



**Jagannath International
Management School**



Wi-Fi Enabled Campus

Our Vision

We visualize that JIMS will evolve in the future as an Institute of high academic learning known for its total commitment to excellence in management education and research with a holistic concern for quality of life, environment, society and ethics.

Ranking Par Excellence!

- 25th Best B-school in India and 13th Best in North India (Outlook, 2010)
- "Best Management Institute" in Delhi (Big Brands Research, May 2011)
- Best B-School Award for "Industry Related Curriculum in International Business" (Star News, Feb 2011)
- 17th in India for "Best Institute-Industry Interface" (Business World 2011)
- A+++ All India Ranking (Just Careers 2010)
- 3rd Best B-school in Delhi & NCR for "Best Pedagogy" (Synovate-Bus World 2010)
- 5th Best B-school in Delhi & NCR for "Best Intellectual Capital" (Synovate-Bus World 2010)

PGDM*

**Marketing, Finance &
Human Resources**

PGDM*

**International Business
Marketing & Finance**

***Approved by AICTE, Govt. of India**

The PGDM PROGRAMME with a Difference!

Both the two year full time courses i.e. PGDM and PGDM in International Business, are approved by All India Council for Technical Education (AICTE), Ministry of HRD. These programmes are at par with similar programmes being run by counterpart institutes in India and abroad. Under these two year programmes, students will study 27 fundamental/approach subjects in the first 03 trimesters; 08 core and 08 specialization subjects in areas of Marketing, Finance and International Business in 5th and 6th trimesters. The students of PGDM in International Business will additionally study a foreign language in the 5th & 6th trimesters. The programme is divided into seven trimesters. The first three trimesters give strong foundation in basic disciplines, and remaining three trimesters enable them to specialize in their areas of interest. During the fourth trimester students undergo summer training in industry. Our uniqueness lies in:

- **Dynamic and Visionary top Management**
- **ISO 9001: 2008 International Quality Certification**
- **World-class Infrastructure including modern, computer labs and library**
- **Excellent Placement in top of the line companies**
- **Eminent Faculty Members**
- **Value Based Education through innovative pedagogy**
- **Field Based Learning and Live Research Projects**

OUR AICTE APPROVED PGDM PROGRAMME – A CLASS APART!

Our proven track record of running professional "Institutes of excellence" for a decade and half in Delhi, NCR and Jaipur has helped us to design and introduce a PGDM programme that is considered at par with other management programmes being conducted by prestigious colleges in India and abroad.



**Industry Experts and Academicians
review course curriculum**



Smt. Sheila Dikshit,
Chief Minister, Delhi

**"Within a short span,
JIMS has carved a niche for
itself and established itself
as a premier institute.
I wish them all luck
and success."**

Our excellence lies in the following superior attributes:

International quality certification ISO9001:2008

Our admission, examination, teaching and learning systems conform to world class quality standards.

Modern Infrastructure

Spacious air conditioned classrooms, 'state of the art' computer labs with rich, well equipped library, conference room and auditorium with modern audio-visual equipment, wi-fi enabled Campus.

Superior Intellectual Capital

Our faculty comprises of eminent academicians from reputed colleges such as SRCC, FMS, IFFT etc as well as business leaders and entrepreneurs who bring a wealth of knowledge and practical skills to the class room which enriches the learning experience.

International focus

The world is your class room. In today's inter-connected and multifaceted world we provide an essential understanding of important strategic issues and challenges facing international business leaders.

International Advisory Board

The Board comprises of distinguished academicians from foreign universities such as Dr. Valtar Lazzari, BOCCONI School of Management, Italy, Dr. Wolfgang Veit, Cologne University of Applied Sciences, Germany, Dr. Victoria Wise Deakin University, Australia, Dr. Shin Kim, Hallyw University, South Korea and Dr. Nancy Nix, Texas Christian University, USA. These eminent professors regularly advise us on how to improve the content and quality of our curriculum and teaching methodology.

