



# SNDT Women's University



## Jankidevi Bajaj Institute of Management Studies (JDBIMS) INFORMATION BROCHURE 2022-23

[www.jdbims.net](http://www.jdbims.net)

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# **INFORMATION BROCHURE**

**2022-23**

## **Jankidevi Bajaj Institute of Management Studies (JDBIMS)**

SNDT Women's University  
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## **Jankidevi Bajaj Institute of Management Studies (JDBIMS)**

**JDBIMS is the Institute for management studies of SNTD Women's University.** It is a part of the bold initiative taken by the SNTD Women's University in the field of professional education for women. JDBIMS is named after Smt. Jankidevi Bajaj, a distinguished representative of Indian womanhood who worked for the awakening and emancipation of women. She was a revolutionary social worker in a tradition bound society and is a perfect example of karma yogini.

**JDBIMS was established on August 17, 1997** with the launch of a two-year full time Masters' degree programme in Management studies (MMS), PhD programme in Management studies and very intensive part time one-year Post graduate diploma courses. From the academic year 2001-2002, the institute is functioning in its building at the University's Juhu campus. It is fully equipped with all modern facilities. The institute is headed by the Director and is supported by a team of dedicated faculty. A large number of specialists from the world of business and industry are involved in the teaching and mentoring.

JDBIMS offers a blend of traditional Indian culture and value systems with modern management theories and practices to prepare managers for the future.

**JDBIMS has very close interaction with the industry,** particularly in the field of curriculum development, teaching, research, testing, evaluation, faculty training and management development. The Institute offers a variety of professional courses at Masters' level and post graduate Diplomas that are specifically designed to enhance employment opportunities for women.

### **Vision:**

JDBIMS envisions creating an inclusive society, and empowerment of women through management education

### **Mission:**

To become a knowledge institution in the field of management education, and to train aspiring women to become competent management professionals, business leaders, and entrepreneurs

### **Goals:**

JDBIMS pursues its mission by contributing, inculcating and practicing

- Academic Leadership - by imparting high quality management education to women partnering with other institutions and industry
- Corporate Leadership - by creating a pipeline of women managers to occupy positions of leadership and responsibility in business and industry both Indian and global
- Entrepreneurial Leadership - by encouraging the students and alumnae to become entrepreneurs by providing infrastructure and incubation facilities
- Governance and Societal Leadership - by helping increase number of women taking up positions of public service and governance that can influence policy and decision making with workshops, MDP and consulting

**Objectives:**

- To create new standards and benchmarks in management education
- To provide high-quality management education in several areas of specialization
- To offer programmes in upcoming areas of management to meet the specific needs of the times
- To train women to become business leaders and entrepreneurs
- To build JDBIMS as a brand and a management school of choice for any woman seeking quality management education.

**Corporate Connect at JDBIMS:**

JDBIMS's corporate interface covers wide range of activities that includes but is not limited to internships, guest speakers, industrial visits. The institute upholds the commitment to producing industry ready managers.

### **Why study at JDBIMS:**

- Degrees/Diplomas awarded by SNDT Women's University, Mumbai.
- A team of dedicated faculty and specialists from the world of business and industry are involved in the teaching activities of the programs.
- Good infrastructure support in terms of ICT enabled classroom; Computer labs and Hostel.
- A well-stocked Library having subscription to a number of e- resources.
- Close interaction with the industry, particularly in the field of curriculum development, teaching, research and evaluation.
- Students undertake Summer Internships and Yearlong projects to apply their learning in practical situations.
- Academic learning is reinforced with industry leaders visiting the campus for guest lectures.
- JDBIMS is among the few in India who charge the lowest fees for the management education.
- JDBIMS is committed to serve all strata of the society and does not discriminate against any member of the society. JDBIMS continuously strives for the upliftment of women especially those belonging to socially and economically backward and underprivileged sections of the society.

*“You educate a man; you educate a man. You educate a woman; you educate a generation.” - Brigham Young*

## **Programmes offered at JDBIMS**

- **Ph.D. in Management**
- **Master of Management Studies (MMS) with Specialization in:  
Finance, HR, Marketing, Operations & Systems Management**
- **MBA in Finance Management, Human Resource Management,  
Marketing Management, Operations Management, Systems  
Management**

The program structure of the above programs is given below:

Name of the Course : **Master of Management Studies (MMS)**  
Duration : **2 years**  
Number of Semesters : **4**  
Total Number of  
Papers in 4 Semesters : **31**  
Total Credits : **120**  
Structure : **As given below**

**Programme Outcome:**

The objective of the programme is to provide the student with opportunities to pursue a career in industry or entrepreneurship, acquiring knowledge, skills and attitudes that give a strong foundation for holding competent and responsible executive positions. The curriculum has been designed to enable the student to develop a thorough knowledge of the basic concepts and techniques of modern management. Further, it aims to enable the student to develop analytical, decision-making and managerial skills and also offers facility for specializing in a chosen area of interest to the student.

**Eligibility:** A Graduate from any Indian University recognized by the Association of Indian Universities (AIU) with minimum prescribed marks/grades as stipulated by the DTE of Maharashtra.

**Selection Procedure:** Selection is through Common Entrance Test (CET) and centralized admission process of DTE of the State of Maharashtra or any other format prescribed by the DTE of Maharashtra.

**Reservation of seats:** The reservation for admission is as per the Government rules. However, Freeship is decided by the Social Welfare Department of the Govt. of Maharashtra.

## Medium of Instruction and Examination: English

**Attendance:** The students are required to have 75% of attendance in each subject, failing which they will not be allowed to appear for the final examination of the semester. In case the absence is due to illness, medical certificate will have to be produced immediately for consideration.

### SCHEME: Semester I

	CODE	Subject	L	Cr	P/T	D	TP	TW	P/V	Total
1	1001	Managerial Economics	2	4	2	2	50	50	--	100
2.	1002	Business Communication	1	2	1	--	--	50	--	50
3.	1003	Financial Reporting, Statements and Analysis	2	4	2	2	50	50	--	100
4.	1004	Marketing Management	2	4	2	2	50	50	--	100
5.	1005	Computer Applications for Business	2	4	2	2	50	50	--	100
6.	1006	Managerial Skills for Effectiveness	2	4	2	2	50	50	--	100
7.	1007	Organizational Behavior	2	4	2	2	50	50	--	100
8.	1008	Business Statistics and Analytics for Decision Making	2	4	2	2	50	50	--	100
			<b>15</b>	<b>30</b>	<b>15</b>	<b>14</b>	<b>350</b>	<b>400</b>		<b>750</b>

### SCHEME: Semester II

	CODE	Subject	L	Cr	P/T	D	TP	TW	P/V	Total
1	2001	Indian Economy and Policy	2	4	2	2	50	50	--	100
2.	2002	Legal and Business Environment	2	2	--	2	50	--	--	50
3.	2003	Corporate Finance	2	4	2	2	50	50	--	100
4.	2004	Business Research Methodology	2	4	2	2	50	50	--	100
5.	2005	Operations Management	2	4	2	2	50	50	--	100
6.	2006	Project Management	2	4	2	2	50	50	--	100
7.	2007	Human Resource Management	2	4	2	2	50	50	--	100
8.	2008	Quantitative Techniques	2	4	2	2	50	50	--	100
			<b>16</b>	<b>30</b>	<b>14</b>	<b>16</b>	<b>400</b>	<b>350</b>		<b>750</b>

### SCHEME: Semester III

#### Core Papers

	CODE	Subject	L	Cr	P/T	D	TP	TW	P/V	Total
1	<b>3001</b>	Indian Ethos, Business Ethics and Corporate Social Responsibility and Sustainability	2	4	2	2	50	50	--	100



2.	<b>3002</b>	Entrepreneurship and Sectoral Specialisation	2	4	2	2		50+50	--	100
3.	<b>3003</b>	Summer Internship		6		-		100	--	100
			<b>4</b>	<b>14</b>		<b>4</b>	<b>50</b>	<b>250</b>		<b>300</b>

## Specialization Papers

### (A) Finance

	CODE	Subject	L	Cr	P/T	D	TP	TW	P/V	Total
1	3104	Cost and Management Accounting	2	4	2	2	50	50	--	100
2.	3105	Financial Markets and Services	2	4	2	2	50	50	--	100
3.	3106	Managing Banks and Financial Institutions	2	4	2	2	50	50	--	100
4.	3107	Project Appraisal and Finance	2	4	2	2	50	50	--	100
5.	3108	Investment Analysis and Portfolio Management	2	4	2	2	50	50	--	100
			<b>10</b>	<b>20</b>	<b>10</b>	<b>10</b>	<b>250</b>	<b>250</b>		<b>500</b>

