.</td>
</tr>
<tr>
<td>82</td>
<td>10-04-14</td>
<td>Dr. Chancian Ghosh</td>
<td>Professor and Head (Geo-Hazard) National Institute of Disaster Management (NIDM) , New Delhi.</td>
</tr>
<tr>
<td>83</td>
<td>10-05-14</td>
<td>Dr. N.P. Jain</td>
<td>Former Ambassador, Govt. of India (United Nations, European Union, Mexico &amp; Nepal)</td>
</tr>
<tr>
<td>85</td>
<td>03-06-14</td>
<td>Prof. Nuchhe R. Tuladhar</td>
<td>Kathmandu, Nepal Associate Dean (K.U. affiliated Medical Colleges) Kathmandu University School of Medical Sciences, Dhulikhel Hospital, Kathmandu University Teaching Hospital, Nepal. Associate Dean, School of Engineering Kathmandu University, Nepal.</td>
</tr>
<tr>
<td>86</td>
<td>03-06-14</td>
<td>Prof. Dr. Ing. Ramesh Kumar Maskey</td>
<td>Minutes of the Meeting</td>
</tr>
</tbody>
</table>
On successful completion of the programme, the University helps the students to explore placement opportunities by inviting reputed companies for campus recruitment. The University’s well organized placement cell is in constant touch with leading Indian and Multi National Companies across diverse high growth sectors including Banking & Finance, FMCGs, IT, Manufacturing, Media, Retail, Consumer Electronics, Core Engineering, Lifestyle and Fashion among others. Exciting career opportunities are also offered to students by the illustrious companies within the JK Organisation. The Placement Cell is guided by a Faculty Advisory Committee which provides the students with information, advice and counseling as they determine career objectives and prepare for job search. Some of the companies which have offered Internships including Practice School opportunities and Final Placements to the students of MBA and B.Tech programmes are:

![Company Logos]
Core Faculty

Dr. Swapan K. Majumdar, the Director of the Institute of Management of JKLUI, is an avid learner and a passionate researcher of Management. Dr. Majumdar is a distinguished Professor of Operations Management, Information Systems and Strategy. He received his Ph.D. in e-Business Management from Indian Institute of Technology, Delhi; M.Phil in Management of Software Engineering Projects from Imperial College, London, UK; M.Sc (ADMIS) in Analysis, Design and Management of Information Systems from the London School of Economics, UK; PGDM (MBA) from Indian Institute of Management, Bangalore; B.Tech in Bio-Chemical Engineering from Jadavpur University, Kolkata; and B.Sc (Hons) in Chemistry from Calcutta University, Calcutta. Dr. Majumdar has 33 years of experience in teaching, research, management consulting and academic administration in India, UK, Morocco and Kazakhstan. Before joining JKLUI, he was the Professor and Chairman MDP at Indian Institute of Management Shillong, Professor and Chair of Operations Management and Information Systems at American Stellafane Universities; namely Kazakhstan Institute of Management Economics and Strategic Research (KIMEP) - Almaty, Kazakhstan and Chair of MIS at NAI Akhawayn University – Ifrane (AUI), Morocco.

Dr. Amit Jain is actively involved in teaching, training and research for past 13 years. He has visited University of Technology, Sydney as Honorary Visiting Professor. He has also been associated with various management and training institutes as a guest faculty, such as Bank of Baroda Staff College, AMA, ICFAI, Ahmedabad University and Sardar Patel University. Dr. Jain has designed and conducted training programmes/sessions for various organizations in Banking, Retail, Pharmaceuticals, Exports, FMCG, Education, IT and BPO on the topics related to Marketing Orientation, Effective Selling Skills, CRM, Leadership, Managerial Effectiveness, and Communication Skills. He is also registered as a Ph.D. supervisor with Gujarat Technological University. Dr. Jain has several publications to his credit and has presented research papers at National and International conferences organized by institutes like IIM, IIT, Singapore Management University and UTS, Sydney. He has received awards for three of his research papers at Academic Conferences. Dr. Jain has co-authored a book titled “Retail at Crossroads: Strategies for Success” published by Excel Books, New Delhi. Dr. Jain is life member of Indian Society for Training and Development and holds the position of Chairman with Jaipur Chapter. He is a member of All India Management Association and IIM Ahmedabad Alumni Association. His area of interest for Research, Training and Consultancy includes Marketing Strategy, Sales Management, Marketing Communications and Retail Management.