Industry-Institute Interface

Students are kept up-to-date with the best techniques and innovative practices being followed by top managers in reputed companies through guest lectures, seminars, conferences, workshops and industrial visits. Industry managers also act as mentors for our students by grooming them to face the future challenges which they are likely to meet in their jobs.

Personality Development

Our Personal Effectiveness and Development Programme (PEDP) is designed to provide effective communication, inter-personal, team and leadership skills. This broad, potent skill set will help our budding managers to succeed anywhere in the world.

Excellent Placement

Our track record of quality placements speaks for itself as our alumni are placed in responsible positions in prestigious companies such as HDFC, Oracle, Deutsche Citi Financial, American Express, Reliance Money etc.

INFORMATION AS PER THE MANDATORY DISCLOSURE

Name of the Programme	PGDM (Mkt., Fin., HR)	PGDM (IB, Fin., Mkt.)
Approved Intake Fees Charged (per annum) in Rs. (For 2011-13 Batch)	120	60
1st year	2.60 Lac	2.20 Lac
2nd Year	2.65 Lac	2.25 Lac
Security	5000	5000
Teacher Student Ratio	1:15	1:15
No. of Faculty members	16	8
a) Cadre (No.)		
Professor	03	01
Associates Professor	04	02
Assistant Professor	09	05
Faculty Profile		
b) Qualification (No.)		
Ph.D	03	02
Post Graduate	13	06
Experience		
No. of Faculty with Less than 5 years	01	01
5 to 10 years	06	02
More than 10 years	09	05
Details of individual faculty members	Visit our website: www.jagannath.org	-
Placement Record for the previous year		-
No. of Companies who visited the Campus	64	-
Name and Details of companies who visited the campus along with No. of Students placed	Visit our website: www.jagannath.org	-
No. of Students placed through campus recruitment	115	-
Maximum Salary drawn (in Rs.)	6.88 Lac pa	
Average Salary Drawn (in Rs.)	3.70 Lac pa	
Admission Criteria	Graduation with 50% in any discipline. Candidates appearing for their final year may also apply. Short listing of candidates will be based on score in CAT/MAT/XAT, GD and Personal interviews	
Composite Score in MAT	500	500
CAT Percentile	70	70
XAT	70	70



COURSE CURRICULUM*

TRIMESTER-FIRST

Code No.	Subjects
C 101	Managerial Economics
C 102	Business Statistics
C 103	Financial Accounting & Reporting
C 104	Marketing Management-I
C 105	Business Laws
C 106	Organisational Analysis & Human Behaviour at Work
C 107	Managerial Communication
C 108	Information Technology for Management
C 109	Software Lab-I (Word, Excel, Powerpoint & SPSS)

TRIMESTER-SECOND

Code No.	Subjects
C 201	Macro Economics & Business Environment
C 202	Quantitative Methodology for Decision Making
C 203	Cost & Management Accounting
C 204	Marketing Management-II
C 205	Corporate and Competition Law
C 206	Inter-personal Dynamics & Group Behaviour
C 207	Financial Management
C 208	E-Commerce
C 209	Software Lab-II (HTML & Prowess)

TRIMESTER-THIRD

Code No.	Subjects
C 301	Global Business Environment
C 302	Marketing Research
C 303	Operations Management
C 304	Financial Analysis & Decision Making
C 305	Human Resource Management
C 306	Consumer Behaviour
C 307	Indian Financial System
C 308	Management Information and Control System
C 309	Software Lab-III (Project & Advanced SPSS)

TRIMESTER-FOUR

Code No.	Subjects
PR 401	Summer Training Project (8 Weeks)

TRIMESTER-FIVE

Code No.	Subjects
C 501	Business Policy and Strategic Management
C 502	Strategic Application of IT-Knowledge Management & Enterprise Resource Planning
C 503	Logistics and Supply Chain Management
C 504	Software Lab-IV (Advanced Statistical Software)

* Elective-Groups (any two) Dual Specialization
EM-Elective (Marketing)-EM 5101 to EM 5104
EF-Elective (Finance)-EF 5101 to EF 5104
EHR- Elective (Human Resource)-EHR 5101 to EHR 5104