### (B) HR

	CODE	Subject	L	Cr	P/T	D	TP	TW	P/V	Total
1	3204	Organization Design	2	4	2	2	50	50	--	100
2.	3205	Human Resource Development	2	4	2	2	50	50	--	100
3.	3206	Employee Relations	2	4	2	2	50	50	--	100
4.	3207	Human Resource Metrics and Analytics	2	4	2	2	50	50	--	100
5.	3208	Compensation and Benefits Management and Performance Management Systems	2	4	2	2	50	50	--	100
			<b>10</b>	<b>20</b>	<b>10</b>	<b>10</b>	<b>250</b>	<b>250</b>		<b>500</b>

### (C) Marketing

	CODE	Subject	L	Cr	P/T	D	TP	TW	P/V	Total
1	3304	Integrated Marketing Communication	2	4	2	2	50	50	--	100
2.	3305	Product and Brand Management	2	4	2	2	50	50	--	100
3.	3306	Services Marketing	2	4	2	2	50	50	--	100
4.	3307	Retail Management	2	4	2	2	50	50	--	100
5.	3308	Digital and Social Media Marketing	2	4	2	2	50	50	--	100
			<b>10</b>	<b>20</b>	<b>10</b>	<b>10</b>	<b>250</b>	<b>250</b>		<b>500</b>

### (D) Operations

	CODE	Subject	L	Cr	P/T	D	TP	TW	P/V	Total
1	3404	Supply Chain and Logistics Management	2	4	2	2	50	50	--	100
2.	3405	Quality Toolkit for Managers	2	4	2	2	50	50	--	100
3.	3406	Pricing and Revenue Management	2	4	2	2	50	50	--	100
4.	3407	Operations Strategy	2	4	2	2	50	50	--	100
5.	3408	Sales and Operations Planning	2	4	2	2	50	50	--	100

			<b>Total</b>	<b>10</b>	<b>20</b>	<b>10</b>	<b>10</b>	<b>250</b>	<b>250</b>		<b>500</b>
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### (E) Systems

	CODE	Subject	L	Cr	P/T	D	TP	TW	P/V	Total
1	3504	Database Management System and Data warehouse	2	4	2	2	50	50	--	100
2.	3505	Managing Software Project and Information System Security, Enterprise Risk and Cyber Laws	2	4	2	2	50	50	--	100
3.	3506	Enterprise Management Systems	2	4	2	2	50	50	--	100
4.	3507	E-Commerce and Digital Markets	2	4	2	2	50	50	--	100
5.	3508	Technology Forecasting	2	4	2	2	50	50	--	100
		<b>Total</b>	<b>10</b>	<b>20</b>	<b>10</b>	<b>10</b>	<b>250</b>	<b>250</b>		<b>500</b>

## Sectoral Specialization (Code - 3002)

### Semester – III

**\* A student can choose any one of the following:**

	Subject	L	Cr	P/T	D	TP	TW	P/V	Total
1.	Agency and Broking		2				50	--	50
2.	Any other sector of Interest to the students with specific approval of the Institute		2				50	--	50
3.	BPO and KPO		2				50	--	50
4.	Digital Marketing		2				50	--	50
5.	Education Management		2				50	--	50
6.	Food Processing		2				50	--	50
7.	Health and Wellness Management		2				50	--	50
8.	Horticulture		2				50	--	50
9.	Hospitality Management		2				50	--	50
10.	Insurance		2				50	--	50
11.	Investment Banking		2				50	--	50
12.	Logistics and Supply Chain Management		2				50	--	50
13.	Management of Family Business		2				50	--	50
14.	Mutual Funds		2				50	--	50
15.	Pharma Management		2				50	--	50
16.	Retail and Shopping Mall Management		2				50	--	50
17.	Technology Management		2				50	--	50

### SCHEME: Semester IV

#### Core Papers

	CODE	Subject	L	Cr	P/T	D	TP	TW	P/V	Total
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1	4001	Corporate Strategy	2	4	2	2	50	50	--	100
			2	4	2	2	50	50		<b>100</b>

## Specialization Papers

### (A) Finance

	CODE	Subject	L	Cr	P/T	D	TP	TW	P/V	Total
1	4102	Mergers, Acquisitions ,Corporate Restructuring and Valuation	2	4	2	2	50	50	--	100
2.	4103	Financial Derivatives	2	4	2	2	50	50	--	100
3.	4104	International Finance	2	4	2	2	50	50	--	100
4.	4105	Taxation	2	4	2	2	50	50	--	100
5.	4106	Behavioral Finance	1	2	1	2	25	25	--	50
6.	4107	Research Project (Year Long Project)#		4			50	50	--	100
			<b>9</b>	<b>22</b>	<b>9</b>	<b>10</b>	<b>275</b>	<b>275</b>		<b>550</b>

### (B) HR

	CODE	Subject	L	Cr	P/T	D	TP	TW	P/V	Total
1	4202	Organization Change and Development	2	4	2	2	50	50	--	100
2.	4203	Team Dynamics and Behavioral Dynamics	2	4	2	2	50	50	--	100
3.	4204	Strategic HRM	2	4	2	2	50	50	--	100
4.	4205	International HRM	2	4	2	2	50	50	--	100
5.	4206	Talent Management	1	2	1	2	25	25	--	50
6.	4207	Research Project (Year Long Project) #		4			50	50	--	100
			<b>9</b>	<b>22</b>	<b>9</b>	<b>10</b>	<b>275</b>	<b>275</b>		<b>550</b>

### (C) Marketing

	CODE	Subject	L	Cr	P/T	D	TP	TW	P/V	Total
1	4302	Sales and Distribution Management	2	4	2	2	50	50	--	100
2.	4303	Consumer Behaviour & Advanced Marketing Research	2	4	2	2	50	50	--	100
3.	4304	B2B Marketing	2	4	2	2	50	50	--	100
4.	4305	International Marketing	2	4	2	2	50	50	--	100
5.	4306	Marketing to base of Pyramid consumers	1	2	1	2	25	25	--	50
6.	4307	Research Project (Year Long Project) #		4			50	50	--	100
			<b>9</b>	<b>22</b>	<b>9</b>	<b>10</b>	<b>275</b>	<b>275</b>		<b>550</b>

### (D) Operations Management

	CODE	Subject	L	Cr	P/T	D	TP	TW	P/V	Total
1	4402	Behavioral Operations Management	2	4	2	2	50	50	--	100
2.	4403	Operations Research Applications	2	4	2	2	50	50	--	100

3.	4404	Sourcing Management:	2	4	2	2	50	50	--	100
4.	4405	Supply Chain Analytics	2	4	2	2	50	50	--	100
5.	4406	Management of Manufacturing Systems	1	2	1	2	25	25	--	50
6.	4407	Research Project (Year Long Project) #		4			50	50	--	100
			<b>9</b>	<b>22</b>	<b>9</b>	<b>10</b>	<b>275</b>	<b>275</b>		<b>550</b>

**(E) Systems**

	<b>CODE</b>	<b>Subject</b>	<b>L</b>	<b>Cr</b>	<b>P/T</b>	<b>D</b>	<b>TP</b>	<b>TW</b>	<b>P/V</b>	<b>Total</b>
1	4502	Big Data and Data Mining	2	4	2	2	50	50	--	100
2.	4503	IT Consulting	2	4	2	2	50	50	--	100
3.	4504	Strategic Information Technology Management	2	4	2	2	50	50	--	100
4.	4505	Artificial Intelligence for Business and Data Science using R	2	4	2	2	50	50	--	100
5.	4506	Managing Digital Platforms and IT Resource Management	1	2	1	2	25	25	--	50
6.	4507	Research Project (Year Long Project) #		4			50	50	--	100
			<b>9</b>	<b>22</b>	<b>9</b>	<b>10</b>	<b>275</b>	<b>275</b>		<b>550</b>

# Research Project can be of Interdisciplinary nature also.

# **Master of Business Administration - Finance Management (MBA –Finance Management)**

Name of the Course : MBA – Finance Management  
Duration : **2 years**  
Number of Semesters : **4**  
Total Number of  
Papers in 4 Semesters : **31**  
Total Credits : **120**  
Structure : **As given below**

## **Programme Outcome:**

The objective of the programme is to provide students with opportunities to pursue a career in finance, acquiring knowledge, skills and attitudes that give a strong foundation for holding competent and responsible executive positions. The curriculum has been designed to enable the student to develop a thorough knowledge of the basic concepts and techniques of modern management. Further, it aims to enable the student to develop analytical, decision-making and managerial skills required for the industry and be ready to contribute and manage finance in the corporate world. The programme is designed to enable the learner to gain hands on experience and practical exposure in the areas of corporate finance, financial markets and investments.