Dr. Ashwini Sharma has over 14 years of academic experience in the areas of Information Technology, Computer Applications and General Management. He has been involved in teaching, training and institution development activities during his tenure with various professional institutes. His doctoral investigation is a pioneering work in the area of Information System literature in the Indian context. As a trainer, he has conducted a number of Management and Executive Development Programmes for the executives of various organizations and professional bodies, such as JK Lakshmi Cement, JK Tyre, JK Paper, Institute of Chartered Accountants, Tax Practitioners Association, and Armed Police Training College. He is an active member on the boards of various professional bodies, such as ISTD, NRBD Network, and Computer Society of India. He is also currently the honorary secretary of ISTD, Jaipur Chapter. He has attended and presented his research work in a number of national and international conferences, seminars and workshops at leading institutions across the country, such as IIM-Indore, AIMA, New Delhi; and Indian School of Business (ISB), Hyderabad. He has received the best paper award for two of his research papers. Two research scholars are pursuing their Ph.D. under his supervision. His teaching, training, research and consultancy interest include Information Systems, E-Waste Management, E-Business, Database Management Systems, Statistics for Research, Research Methodology and General Management.
Dr. Kapil Arora is an alumnus of NIT-Surat & IIM-Ahmedabad with over 17 years in education field, previously, at SVNIT-Surat & PIMR-Indore. He has attended over 80 Seminars/Workshops/Conferences and has published and presented nearly 150 cases, research papers, chapters in books and abstracts in National/international Conferences, Books and Research Journals. In 2014, he presented research papers at AUE-Dubai and NTU-Singapore. He has edited a Book “Information and Communication Technologies: Enhancing Business Competencies through Innovative Practices” published by Excel India Publishers. He has extended his training and consultancy services to L&T, Micro-inks, UPL, JK Tyre and JK Lakshmi Cement and been a Resource Person for EDPs FDPs/MDPs. He has contributed towards the development of the curriculum at various Universities and has been associated with PIJMR, IJTD, T & M and VVI-XIMJ as reviewer and board member. He is also associated with ICAI-New Delhi and IGNOU-New Delhi besides M.Phil. guide for ALU-Kanpur and Ph.D. Guide for 8 scholars at JKL-U-Indore & DAVC-Indore. He is Member of various professional bodies such as ISTE-New Delhi; ISTD-New Delhi; AIMA-New Delhi; CSI-Mumbai; IE-India-Kolkata; ORSI-Kolkata; IACSIT-Singapore; IAENG-Hong Kong, GARP-London and INFOMS-USA. He has been the Hon. Secretary (2011-12); Managing Committee Member (2013-14) and Hon. Treasurer (2014-15) for ISTD Chapters. He has publications in Information Technology, Operations Management and Entrepreneurship area besides Finance. His current research interest is in Behavioral Finance, Financial Engineering and Foreign Exchange Risk Management.

Dr. Upasana Singh is a post graduate in management and has done her Ph.D from IIT Kharagpur in the area of organizational behaviour. She has 4 years of experience in research and teaching. Prior to current assignment she was with Mody Institute of Technology and Sciences, Lakshmangarh. She has organized national seminars, summits and conclaves in management, HR and entrepreneurship. She is associated with University’s Entrepreneurship - Cell and Community Development Committee. She is associated with IIT Kharagpur, mentoring cell as one of the mentor. She has presented papers in number of national and international conferences organized by IIT, XLRI, IIM-A, University of South Australia and Bangalore University. She has published her work in reputed national and international Journals. She is member of various professional bodies such as NEN, National Academy of Psychology (NAoP), Indian Academy of Management (IAM) and Indian Society for Training and Development (ISTDI). Her areas of research interest are Interpersonal and organizational trust, turnover intention and organizational citizenship behaviour.