TRIMESTER-SIX

Code No.	Subjects
C 601	Marketing of Services
C 602	Strategic Application of IT- Customer Relationship Management & Supply Chain Management
C 603	Quality Management
C 604	Software Lab-V (Tally)

* Elective-Groups (any two) Dual Specialization
EM-Elective (Marketing) - EM 6101 to 6104
EF- Elective (Finance)-EF 6101 to EF 6104
EHR -Elective (Human Resource)- EHR 6101 to EHR-6104

TRIMESTER – SEVEN

Code No.	Subjects
C 701	Entrepreneurship Development and New Enterprise Management
C 702	Project Management
C 703	Corporate Governance and Social Responsibility
C 704	Business Ethics & Values
C 705	International Trade Policy & Management
PR 706	Project Dissertation (Evaluation & Viva Voce)

ELECTIVE SUBJECTS (V TRIMESTER)

MARKETING

Code No.	Subjects
EM 5101	Sales and Distribution Management
EM 5102	Retailing Management
EM 5103	Advertising Management
EM 5104	Marketing of Banking and Insurance Services

FINANCE

Code No.	Subjects
EF 5101	Tax Planning & Management
EF 5102	Management of Financial Institutions
EF 5103	Security Analysis and Portfolio Management
EF 5104	Financial Planning and Wealth Management

HUMAN RESOURCE

Code No.	Subjects
EHR 5101	Industrial Relations and Labour Legislations
EHR 5102	Managing Group Dynamics
EHR 5103	Leadership & Team-Building
EHR 5104	Training and Development

***ELECTIVE SUBJECTS (VI TRIMESTER)**

MARKETING

Code No.	Subjects
EM 6101	Strategic Marketing
EM 6102	Brand Management
EM 6103	Business Marketing
EM 6104	International Marketing

FINANCE

Code No.	Subjects
EF 6101	Management of Financial Services
EF 6102	International Financial Management
EF 6103	Corporate Restructurings-Mergers & Acquisitions
EF 6104	Financial Derivatives & Risk Management

HUMAN RESOURCE

Code No.	Subjects
EHR 6101	Organizational Change and Development
EHR 6102	Strategic HRM
EHR 6103	Performance and Compensation Management
EHR 6104	Cross-Cultural Management

***Course structure may be revised to accommodate changing global trends/industry demands**



Faculty Development Programme in Session



MOU with ICICI on Training Tie-up

COURSE CURRICULUM*

TRIMESTER-FIRST

Code No.	Subjects
C 101	Managerial Economics-I
C 102	Quantitative Techniques-I
C 103	Management Accounting-I
C 104	Marketing Management
C 105	Legal Environment for Business-I
C 106	Organisational Analysis & Human Behaviour
C 107	Managerial Communication
C 108	Information Technology for Management
C 109	Software Lab – I (Word, Excel, Powerpoint & SPSS) Workshop Course

TRIMESTER-SECOND

Code No.	Subjects
C 201	Managerial Economics-II
C 202	Quantitative Techniques-II
C 203	Management Accounting-II
C 204	International Marketing Management
C 205	Legal Environment for Business-II
C 206	Inter-personal Dynamics & Group Behaviour
C 207	Financial Management
C 208	Business Research Methodology
C 209	Software Lab – II (HTML (2) & Prowess(1) Workshop

TRIMESTER-THIRD

Code No.	Subjects
C 301	Business Environment
C 302	International Marketing Research
C 303	Operations Management
C 304	Financial Analysis & Decision Making
C 305	International Business Management
C 306	Human Resource & Cross-Cultural Management
C 307	International Financial Management
C 308	Management Information & Control System & E-commerce
C 309	Software Lab-III (Project & Advanced SPSS) Workshop

TRIMESTER-FOUR

Code No.	Subjects
PR 401	**Summer Training Project (Report Evaluation & Viva Voce)