**Eligibility:** A graduate in any discipline with 50% of marks at graduation for open category and 45% for reserved category from an Indian University recognized by the Association of Indian Universities (AIU).

**Medium of Instruction and Examination:** English

**Attendance:** The students are required to have 75% of attendance in each subject, failing which they will not be allowed to appear for the final examination of the semester. In case the absence is due to illness, medical certificate will have to be produced immediately for consideration.

## SCHEME: Semester I

	CODE	Subject	L	Cr	P/T	D	TP	TW	P/V	Total
1	1001	Managerial Economics	2	4	2	2	50	50	--	100
2.	1002	Business Communication	1	2	1	--	--	50	--	50
3.	1003	Financial Reporting, Statements and Analysis	2	4	2	2	50	50	--	100
4.	1004	Marketing Management	2	4	2	2	50	50	--	100
5.	1005	Computer Applications for Business	2	4	2	2	50	50	--	100
6.	1006	Managerial Skills for Effectiveness	2	4	2	2	50	50	--	100
7.	1007	Organizational Behavior	2	4	2	2	50	50	--	100
8.	1008	Business Statistics and Analytics for Decision Making	2	4	2	2	50	50	--	100
			<b>15</b>	<b>30</b>	<b>15</b>	<b>14</b>	<b>350</b>	<b>400</b>		<b>750</b>

## SCHEME: Semester II

	CODE	Subject	L	Cr	P/T	D	TP	TW	P/V	Total
1	2001	Indian Economy and Policy	2	4	2	2	50	50	--	100
2.	2002	Legal and Business Environment	2	2	--	2	50	--	--	50
3.	2003	Corporate Finance	2	4	2	2	50	50	--	100
4.	2004	Business Research Methodology	2	4	2	2	50	50	--	100
5.	2005	Operations Management	2	4	2	2	50	50	--	100
6.	2006	Project Management	2	4	2	2	50	50	--	100
7.	2007	Human Resource Management	2	4	2	2	50	50	--	100
8.	2008	Quantitative Techniques	2	4	2	2	50	50	--	100
			<b>16</b>	<b>30</b>	<b>14</b>	<b>16</b>	<b>400</b>	<b>350</b>		<b>750</b>

## SCHEME: Semester III

	CODE	Subject	L	Cr	P/T	D	TP	TW	P/V	Total
1	<b>3001</b>	Indian Ethos, Business Ethics and Corporate Social Responsibility and Sustainability	2	4	2	2	50	50	--	100
2.	<b>3002</b>	Entrepreneurship and Sectoral Specialization	2	4	2	2		50+50	--	100
3.	<b>3003</b>	Summer Internship		6		-		100	--	100
4	<b>3004</b>	Cost and Management Accounting	2	4	2	2	50	50	--	100
5	<b>3005</b>	Financial Markets and Services	2	4	2	2	50	50	--	100
6	<b>3006</b>	Managing Banks and Financial Institutions	2	4	2	2	50	50	--	100
7	<b>3007</b>	Project Appraisal and Finance	2	4	2	2	50	50	--	100
8	<b>3008</b>	Investment Analysis and Portfolio Management	2	4	2	2	50	50	--	100
			<b>14</b>	<b>34</b>	<b>14</b>	<b>14</b>	<b>300</b>	<b>500</b>		<b>800</b>

## Sectoral Specialization (Code - 3002)

### Semester – III

**\* A student can choose any one of the following:**

	Subject	L	Cr	P/T	D	TP	TW	P/V	Total
1.	Agency and Broking		2				50	--	50
2.	Any other sector of Interest to the students with specific approval of the Institute		2				50	--	50
3.	BPO and KPO		2				50	--	50
4.	Digital Marketing		2				50	--	50
5.	Education Management		2				50	--	50
6.	Food Processing		2				50	--	50
7.	Health and Wellness Management		2				50	--	50
8.	Horticulture		2				50	--	50
9.	Hospitality Management		2				50	--	50
10.	Insurance		2				50	--	50
11.	Investment Banking		2				50	--	50
12.	Logistics and Supply Chain Management		2				50	--	50
13.	Management of Family Business		2				50	--	50
14.	Mutual Funds		2				50	--	50
15.	Pharma Management		2				50	--	50
16.	Retail and Shopping Mall Management		2				50	--	50
17.	Technology Management		2				50	--	50

### SCHEME: Semester IV

	CODE	Subject	L	Cr	P/T	D	TP	TW	P/V	Total
1.	<b>4001</b>	Corporate Strategy	2	4	2	2	50	50	--	100
2.	<b>4002</b>	Mergers, Acquisitions ,Corporate Restructuring and Valuation	2	4	2	2	50	50	--	100
3.	<b>4003</b>	Financial Derivatives	2	4	2	2	50	50	--	100
4.	<b>4004</b>	International Finance	2	4	2	2	50	50	--	100
5.	<b>4005</b>	Taxation	2	4	2	2	50	50	--	100
6.	<b>4006</b>	Behavioral Finance	1	2	1	2	25	25	--	50
7.	<b>4007</b>	Research Project (Year Long Project)		4			50	50	--	100
			<b>11</b>	<b>26</b>	<b>11</b>	<b>12</b>	<b>325</b>	<b>325</b>		<b>650</b>

# Research Project can be of Interdisciplinary nature also.

## **Master of Business Administration - Human Resource Management (MBA - Human Resource Management)**

Name of the Course : MBA – Human Resource Management  
Duration : **2 years**  
Number of Semesters : **4**  
Credit per paper : **4**  
Total Number of  
Papers in 4 Semesters : **31**  
Total Credits : **120**  
Proposed Structure : **As given below**

### **Programme Outcome:**

The objective of the programme is to provide the student with opportunities to pursue a career in industry or entrepreneurship acquiring knowledge, skills and attitudes that give a strong foundation for holding competent and responsible executive positions. The curriculum has been designed to enable the student to develop a thorough knowledge of the basic concepts and techniques of modern management with special emphasis on human resource. Further, it aims to enable the student to develop analytical, decision-making and managerial skills.

**Eligibility:** A graduate in any discipline with 50% of marks at graduation for open category and 45% for reserved category from an Indian University recognized by the Association of Indian Universities (AIU).

**Medium of Instruction and Examination:** English

**Attendance:** The students are required to have 75% of attendance in each subject, failing which they will not be allowed to appear for the final examination of the semester. In case the absence is due to illness, medical certificate will have to be produced immediately for consideration.



## SCHEME: Semester I

	CODE	Subject	L	Cr	P/T	D	TP	TW	P/V	Total
1	1001	Managerial Economics	2	4	2	2	50	50	--	100
2.	1002	Business Communication	1	2	1	--	--	50	--	50
3.	1003	Financial Reporting, Statements and Analysis	2	4	2	2	50	50	--	100
4.	1004	Marketing Management	2	4	2	2	50	50	--	100
5.	1005	Computer Applications for Business	2	4	2	2	50	50	--	100
6.	1006	Managerial Skills for Effectiveness	2	4	2	2	50	50	--	100
7.	1007	Organizational Behavior	2	4	2	2	50	50	--	100
8.	1008	Business Statistics and Analytics for Decision Making	2	4	2	2	50	50	--	100
			<b>15</b>	<b>30</b>	<b>15</b>	<b>14</b>	<b>350</b>	<b>400</b>		<b>750</b>

## SCHEME: Semester II

	CODE	Subject	L	Cr	P/T	D	TP	TW	P/V	Total
1	2001	Indian Economy and Policy	2	4	2	2	50	50	--	100
2.	2002	Legal and Business Environment	2	2	--	2	50	--	--	50
3.	2003	Corporate Finance	2	4	2	2	50	50	--	100
4.	2004	Business Research Methodology	2	4	2	2	50	50	--	100
5.	2005	Operations Management	2	4	2	2	50	50	--	100
6.	2006	Project Management	2	4	2	2	50	50	--	100
7.	2007	Human Resource Management	2	4	2	2	50	50	--	100
8.	2008	Quantitative Techniques	2	4	2	2	50	50	--	100
			<b>16</b>	<b>30</b>	<b>14</b>	<b>16</b>	<b>400</b>	<b>350</b>		<b>750</b>