Dr. Sheetal Mundra received her doctorate and post graduation degree from MDS University, Ajmer, Rajasthan in the field of economics. She was awarded “Best All Rounder” in school and was state merit holder in Senior Secondary Examination in the Rajasthan State. She is also Position holder in post graduation in University. She has more than eight years of teaching experience at postgraduate (M.B.A.) and graduate level (B.Tech and BBA). Prior to current assignment, she worked with ITM University, Gurgaon. She has presented papers in international and national conferences organized by leading academic Institutes. She has published her work in reputed international and national Journals. She has also participated and organized various other FDPs, Seminars and Workshops. She has also organized Entrepreneurship Colloquium and Seminars on various themes. In addition to teaching, she is initiator and faculty coordinator of various clubs at University level and actively involved in various academic, administrative and institutional promotional activities. She is actively associated with various professional bodies like NEN, Indian Economic Association, The Indian Society for Technical Education, etc. She organizes and promotes various Entrepreneurial activities through University E-cell. Her areas of interest for teaching and research are Micro Economics, Macro Economics, Business Environment, Entrepreneurship Development and Women Studies.
Dr. Punam Mishra is a post-graduate with marketing specialization. She has been awarded Ph.D from University of Rajasthan, Jaipur. She has about 10 years of work experience both in the industry as well as in academics. She has been teaching post-graduate and doctoral level students of business management and rural management for the last nine years, with the focus area of marketing and micro-economics. She has held various administrative positions like Head of the Department (Marketing) and Faculty Coordinator in her academic career. She has presented her research work in number of national and international conferences organized by Jaipuria Institute of Management, Amity University, Delhi School of Economics, and Universiti Sains Malaysia. She has published various research articles in International and National Journals. She has participated and organized various MDPs, FDPs, seminars, conferences and workshops. Prior to joining JK Lakshmipat University, she was teaching at FMS-IRM, Jaipur. She has co-edited FMS-IRM’s publication series on “Changing Paradigms of Business in India-Text & Cases” and also co-edited FMS-IRM’s program compendium “SPARDHA-12”, published by Excel India Publishers, New Delhi. Her area of interest for Research, Training and Consultancy includes consumer behaviour, customer engagement and retention strategies, branding, target market strategy and digital marketing.

Prof. Lokanath Mishra has over 9 years of academic experience in the area of Accounting, Finance and Business Law. Presently, he is pursuing Ph.D in the area of Corporate Accounting Practices from Central University of Tripura. His last assignment was with Delhi Business School, New Delhi as an Assistant Professor in the Department of Accounting & Finance for a period of 4 years. He has also been associated with different management institutes as guest faculty, such as Jamia Hamdard University, National School of Business, National Institute of Entrepreneurship, and IILM. He has been involved in teaching, research & training activities during his tenure with various academic institutions. He has presented his research work in a number of national and international conferences in the area of Corporate Accounting, Personal Finance, Corporate Governance, Financial Management and Micro Finance. He was the recipient of Best Research Paper award from Delhi School of Economics, Delhi University at the annual Commerce Convention, 2014. His teaching interest areas are Financial Accounting, Cost & Management Accounting, Financial Management, Financial Institution & Services and Business & Mercantile Law.

Dr. Richa Mishra has done her Ph.D from TAPMI School of Business, Manipal University Jaipur. She completed her Masters of Social Sciences in Psychology with specialization in Organization Behavior. Prior to JK Lakshmipat University she has served Centre for organization development Hyderabad, management institutes at Greater Noida and Manipal University Jaipur. In her career of 10 years, she has gained capabilities in teaching organization behavior and human resource management subjects through her assignments. As a facilitator she has contributed in various corporate training sessions during her association with Center of Organization Development, Hyderabad. She held administrative position as the head of Department in her previous institution and was instrumental in expansion of the institute. Apart from this she has contributed in the development of the course design at MUI for school of management. She is also linked with Future Sharp, a joint initiative of Future group and NSDC as freelance associate trainer. She has participated and organized various seminars, conferences and workshops. She has published her work in the journals of repute. Her research interest lies in the area employee engagement, managing counterproductive work behavior in the organization, training and performance management system.
STUDENTS’ PROFILES

Abhishek Pratap Singh
Finance, Marketing
Graduation: B.Com
Work Experience: 30 Months
MRP Topic: Empirical Study On Factors Influencing Buying Preference Of Customer For Banking Credit Instruments
Summer Internship: National Fertilizers Limited, Corporate Office, Noida

Abhishek Vashisth
Marketing, Finance
Graduation: B.Com
MRP Topic: Effectiveness Of Online Advertising With Respect To Electronic Product
Summer Internship: Ultratech Cement Ltd. (Birla White), Jaipur

Ajay Singh
Marketing, Finance
Graduation: B.Com
Work Experience: 12 Months
Organization: Elite Events And Wedding Planner, Jaipur
MRP Topic: A Journey From Managers To Entrepreneur: Drivers Motivating The Orientation
Summer Internship: Ultratech Cement Ltd., (Birla White), Jaipur

Akant Singh
Finance, Marketing
Graduation: B.Tech (ECE)
Work Experience: 7 Months
Organization: Exide Industries Ltd., Haryana
MRP Topic: A Study On Investors Attitude Towards Mutual Funds As An Investment Option
Summer Internship: GAIL India Ltd., Jaipur

Anvita Saxena
Finance, HR
Graduation: BMS
MRP Topic: Personal Finance Decisions Of Women
Summer Internship: GAIL India Ltd., Jaipur

Apoorv Kathwar
Finance, Marketing
Graduation: BBA
MRP Topic: Performance Of Selected Banks Using CAMELS*
Summer Internship: Punjab & Sind Bank, Jaipur