TRIMESTER-FIVE

Code No.	Subjects
C 501	Strategic Management-I
C 502	International Business Strategy-I
C 503	Strategic Applications of IT-Knowledge Management & Enterprise Resource Planning
C 504	International Business Communication in Foreign Languages (French/Spanish/German/Chinese/Russian)
C 505	Legal Environment for International Business
C 506	International Logistics and Supply Chain Management
C 507	International Product & Brand Management
C 508	Foreign Trade Financing & Exchange Risk Management
C 509	Global Banking & Monetary Systems

TRIMESTER-SIX

Code No.	Subjects
C 601	Strategic Management-II
C 602	International Business Strategy-II
C 603	International Quality Management
C 604	International Business Communication in Foreign Languages (French/Spanish/German/Chinese/Russian)
C 605	WTO issues & Trade Bloc & Policies
C 606	Foreign Trade Management
C 607	Marketing Products Abroad
C 608	International Project Management & Financing
C 609	Portfolio Management-International Perspective

TRIMESTER-SEVEN

Code No.	Subjects
C 701	International Accounting
C 702	Marketing Services Abroad
C 703	Export Costing & Pricing
C 704	Corporate Social Responsibility, Values and Ethics
PR 705	Dissertation (in an International Business Related Area)
PR 706	Comprehensive Viva

***Programme structure/course outline may be revised to accommodate changing global trends in**

International Business perspective

**** Summer Internship will be in an organization having International Business Operations**



Free Visit to Singapore

In case of students undergoing the PGDM course in International Business a 'travel cum study' tour to Singapore will be arranged at institute expense. During the tour students will undergo a one week certificate course in "Global Skills" at a reputed University/College.

Summer Training

As an integral part of the curricula, summer placement for company training will be provided to expose the students to practical business situations. At the end of the summer training period, each student will be required to submit a report, which will be jointly evaluated, by the company and the institute's faculty through presentation & viva-voce.

Placement Cell

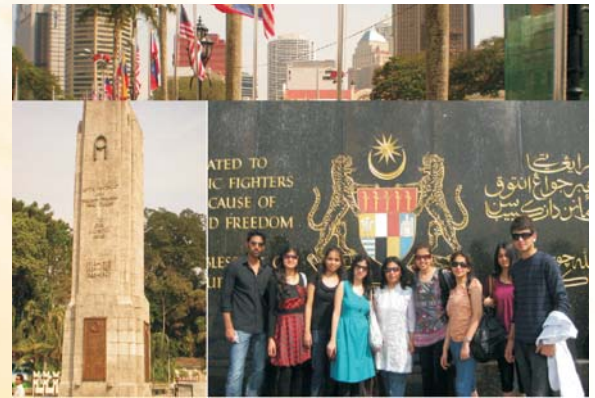
Our proactive placement cell, comprising expert faculty and students will assist in providing placements to all students of the passing out batch. The placement for PGDM (2008-10) has been excellent as students have been placed in leading Corporate Houses including HCL, Citi Bank, ICICI Lombard, Yes Bank, ICICI Bank, HDFC Asset Mgt. Deutsche Bank, Ma Foi, ICI Dulux, Religare, Sand Martin etc.

Eligibility Criteria

Candidates seeking admission should have passed a bachelor's degree examination of at least 3 years duration under (10+2+3 system) from recognized Indian/Foreign University

Admission Procedure and Criteria

- Graduate in any discipline with minimum 50% marks. Candidates appearing for their final year may also apply.
- Applicants have to pass through a three stage system of screening which includes Written Test (CAT/MAT/XAT), Group Discussion and Personal Interview.
- Filled-in application forms along with Cash Rs. 1000/- or DD Rs. 1050/- and attested copies of certificates will be required to be sent to the Institute, at Pocket 105, Opp. Kalkaji Police Station, Kalkaji, New Delhi-110019.



Industry tour to Malaysia



Alumni Meet, 2010



Kshitij Cultural Festival

Jagannath International Management School

MOR, Pocket 105, Kalkaji, New Delhi-110019

Ph. : 011-40619200, Fax : 26220998

Email : admission@jagannath.org, Website: www.jagannath.org