## SCHEME: Semester III

	CODE	Subject	L	Cr	P/T	D	TP	TW	P/V	Total
1	3001	Indian Ethos, Business Ethics and Corporate Social Responsibility and Sustainability	2	4	2	2	50	50	--	100
2.	3002	Entrepreneurship and Sectoral Specialisation	2	4	2	2		50+50	--	100
3.	3003	Summer Internship		6		-		100	--	100
4	3004	Organization Design	2	4	2	2	50	50	--	100
5	3005	Human Resource Development	2	4	2	2	50	50	--	100
6	3006	Employee Relations	2	4	2	2	50	50	--	100
7	3007	Human Resource Metrics and Analytics	2	4	2	2	50	50	--	100
8	3008	Compensation and Benefits Management and Performance Management Systems	2	4	2	2	50	50	--	100
		<b>Total</b>	<b>14</b>	<b>34</b>	<b>14</b>	<b>14</b>	<b>300</b>	<b>500</b>		<b>800</b>

## Sectoral Specialization (Code - 3003)

### Semester – III

**\* A student can choose any one of the following:**

	Subject	L	Cr	P/T	D	TP	TW	P/V	Total
1.	Agency and Broking		2			50	--	--	50
2.	Any other sector of Interest to the students with specific approval of the Institute		2			50	--	--	50
3.	BPO and KPO		2			50	--	--	50
4.	Digital Marketing		2			50	--	--	50
5.	Education Management		2			50	--	--	50
6.	Food Processing		2			50	--	--	50
7.	Health and Wellness Management		2			50	--	--	50
8.	Horticulture		2			50	--	--	50
9.	Hospitality Management		2			50	--	--	50
10.	Insurance		2			50	--	--	50
11.	Investment Banking		2			50	--	--	50
12.	Logistics and Supply Chain Management		2			50	--	--	50
13.	Management of Family Business		2			50	--	--	50
14.	Mutual Funds		2			50	--	--	50
15.	Pharma Management		2			50	--	--	50
16.	Retail and Shopping Mall Management		2			50	--	--	50
17.	Technology Management		2			50	--	--	50

### Semester IV

#### Core Papers

	CODE	Subject	L	Cr	P/T	D	TP	TW	P/V	Total
1	4001	Corporate Strategy	2	4	2	2	50	50	--	100
2.	4002	Organization Change and Development	2	4	2	2	50	50	--	100
3.	4003	Team Dynamics and Behavioral Dynamics	2	4	2	2	50	50	--	100
4.	4004	Strategic HRM	2	4	2	2	50	50	--	100
5	4005	International HRM	2	4	2	2	50	50	--	100
6	4006	Talent Management	1	2	1	2	25	25	--	50
7	4007	Research Project (Year Long Project)		4			50	50	--	100
		<b>Total</b>	<b>11</b>	<b>26</b>	<b>11</b>	<b>12</b>	<b>325</b>	<b>325</b>		<b>650</b>

## **Master of Business Administration - Marketing Management (MBA - Marketing Management)**

Name of the Course : MBA – Marketing Management  
Duration : **2 years**  
Number of Semesters : **4**  
Total Number of  
Papers in 4 Semesters : **31**  
Total Credits : **120**  
Structure : **As given below**

### **Programme Outcome:**

The objective of the programme is to provide student with opportunities to pursue a career in industry or entrepreneurship acquiring knowledge, skills and attitudes that give a strong foundation for holding competent and responsible executive positions. The curriculum has been designed to enable the student to develop a thorough knowledge of the basic concepts and techniques for understanding customer behaviour and devising effective marketing strategies. Further, it aims to enable the student to develop analytical, decision-making and managerial skills required for the industry and be ready to contribute and manage the various marketing functions ranging from product management, advertising, sales to retailing, e-business, distribution management, and strategic marketing planning in the current hypercompetitive markets.

**Eligibility:** A graduate in any discipline with 50% of marks at graduation for open category and 45% for reserved category from an Indian University recognized by the Association of Indian Universities (AIU).

**Medium of Instruction and Examination:** English

**Attendance:** The students are required to have 75% of attendance in each subject, failing which they will not be allowed to appear for the final examination of the semester. In case the absence is due to illness, medical certificate will have to be produced immediately for consideration.

## SCHEME: Semester I

	<b>CODE</b>	<b>Subject</b>	<b>L</b>	<b>Cr</b>	<b>P/T</b>	<b>D</b>	<b>TP</b>	<b>TW</b>	<b>P/V</b>	<b>Total</b>
1	1001	Managerial Economics	2	4	2	2	50	50	--	100
2.	1002	Business Communication	1	2	1	--	--	50	--	50
3.	1003	Financial Reporting, Statements and Analysis	2	4	2	2	50	50	--	100
4.	1004	Marketing Management	2	4	2	2	50	50	--	100
5.	1005	Computer Applications for Business	2	4	2	2	50	50	--	100
6.	1006	Managerial Skills for Effectiveness	2	4	2	2	50	50	--	100
7.	1007	Organizational Behavior	2	4	2	2	50	50	--	100
8.	1008	Business Statistics and Analytics for Decision Making	2	4	2	2	50	50	--	100
			<b>15</b>	<b>30</b>	<b>15</b>	<b>14</b>	<b>350</b>	<b>400</b>		<b>750</b>

## SCHEME: Semester II

	<b>CODE</b>	<b>Subject</b>	<b>L</b>	<b>Cr</b>	<b>P/T</b>	<b>D</b>	<b>TP</b>	<b>TW</b>	<b>P/V</b>	<b>Total</b>
1	2001	Indian Economy and Policy	2	4	2	2	50	50	--	100
2.	2002	Legal and Business Environment	2	2	--	2	50	--	--	50
3.	2003	Corporate Finance	2	4	2	2	50	50	--	100
4.	2004	Business Research Methodology	2	4	2	2	50	50	--	100
5.	2005	Operations Management	2	4	2	2	50	50	--	100
6.	2006	Project Management	2	4	2	2	50	50	--	100
7.	2007	Human Resource Management	2	4	2	2	50	50	--	100
8.	2008	Quantitative Techniques	2	4	2	2	50	50	--	100
			<b>16</b>	<b>30</b>	<b>14</b>	<b>16</b>	<b>400</b>	<b>350</b>		<b>750</b>

## SCHEME: Semester III

	<b>CODE</b>	<b>Subject</b>	<b>L</b>	<b>Cr</b>	<b>P/T</b>	<b>D</b>	<b>TP</b>	<b>TW</b>	<b>P/V</b>	<b>Total</b>
1	<b>3001</b>	Indian Ethos, Business Ethics and Corporate Social Responsibility and Sustainability	2	4	2	2	50	50	--	100
2.	<b>3002</b>	Entrepreneurship and Sectoral Specialization	2	4	2	2		50+50	--	100
3.	<b>3003</b>	Summer Internship		6		-		100	--	100
4	<b>3004</b>	Integrated Marketing Communication	2	4	2	2	50	50	--	100
5	<b>3005</b>	Product and Brand Management	2	4	2	2	50	50	--	100
6	<b>3006</b>	Services Marketing	2	4	2	2	50	50	--	100
7	<b>3007</b>	Retail Management	2	4	2	2	50	50	--	100
8	<b>3008</b>	Digital and Social Media Marketing	2	4	2	2	50	50	--	100
			<b>14</b>	<b>34</b>	<b>14</b>	<b>14</b>	<b>300</b>	<b>500</b>		<b>800</b>

## Sectoral Specialization (Code - 3003)

### Semester – III

**\* A student can choose any one of the following:**

	Subject	L	Cr	P/T	D	TP	TW	P/V	Total
1.	Agency and Broking		2				50	--	50
2.	Any other sector of Interest to the students with specific approval of the Institute		2				50	--	50
3.	BPO and KPO		2				50	--	50
4.	Digital Marketing		2				50	--	50
5.	Education Management		2				50	--	50
6.	Food Processing		2				50	--	50
7.	Health and Wellness Management		2				50	--	50
8.	Horticulture		2				50	--	50
9.	Hospitality Management		2				50	--	50
10.	Insurance		2				50	--	50
11.	Investment Banking		2				50	--	50
12.	Logistics and Supply Chain Management		2				50	--	50
13.	Management of Family Business		2				50	--	50
14.	Mutual Funds		2				50	--	50
15.	Pharma Management		2				50	--	50
16.	Retail and Shopping Mall Management		2				50	--	50
17.	Technology Management		2				50	--	50

### SCHEME: Semester IV

#### Core Papers

	CODE	Subject	L	Cr	P/T	D	TP	TW	P/V	Total
1	4001	Corporate Strategy	2	4	2	2	50	50	--	100
2.	4002	Sales and Distribution Management	2	4	2	2	50	50	--	100
3.	4003	Consumer Behaviour & Advanced Marketing Research	2	4	2	2	50	50	--	100
4	4004	B2B Marketing	2	4	2	2	50	50	--	100
5	4005	International Marketing	2	4	2	2	50	50	--	100
6	4006	Marketing to base of Pyramid consumers	1	2	1	2	25	25	--	50
7	4007	Research Project (Year Long Project) #		4			50	50	--	100
			<b>11</b>	<b>26</b>	<b>11</b>	<b>12</b>	<b>325</b>	<b>325</b>		<b>650</b>

# Research Project can be of Interdisciplinary nature also.

## **Master of Business Administration - Operations Management (MBA - Operations Management)**

Name of the Course : MBA – Operations Management  
Duration : **2 years**  
Number of Semesters : **4**  
Total Number of  
Papers in 4 Semesters : **31**  
Total Credits : **120**  
Structure : **As given below**

### **Programme Outcome:**

The objective of the programme is to provide student with opportunities to pursue a career in industry or entrepreneurship acquiring knowledge, skills and attitudes that give a strong foundation for holding competent and responsible executive positions. The curriculum has been designed to enable the student to develop a thorough knowledge of the basic concepts and techniques for understanding operations management. Further, it aims to enable the student to develop analytical, decision-making and managerial skills required for the industry and be ready to contribute and manage the various operations functions in the current scenario.