Deepak Kumar
Marketing, Finance
Graduation: B.Tech (Automobile Engineering)
MRP Topic: Purchase Decisions And Consumer Behaviour Towards Commercial Vehicles: An Indian Perspective
Summer Internship: JK Tyre & Industries Ltd., Jaipur
Deepika Mehta
Marketing, HR
Graduation: BBA
MRP Topic: A Study Of Buying Behaviour For Branded Apparel
Summer Internship: Electrolux Major Appliances, Minnesota, USA

Dushyant Singh Shekhawat
Marketing, Finance
Graduation: B.Com
MRP Topic: Assessment Of E-Service Quality Of On-Line Retailers In India
Summer Internship: UltraTech Cement Ltd. (Birla White), Jaipur

Garima Sharma
Finance, HR
Graduation: B.Com
Summer Internship: Johnson Matthey Chemicals India Pvt. Ltd.

Himanshu Solanki
Marketing, Finance
Graduation: B.Com
MRP Topic: Student Preferences Regarding Online Education Portal: Comparative Study Of Popular/Major Online Education Portal
Summer Internship: Hindustan Times, Jaipur

Hitesh Rajpurohit
Marketing, HR
Graduation: BBA
MRP Topic: Making Of Successful Entrepreneurs: A Study On First Generation Entrepreneurs
Summer Internship: Igneous Branding Solution, Jaipur

Joohi L. Shrivastava
Marketing, Finance
Graduation: BMS
Work Experience: 1 Month
Organization: Mexus Education Pvt. Ltd., Mumbai
MRP Topic: A Comparative Analysis Of Major Online Shopping Portals In India
Summer Internship: Bic Krishna Tires Pvt. Ltd., Mumbai
Kavery Gupta
Marketing, HR
Graduation: B.Com (Advertising, Sales Promotion, Sales Management)
MRP Topic: A Comparative Study Of Service Quality In Private And Public Sector Banks In India
Summer Internship: GAIL India Ltd., Jaipur

Keshav Gautam
Marketing, HR
Graduation: B.Com
MRP Topic: A Study On Use Of Social Media In Private Education Institute
Summer Internship: Ultratech Cement Ltd. (Birla White), Jaipur

Monika Jain
HR, Marketing
Graduation: B.Com
MRP Topic: A Study On Organizational Culture On Employee Satisfaction
Summer Internship: Bosch Ltd., Jaipur

Om Prakash Sharma
Marketing, Finance
Graduation: BBA
Work Experience: 12 Months
Organization: Elite Events And Wedding Planner, Jaipur
MRP Topic: Impact Of Packaging On Consumer Buying Behaviour With Special Reference To Packaged Food
Summer Internship: JK Paper Ltd., New Delhi

Pradeep Kumar
Finance, Marketing
Graduation: B.Com
MRP Topic: A Study On The Influence Of Corporate Social Responsibility On Firm’s Performance
Summer Internship: Indian Oil Corporation, Jaipur

Pranjal Malewar
Finance, Marketing
Graduation: B.Com (Hons.)
MRP Topic: A Study On Usage Pattern And Perception Of Credit Card Users In Jaipur City
Summer Internship: HDFC Bank, Jaipur
Prayag Raj Gour  
*Finance, Marketing*  
*Graduation:* B.Com  
*Work Experience:* 18 Months  
*Organization:* Kalyan Business Services Pvt Ltd.  
*MRP Topic:* A Study On Life Insurance Companies In India And Investor Preference  
*Summer Internship:* HDFC Bank Ltd., Jaipur

Rajat Kochhar  
*Finance, Marketing*  
*Graduation:* BBA  
*Work Experience:* 12 Months  
*Organization:* Snc Global Securities Ltd.  
*MRP Topic:* A Study Of Information Search Behaviour Of Individual Investors For Equity Share Purchase Decision  
*Summer Internship:* Electrolux Major Appliances, Minnesota, USA

Ramesh Sadani  
*Marketing, Finance*  
*Graduation:* B.Com  
*Work Experience:* 12 Months  
*Organization:* Rajasthan Surgico Pvt. Ltd., Rajasthan  
*MRP Topic:* A Study Of Factors Affecting Online Purchase  
*Summer Internship:* Igneous Branding Solution, Jaipur

Ramjilal Choudhary  
*Marketing, Finance*  
*Graduation:* B.Com  
*MRP Topic:* Effect Of T.V. Advertisements On Children Socialization With Special Reference To FMCG  
*Summer Internship:* Indian Oil Corporation Ltd., Jaipur