**Eligibility:** A graduate in any discipline with 50% of marks at graduation for open category and 45% for reserved category from an Indian University recognized by the Association of Indian Universities (AIU).

**Medium of Instruction and Examination:** English

**Attendance:** The students are required to have 75% of attendance in each subject, failing which they will not be allowed to appear for the final examination of the semester. In case the absence is due to illness, medical certificate will have to be produced immediately for consideration.

## SCHEME: Semester I

	CODE	Subject	L	Cr	P/T	D	TP	TW	P/V	Total
1	1001	Managerial Economics	2	4	2	2	50	50	--	100
2.	1002	Business Communication	1	2	1	--	--	50	--	50
3.	1003	Financial Reporting, Statements and Analysis	2	4	2	2	50	50	--	100
4.	1004	Marketing Management	2	4	2	2	50	50	--	100
5.	1005	Computer Applications for Business	2	4	2	2	50	50	--	100
6.	1006	Managerial Skills for Effectiveness	2	4	2	2	50	50	--	100
7.	1007	Organizational Behavior	2	4	2	2	50	50	--	100
8.	1008	Business Statistics and Analytics for Decision Making	2	4	2	2	50	50	--	100
			<b>15</b>	<b>30</b>	<b>15</b>	<b>14</b>	<b>350</b>	<b>400</b>		<b>750</b>

## SCHEME: Semester II

	CODE	Subject	L	Cr	P/T	D	TP	TW	P/V	Total
1	2001	Indian Economy and Policy	2	4	2	2	50	50	--	100
2.	2002	Legal and Business Environment	2	2	--	2	50	--	--	50
3.	2003	Corporate Finance	2	4	2	2	50	50	--	100
4.	2004	Business Research Methodology	2	4	2	2	50	50	--	100
5.	2005	Operations Management	2	4	2	2	50	50	--	100
6.	2006	Project Management	2	4	2	2	50	50	--	100
7.	2007	Human Resource Management	2	4	2	2	50	50	--	100
8.	2008	Quantitative Techniques	2	4	2	2	50	50	--	100
			<b>16</b>	<b>30</b>	<b>14</b>	<b>16</b>	<b>400</b>	<b>350</b>		<b>750</b>

## SCHEME: Semester III

### Core Papers

	CODE	Subject	L	Cr	P/T	D	TP	TW	P/V	Total
1	<b>3001</b>	Indian Ethos, Business Ethics and Corporate Social Responsibility and Sustainability	2	4	2	2	50	50	--	100
2.	<b>3002</b>	Entrepreneurship and Sectoral Specialization	2	4	2	2		50+50	--	100
3.	<b>3003</b>	Summer Internship		6		-		100	--	100
4	<b>3004</b>	Supply Chain and Logistics Management	2	4	2	2	50	50	--	100
5	<b>3005</b>	Quality Toolkit for Managers	2	4	2	2	50	50	--	100
6	<b>3006</b>	Pricing and Revenue Management	2	4	2	2	50	50	--	100
7	<b>3007</b>	Operations Strategy	2	4	2	2	50	50	--	100
8	<b>3008</b>	Sales and Operations Planning	2	4	2	2	50	50	--	100
			<b>14</b>	<b>34</b>	<b>14</b>	<b>14</b>	<b>300</b>	<b>500</b>		<b>800</b>

## Sectoral Specialization (Code - 3002)

### Semester – III

**\* A student can choose any one of the following:**

	Subject	L	Cr	P/T	D	TP	TW	P/V	Total
1.	Agency and Broking		2				50	--	50
2.	Any other sector of Interest to the students with specific approval of the Institute		2				50	--	50
3.	BPO and KPO		2				50	--	50
4.	Digital Marketing		2				50	--	50
5.	Education Management		2				50	--	50
6.	Food Processing		2				50	--	50
7.	Health and Wellness Management		2				50	--	50
8.	Horticulture		2				50	--	50
9.	Hospitality Management		2				50	--	50
10.	Insurance		2				50	--	50
11.	Investment Banking		2				50	--	50
12.	Logistics and Supply Chain Management		2				50	--	50
13.	Management of Family Business		2				50	--	50
14.	Mutual Funds		2				50	--	50
15.	Pharma Management		2				50	--	50
16.	Retail and Shopping Mall Management		2				50	--	50
17.	Technology Management		2				50	--	50

### SCHEME: Semester IV

	CODE	Subject	L	Cr	P/T	D	TP	TW	P/V	Total
1	4001	Corporate Strategy	2	4	2	2	50	50	--	100
2.	4002	Behavioral Operations Management	2	4	2	2	50	50	--	100
3.	4003	Operations Research Applications	2	4	2	2	50	50	--	100
4	4004	Sourcing Management:	2	4	2	2	50	50	--	100
5	4005	Supply Chain Analytics	2	4	2	2	50	50	--	100
6	4006	Management of Manufacturing Systems	1	2	1	2	25	25	--	50
7	4007	Research Project (Year Long Project) #		4			50	50	--	100
			<b>11</b>	<b>26</b>	<b>11</b>	<b>12</b>	<b>325</b>	<b>325</b>		<b>650</b>

# Research Project can be of Interdisciplinary nature also.



## **Master of Business Administration - Systems (MBA - Systems)**

Name of the Course : **MBA – Systems**  
Duration : **2 years**  
Number of Semesters : **4**  
Total Number of  
Papers in 4 Semesters : **31**  
Total Credits : **120**  
Structure : **As given below**

### **Programme Outcome:**

The objective of the programme is to provide student with opportunities to pursue a career in industry or entrepreneurship acquiring knowledge, skills and attitudes that give a strong foundation for holding competent and responsible executive positions. The curriculum has been designed to enable the student to develop a thorough knowledge of the basic concepts and techniques for understanding systems management. Further, it aims to enable the student to develop analytical, decision-making and managerial skills required for the industry and be ready to contribute and manage the various systems and technology related functions in the current scenario.

**Eligibility:** A graduate in any discipline with 50% of marks at graduation for open category and 45% for reserved category from an Indian University recognized by the Association of Indian Universities (AIU).

**Medium of Instruction and Examination:** English

**Attendance:** The students are required to have 75% of attendance in each subject, failing which they will not be allowed to appear for the final examination of the semester. In case the absence is due to illness, medical certificate will have to be produced immediately for consideration.

## SCHEME: Semester I

	CODE	Subject	L	Cr	P/T	D	TP	TW	P/V	Total
1	1001	Managerial Economics	2	4	2	2	50	50	--	100
2.	1002	Business Communication	1	2	1	--	--	50	--	50
3.	1003	Financial Reporting, Statements and Analysis	2	4	2	2	50	50	--	100
4.	1004	Marketing Management	2	4	2	2	50	50	--	100
5.	1005	Computer Applications for Business	2	4	2	2	50	50	--	100
6.	1006	Managerial Skills for Effectiveness	2	4	2	2	50	50	--	100
7.	1007	Organizational Behavior	2	4	2	2	50	50	--	100
8.	1008	Business Statistics and Analytics for Decision Making	2	4	2	2	50	50	--	100
			<b>15</b>	<b>30</b>	<b>15</b>	<b>14</b>	<b>350</b>	<b>400</b>		<b>750</b>

## SCHEME: Semester II

	CODE	Subject	L	Cr	P/T	D	TP	TW	P/V	Total
1	2001	Indian Economy and Policy	2	4	2	2	50	50	--	100
2.	2002	Legal and Business Environment	2	2	--	2	50	--	--	50
3.	2003	Corporate Finance	2	4	2	2	50	50	--	100
4.	2004	Business Research Methodology	2	4	2	2	50	50	--	100
5.	2005	Operations Management	2	4	2	2	50	50	--	100
6.	2006	Project Management	2	4	2	2	50	50	--	100
7.	2007	Human Resource Management	2	4	2	2	50	50	--	100
8.	2008	Quantitative Techniques	2	4	2	2	50	50	--	100
			<b>16</b>	<b>30</b>	<b>14</b>	<b>16</b>	<b>400</b>	<b>350</b>		<b>750</b>

## SCHEME: Semester III

	CODE	Subject	L	Cr	P/T	D	TP	TW	P/V	Total
1	<b>3001</b>	Indian Ethos, Business Ethics and Corporate Social Responsibility and Sustainability	2	4	2	2	50	50	--	100
2.	<b>3002</b>	Entrepreneurship and Sectoral Specialization	2	4	2	2		50+50	--	100
3.	<b>3003</b>	Summer Internship		6		-		100	--	100
4	<b>3004</b>	Database Management System and Data warehouse	2	4	2	2	50	50	--	100
5	<b>3005</b>	Managing Software Project and Information System Security, Enterprise Risk and Cyber Laws	2	4	2	2	50	50	--	100
6	<b>3006</b>	Enterprise Management Systems	2	4	2	2	50	50	--	100
7	<b>3007</b>	E-Commerce and Digital Markets	2	4	2	2	50	50	--	100
8	<b>3008</b>	Technology Forecasting	2	4	2	2	50	50	--	100
			<b>14</b>	<b>34</b>	<b>14</b>	<b>14</b>	<b>300</b>	<b>500</b>		<b>800</b>

### Sectoral Specialization (Code - 3002)

## Semester – III

**\* A student can choose any one of the following:**

	Subject	L	Cr	P/T	D	TP	TW	P/V	Total
1.	Agency and Broking		2				50	--	50
2.	Any other sector of Interest to the students with specific approval of the Institute		2				50	--	50
3.	BPO and KPO		2				50	--	50
4.	Digital Marketing		2				50	--	50
5.	Education Management		2				50	--	50
6.	Food Processing		2				50	--	50
7.	Health and Wellness Management		2				50	--	50
8.	Horticulture		2				50	--	50
9.	Hospitality Management		2				50	--	50
10.	Insurance		2				50	--	50
11.	Investment Banking		2				50	--	50
12.	Logistics and Supply Chain Management		2				50	--	50
13.	Management of Family Business		2				50	--	50
14.	Mutual Funds		2				50	--	50
15.	Pharma Management		2				50	--	50
16.	Retail and Shopping Mall Management		2				50	--	50
17.	Technology Management		2				50	--	50

## SCHEME: Semester IV

### Core Papers

	CODE	Subject	L	Cr	P/T	D	TP	TW	P/V	Total
1	4001	Corporate Strategy	2	4	2	2	50	50	--	100
2.	4002	Big Data and Data Mining	2	4	2	2	50	50	--	100
3.	4003	IT Consulting	2	4	2	2	50	50	--	100
4	4004	Strategic Information Technology Management	2	4	2	2	50	50	--	100
5	4005	Artificial Intelligence for Business and Data Science using R	2	4	2	2	50	50	--	100
6	4006	Managing Digital Platforms and IT Resource Management	1	2	1	2	25	25	--	50
7	4007	Research Project (Year Long Project) #		4			50	50	--	100
			<b>11</b>	<b>26</b>	<b>11</b>	<b>12</b>	<b>325</b>	<b>325</b>		<b>650</b>

# Research Project can be of Interdisciplinary nature also.

### Result Analysis (Percentage of students passed)

Programme	Academic Year	
	2019-2020	2020-2021
MMS	100%	100%
MBA (Finance)	100%	100%
MBA (Marketing)	100%	100%
MBA (HRM)	100%	100%

### Awards conferred on JDBIMS students during Convocation:

- The Jankidevi Bajaj Puraskar for the Best Student of the Year instituted by M/S Bajaj Electricals Limited, is the Highest Achievement Award, which is given on the basis of the academic performance in the MMS programme.
- The Nargesh Palkhiwala Memorial Prize in Financial Management is a cash prize instituted by the Sheherdeshir Charity Trust and is awarded to the student securing the highest aggregate marks with specialization in Finance at the MMS Programme.
- The Nani Palkhiwala Prize for the best student in Taxation is a cash prize instituted by the Sheherdeshir Charity Trust and is awarded to the student securing the highest number of marks in Taxation at the MMS Programme.
- The Best Student Award in Marketing Management is a cash prize instituted by the Sheherdeshir Charity Trust and is awarded to the student securing the highest aggregate marks with specialization in Marketing at the MMS Programme.
- The Best Student Award in Human Resources Management is a cash prize instituted by the Sheherdeshir Charity Trust and is awarded to the student securing the highest aggregate marks with specialization in Human Resources Management at the MMS Programme.
- The Nargesh Palkhiwala Memorial Prize in Indian Ethos, Business Ethics and Corporate Social Responsibility and Sustainability is a cash prize instituted by Matbar Trust and is awarded to the student securing the highest number of marks in Business Ethics at the MMS programme.
- Dr. M. A. Varghese Prize for The Best All – Round Student is given on the basis of the academic performance in the MMS Programme.

- Dr. M. A. Master Memorial Price is given on the basis of the academic performance in the MMS Programme
- Smt. Shaila Mehta Gold Medal Prize is given to the student for securing the highest number of marks in the MMS Programme

**Jankidevi Bajaj Trophy being conferred on Ms. Rishika Thakur @ Convocation 2022**



**Jankidevi Bajaj Trophy being conferred on Ms. Pooja Patil @ Convocation 2021**



## **JDBIMS Culture and Student life**

### **Students and Institute Activities**

The Department makes consistent efforts to improve the quality of the courses it conducts as well as to maintain acceptable standards. In order to develop as well as to assess the individual competence there are regular tests as well as assignments, projects, Group work. Experts from Industry, Consultancies and Research Institutes are invited to give lectures on specialized topics. Efforts are made to develop leadership qualities, and other desirable personality traits through extra-curricular activities as well as workshops on personality development, problem solving, etc. Interview techniques and lectures on 'job expectations' prepare them to face the challenges of job seeking.

Student participation in the running of the department is achieved by having a well-functioning

### **Students Council and various clubs and committees:**

**The Students Council** formally represents the students and endeavours to improve JDBIMS continually for the benefit of all stakeholders. The council shall strive to solve the problems of students being a liaison between the students and the faculty.

### **Composition:**

**The student's council comprises of**

**The General Secretary (GS)**

**Assistant General Secretaries (AGS) – one for each full time programmes**

**Treasurer**

**Council Members** – two from each class of the first year and one each from the various specializations of fulltime programmes.

**General Secretary (GS)** -The Executive Head of the Students Council is the General Secretary (GS). This is the core committee comprising members from all other committees. This committee is responsible for the proper integration of all activities, interacting with institute authorities, and finding solutions to problems if any faced by students, and maintain a smooth flow among all activities.

### **Specialization Clubs and Committees-**

These clubs are created with the objective of giving opportunities for students to students to organize activities and events related to their area of specialization and to explore areas of learning beyond the classroom and syllabus. This is a great opportunity for students to apply themselves imaginatively to give expression to the many talents they may have. Every club has an executive team comprising of a President, Secretary and Treasurer.

- Finance: The Finance Club is named 'Finnascent'.
- HR: The HR club is named 'THE HR CLUB'
- Marketing: The Marketing club is named 'THE MARKETING CLUB'
- Operations: The Operations club is named 'OPTIMA'

### **Book Review Club**

Tries to inculcate reading habit among students and publishes books / magazine / articles /reviews written by students.

### **Nature Club**

Organizes nature walks, treks, hikes, bird watching sessions, for the outdoor enthusiasts and tries to build environment awareness and sensitization of students about the ecological issues.

### **Bridge Club**

JDBIMS actively promotes and encourages students to learn and play one of the best mind games. So far two training programmes were organized and many students even from other departments also participate in the training. JDBIMS provides opportunities for the overall development of the students. The students have facility for playing bridge all through the day.

### **Debating Club**

The Committee hold debates on current topics and helps student to analyse the current affairs and take a stand on the issue. It also provides public speaking opportunity to enhance the level of confidence of the student.

### **Drama Club**

Spots the talent of writing / scripting / directing dramas, skits, stand up acts, and other theatre event and organizes the shows.

### **E- Nova and Incubation Club**

“e-Nova”, the cell aims to foster, educate and help enable students and alumnus in creating and managing successful, ethical and socially responsible business ventures. The centre has undergone entrepreneurial growth itself since its initial formation-as the e-cell within the JDBIMS Business School in 2005.