Ravina Singh  
*HR, Finance*  
*Graduation:* B.Com  
*MRP Topic:* Training In Educational Institute: Faculty Perspective  
*Summer Internship:* Bosch Ltd., Jaipur

Rojer Choudhary  
*Finance, Marketing*  
*Graduation:* BBA  
*MRP Topic:* A Comparative Study On The Financial Inclusion Of Public And Private Sector Banks In Jaipur Districts  
*Summer Internship:* JK Fenmer India Ltd., Chennai
Sanjay Choudhary  
**Marketing, Finance**  
**Graduation:** B.A. (Hons)  
**Work Experience:** 24 Months  
**Organization:** Kinjal Colonisers Pvt Ltd.  
**MRP Topic:** Measuring Customer Preference For Two Wheeler Motor Bikes  
**Summer Internship:** Shree Cement, Jaipur

Satwik Mahnot  
**Finance, Marketing**  
**Graduation:** B.Com  
**MRP Topic:** Usage Pattern Of Electronic Banking Services By Urban Educated Customer: Glimpse From India  
**Summer Internship:** Bombay Stock Exchange, Jaipur

Siddhant Singh Chauhan  
**Finance, Marketing**  
**Graduation:** B.Com  
**Work Experience:** 5 Months  
**Organization:** Bansal Finstock Pvt. Ltd., New Delhi  
**MRP Topic:** Investment Profile Of 16th Lok Sabha Members Of Parliament: Comparative Study  
**Summer Internship:** JK Fener Ltd., Chennai

Sourabh Jain  
**Marketing, Finance**  
**Graduation:** B.Com  
**MRP Topic:** Consumer Perceptions Of Branded Flour Mill Product  
**Summer Internship:** The State Trading Corporation India Ltd., New Delhi

Vinay Pratap Singh  
**Finance, Marketing**  
**Graduation:** B.Com  
**MRP Topic:** A Study Of Users Perception Towards E-Banking  
**Summer Internship:** JK Fener Ltd., Chennai

Yash Khandelwal  
**Finance, HR**  
**Graduation:** B.Com  
**MRP Topic:** Usability And Effectiveness Of M-Banking Application  
**Summer Internship:** Aircel Ltd.
Placement Committee

The Placement Committee at Institute of Management, JKLJ is constituted every year for spearheading the Placement related activities. The Committee explores opportunities for summer and final placement for all Management students. Besides, it also regularly organizes assessment and training programmes for enhancing the employability skills of the students. The Committee comprises of Director of the Institute as Advisor, Director - Corporate Relations & Placement as Chairman, Faculty Coordinator, Placement Officer and Student members. The Placement Committee for the academic year 2014-15 is as under:

Dr. Swapan Kumar Majumdar
Director - IM, JKLJ
Advisor

Dr. Ashwini Sharma
Associate Professor, IM
Faculty Coordinator

Ms. Joohi Shrivastava
Student, MBA-III Sem
Student Coordinator

Mr. Munish Bhargava
Director - Corporate Relations & Placement
Chairman

Mr. Abishek Pratap Singh
Student, MBA-III Sem
Student Coordinator

Student Members

Deepika Mehta
MBA - III Sem

Pradeep Kumar
MBA - III Sem

Aakash Bhandari
MBA - I Sem

Sumit Pandey
MBA - I Sem

Kushang Agrawal
MBA - I Sem

Aditya Awasthi
MBA(integrated) - V Sem

Nayan Agrawal
MBA(integrated) - V Sem

Somi Tiwari
MBA(integrated) - III Sem

Gourish Tikku
MBA(integrated) - III Sem

Yash Kumar Korwani
MBA(integrated) - I Sem

Divya Jyoti
MBA(integrated) - I Sem

Swaraj Vilas Mohadikar
MBA(integrated) - I Sem
VISION
To encourage a value based innovative learning environment that engages deep intellectual, spiritual and moral stimulation and to promote holistic personality development for nurturing leadership.

MISSION
To practice a 'mentoring' based education system with intellectual, moral and spiritual culture of its own rooted in Indian ethos and in tune with the global vision of the times;

To inculcate learning through understanding, knowledge enhancement, skill development and positive attitude formation;

To encourage innovative thinking;

To develop a mindset for action without fear, with self-discipline and care for society.

VALUES
Caring for people.

Integrity including intellectual honesty, openness, fairness & trust.

Commitment to excellence.
Location map
The University is situated approx. 19.5 km from State Road Transport Corporation (Bus Stand Sindhi Camp), 18.5 km from the Jaipur Railway Station and 25 km from Sanganeer Airport on the Jaipur-Ajmer NH-8.

For further information please contact

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