### **Sports Club**

Organizes various sport tournaments for the students and aims to increase team spirit and competitiveness among the students.

### **Alumnae Committee**

The Alumni committee is responsible for nurturing linkages between alumni community of JDBIMS, present all across the globe, and their alma mater. Its activities include the Alumni Reunion, Remote interaction sessions with alumni, etc.

### **Events Committee**

This committee looks after organizing of events like Astitva, Alumni meet, Foundation Day, Pinnacle and also looks after coordinating the events held in various other management colleges.

### **‘ILLUMINATI’ Committee**

ILLUMINATI is the e-magazine of JDBIMS. It is aimed to reach out the vision of JDBIMS in the corporate world through its vibrations. It-includes various articles on various issues from both the faculty and students as well as from corporate world and literary world.



### **Industrial Visit Committee**

This committee looks after organizing Industrial visits so that students get an insight into the working environment of various industries like manufacturing units, banks etc. and to better prepare potential managers to face contemporary issues in the corporate world.

### **Placement and Brochure Committee**

This committee looks after the summer internship recruitment and executive placements. It acts like a link between the corporate and the students and helps the students to find a career in their chosen field. Brochure committee provides information about the profile of JDBIMS and the Institute students. Brochure acts as a medium through which students can showcase their personal details to the corporate world.

### **Events held at JDBIMS**

The students are given ample opportunities to display their latent talent. Some of the student activities undertaken in the Institute are:

#### **I. Astitva**

**The annual corporate symposium** organized by students of JDBIMS incorporates various specializations that the Institute offers. The presentations are made by invited speakers and address contemporary issues from diverse perspectives and are of high academic value and relevance. With an aim to foster a professional outlook towards corporate work culture, students are required to give seminars on emerging managerial trends in the third semester. Right from the first semester, students handle projects that develop a skill set which includes team work, financial analysis, research attitude, time management, information gathering, data analysis and processing, work commitment, developing collaborations, leadership and effectiveness.

#### **II. Pinnacle**

This is an **Inter-B School festival**, organized and executed entirely by the students of JDBIMS. It provides:

- A platform for interaction with students of other business schools
- An opportunity to sharpen managerial skills and business acumen

- A view of upcoming talent who will be the leaders of the future corporate world.

### **III. Nirmiti**

**Annual Corporate seminar of JDBIMS focused on Human Resource Management.** It provides:

- A platform to interact with HR professionals from the industry
- An opportunity to understand the upcoming HR trends in Business
- An opportunity to acquire HR skills, capabilities & learn new HR tools and techniques

### **IV. Sanidhya**

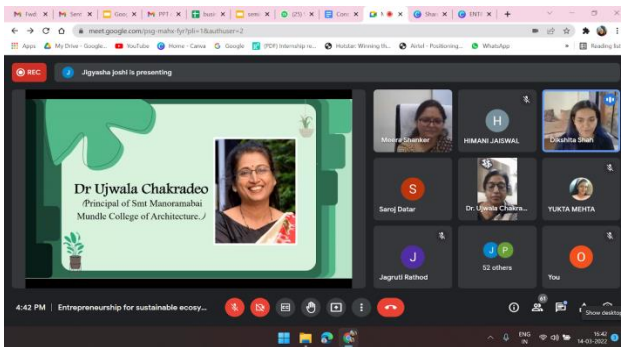
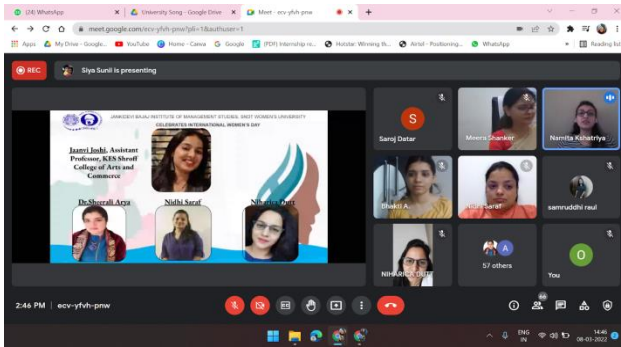
‘Networking and mentoring’ is the mantra of the times. There is a felt need for an anchor around which women professionals can unite. JDBIMS strives to address this need by holding an Annual alumnae meet of JDBIMS students. It provides


- Wide Professional Network
- Career Guidance and Opportunities
- Learn or Teach
- Placement and internship support
- Project mentoring


### **Other Activities at JDBIMS**

At JDBIMS besides gala parties for fresher’s and farewell party for passing out batch, Celebration of significant days happen at JDBIMS like-

- Smt. Jankidevi Bajaj birth anniversary
- JDBIMS Foundation Day
- Republic day, Constitution Day and Independence day of India
- International Women’s Day
- International Day of Yoga
- Ganapati, Navratri, Diwali Christmas Day
- Happiness Day
- Sports day
- Annual day and Traditional day



  
 The Director, Staff and the Students of  
**JANKIDEVI BAJAJ INSTITUTE OF  
 MANAGEMENT STUDIES, SNDT, WU**  
 Cordially invite you on the occasion of



**129th BIRTH ANNIVERSARY  
 OF SMT. JANKIDEVI BAJAJ**

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**On Saturday, 8th January, 2022**

**Mr. Shekhar Bajaj,**  
 CEO, Bajaj Electricals  
**The Chief Guest**

**Prof. (Dr.) Ujwala Chakradeo,**  
 Honourable Vice Chancellor,  
 S.N.D.T Women's University, Mumbai,  
**Preside over the event**

**Time:** 11 am to 12:05 pm  
**Venue:** Google Meet  
<https://meet.google.com/izg-bshy-jfg>  
 Or dial: (US) +1 614-948-6181 PIN: 239 367 849#

  
 The Director, Staff and the Students of  
**Jankidevi Bajaj Institute of  
 Management Studies**  
 Cordially invite you on the  
 occasion of celebrating

**Azadi Ka Amrit Mahotsav Program**





**73RD  
 REPUBLIC DAY**

Event Date- 26th January 2022  
 Time- 10:00 am to 10:50 am  
 Dress Code: White

**CLICK ON THE LINK TO ATTEND**

 <https://meet.google.com/iob-gsrl-jbx>  
 Or dial: (US) +1 518-519-0054 PIN: 165 277 071#


  
**JANKIDEVI BAJAJ INSTITUTE OF  
 MANAGEMENT STUDIES, SNDT JUHU**


**Cordially invites you to Celebrate  
 International Women's Day**

**On Tuesday, 8th March  
 2022, at 2pm**

Click on the Below Link to Attend  
[meet.google.com/evv-yfwh-pnw](https://meet.google.com/evv-yfwh-pnw)  
 Or open Meet and enter this code: evv-yfwh-pnw


**Programme**  
 Keynote Addressed by:  
 Chief Guest





**DR. SMITA ROMANE**  
 COMMISSIONER, INDIAN REVENUE SERVICE


**Panel Discussion on  
 "Contribution of Indian Women in 75 Years of Independence"**


**Participants**  
**JDBIMS Alumnae:**


  
**DR SHEERALI ARYA**  
Faculty at University  
 Of Waikato,  
 New Zealand


  
**MS NIHARICA DUTT**  
CEO  
 Learnathon

  
**MS NIDHI SARAF**  
Founder & CEO  
 Key ventures.

  
**MS JANHAVI JOSHI**  
Faculty,  
 KES Shreef  
 college

  
**PROF. ( DR.) MEERA SHANKER**  
Director I/C

  
**DR SAROJ DATAR**  
Faculty  
 Coordinator

  
**MS PRAARTI PANDE**  
General  
 Secretary

  
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**Organizing Exclusive Webinar in  
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**" Future Career Trends &  
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**Fri, 11th Mar'22  
 Time : 11 am**



**I/C Director: Dr Meera Shanker**  
**Faculty Coordinator: Dr Saroj Datar**

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**Jankidevi Bajaj Institute of Management Studies &**





Department of Education Management, SNTD WU,  
Juhu Campus, Mumbai

Organizes  
A National Seminar on

## ENTREPRENEURSHIP FOR SUSTAINABLE ECOSYSTEM

**14 MARCH, 4:30 PM**

You're cordially invited to attend the program

**Prof. Meera Shanker**  
 Director I/C  
 JDBIMS

**Prof. Ujwala Chakradeo**  
 Hon'ble Vice Chancellor  
 SNTD, WU

**Ms. Minakshi Walke**  
 Founder,  
 Abhisar Innovatives

**SEMINAR SPEAKERS: OUR ALUMNAE**

**Ms Khyati Mehta**  
 Proprietor,  
 Dream Holiday

**Ms Aarushi Sharma**  
 Investment Associate,  
 Venture Catalyst

Event Coordinator - **Dr. Saroj Datar**  
 General Secretary - **Ms. Praapti Pande**

Join with link- <https://meet.google.com/psg-mahz-fyr>  
 Or dial: (US) +1 402-623-0218 PIN: 738 534 023#

THE DIRECTOR, STAFF & STUDENTS OF

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CORDIALLY INVITE YOU TO,


# Graduation Ceremony

DEGREE DISTRIBUTION OF BATCH 2020 & 2021  
ON 23RD APRIL 2022, 2 TO 4 P.M.

&

# Sanidhya

ALUMNAE MEET  
ON 23RD APRIL 2022, 4 P.M. ONWARDS





ADDRESS:  
MINI AUDITORIUM, JDBIMS S.N.D.T. WOMEN'S UNIVERSITY,  
JUHU CAMPUS, MUMBAI - 400010

RSVP CONTACT: 9075896499 (DIKSHITA)

DR. MEERA SHANKER  
DIRECTOR I/C

DR. SAROJ DATAR  
FACULTY CO-ORDINATOR

PRAAPTI PANDE  
GENERAL SECRETARY


**SNTD WOMEN'S UNIVERSITY**


**JDBIMS Green Club**  
Presents an event on

# SAVE SOIL MOVEMENT

"The earth is the basis of life. Spending some time touching soil, plants, or trees will harmonize your system."

With  
The Guest Speaker

## Ms Poorna Mainkar

Solicit the presences of your company

On

DATE: 2-05-2022 (Monday)  
TIME: 11am to 1pm  
VENUE: Hall -2 (JDBIMS, Juhu)

Dr. MEERA SHANKER  
DIRECTOR I/C

Dr. SAROJ DATAR  
FACULTY CO-ORDINATOR

PRAAPTI PANDE  
GENERAL SECRETARY



*Sanidhya*



**SWACHH BHARAT ABHIYAN**



**GARBA NIGHT**



**DEMOCRACY WEEK**



**TRADITIONAL DAY**



**SPORTS DAY**



**FORMAL DAY**



**MINI MARATHON**



**ALUMNAE MEET**



**ANNUAL DAY**

## Placements

### Summer Internship Program (SIP)

“ The best test of one’s competence is the ability to apply what one learns”.

However, learning is a process with different phases. One of them is “ LEARNING BY DOING”. JDBIMS strives to equip its students to be competent and productive at work and therefore, has made internship as a part of its Masters program.

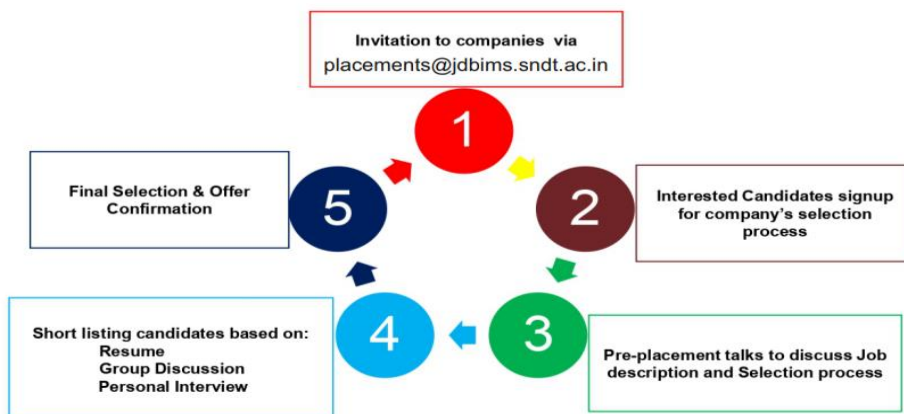
The main objectives of Summer Internship ( May – June) are:

- To develop a personal work ethic and be able to investigate your career interests and prospective career goals.
- To develop specific skills and knowledge required ones potential career growth.
- To provide a better understanding of the issues that students might confront later.
- To present the learning experience that students had during their internship with a written report to the institute.

### Summer Internship Companies (SIP) (2021)



### PLACEMENT PROCESS



## PROMINENT RECRUITERS



and many more...

- IndusInd Bank
- DCB Bank
- Indiabulls Securities Ltd.
- Kotak Securities Ltd.
- NABARD
- Naukri.com
- Philips Capital
- IDBI Capital
- Thomson & Peoplesoft
- Thomson Reuter
- Hindustan Field Services
- Mahindra Special Services
- Essel Marketing
- HDFC Life Insurance
- ICICI Prudential
- Focus Group
- Sahara Q Shop
- CITIUS TECH
- Cropcon service
- Debtwire - Financial media
- Flamingo Pharmaceuticals
- Loop Mobile
- Mars Petrochem Pvt. Ltd
- Mastek Ltd.
- Golden Force Trading Ltd
- Huxley Associates
- KGC Logistics
- Media2win
- New Grit consulting
- Power Chordd Pvt. Ltd
- Resler Realty
- Selvel
- Shremuj & Co.
- Sutra Services Pvt Ltd
- Virtual Info systems Pvt. Ltd
- Zicom Electronic Services
- Insync Analytics
- Milestone Interactive Pvt. Ltd.
- Nuway CFR Pte Ltd.
- Sahara India Pariwar
- Talent Corner
- Adology
- Brain Map
- Connexions
- DFS India Pvt. Ltd
- Kalpataru Infrastructure
- Strategic Interns
- VCI Hospitalities



## **Our Recruiters:**

- Adventity BPO India Pvt. Ltd.
- Air India Ltd.
- AIS
- Alkem Labs Ltd
- Alok Industries Pvt. Ltd
- Ambuja Cement Ltd
- Amogh Consultants
- Anand Rathi Securities Ltd.
- Atom Technologies
- Bajaj
- Bank of India
- Bausch & Lomb
- Bharat Petroleum Corporation Limited
- Bharti Airtel Ltd
- Bizpharm Pvt. Ltd.
- BNP Paribas
- Bombay Stock Exchange Limited
- BPCL Refinery
- CEAT
- Cipla
- Citibank
- Clariant
- Colgate Palmolive
- Crisil
- Crompton-Greaves Ltd.
- Daffodil Equity & Securities
- Darashaw & Co. Pvt. Ltd
- Datamatics
- Dena Bank (MSRO)

- Dewan Housing Finance Corporation
- DNA
- Elegant Collection
- Femcare Pharma Ltd
- Godfrey Phillips India Ltd
- Grand Hyatt, Mumbai
- Hamon Shriram Cottrell Pvt Ltd
- HCL
- HDFC Bank
- HDFC Phone Banking
- Hindustan Petroleum Corporation Ltd.
- Hindustan Unilever (HUL)
- HSBC Bank
- ICICI Bank
- ICICI Prudential Life Insurance -Company Ltd
- IDBI Capital Market Services Ltd
- IFB Industries ltd
- Indian Oil Corporation Limited.
- Integreon
- Inter-Connected Stock Exchange of India Ltd
- IPCA Laboratories Pvt. Ltd.
- ITC Grand Central Towers
- Jet Airways
- Jindal Steels Pvt. Ltd.
- J & K Files & Tools (Raymond)
- Kamat Group of Hotels India Ltd
- Kaya Skin Care Limited
- KarvyComtrade
- Kenstar
- Kotak Securities
- Infosys

- ISE
- ITC
- L&T Infotech
- Lupin Pharmaceuticals
- Maharashtra State Electricity Transmission Co. Ltd
- Mahindra & Mahindra
- Marico
- Mazgaon Dock Ltd
- McKinsey & Company
- MTNL
- Netcore Solutions Pvt. Ltd.
- Nicholas Piramal
- ONGC
- Otis Elevators (INDIA) Ltd
- Paradyne Infotech- Limited
- PCS Technology
- Pepsico
- Pfizer
- Princeton Advisors
- Ranbaxy Laboratories Ltd
- Raymond Apparel Ltd
- Reliance Energy
- Reliance Life Insurance
- Saint Gobain
- Siemens Ltd
- Standard Chartered
- State Bank of India
- Sterling Biotech
- TATA
- Tata Consultancy Services
- Tata Mutual Fund

- Tata Power Company Ltd.
- The Great Eastern Shipping Co. Ltd
- The ORCHID
- The Times Group
- Times of India Group
- Trendy Investments
- TVC Networks
- Union Bank of India
- UTV
- Uzazi Fashions Pvt Ltd



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**SNDT Women's University**

*Sir Vithaldas Thakersey Vidya Vihar,  
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Maharashtra - 400049*

**Thank You**

