



JAGDISH SHETH SCHOOL OF MANAGEMENT

www.jagsom.edu.in



JAGSoM- Think Global.



Jagdish Sheth School of Management (JAGSoM) is global in both thought and action, with 'learner success' as our DNA.

GLOBAL LEADERSHIP

Led by a globally acclaimed Chairman, Prof. Jagdish Sheth and supported by a board with academic and business leaders from three continents - Asia, Europe, and America.

GLOBAL CAREERS & PARTNERSHIPS

Partnerships with globally ranked business schools leading to global careers. Three of the participants of the class of 2023 received international offers from US-based companies.

GLOBAL ACCREDITATION & RANKINGS

The 6th school in India to be accredited by AACSB, putting it in the league of 5% schools globally.

Three of the programs in Marketing, Finance and Business Analytics featured in the QS World University Rankings.

GLOBAL CURRICULUM

Internationally acclaimed and awarded curriculum with practice-based interventions like 'Learning by Solving', Career Tracks and Kanyathon.

GLOBAL FACULTY

Faculty of international repute comprising academicians, researchers, and practitioners.



TWIN CAMPUS ADVANTAGE

GREATER MUMBAI CAMPUS

Located near India's commercial capital.

The campus is spread across a sprawling 53 acres of land and is nestled in the foothills of Bhimashankar Jyotirlinga in the Western Ghats (Sahyadri Hills), surrounded 360 degrees by misty hills.

BANGALORE CAMPUS

Located in the heart of India's Startup capital at Electronic City.

JAGSoM's MISSION

Nurture holistic, socially responsible and
continuously employable professionals

JAGSoM joins the handful of Business Schools globally that enjoy accreditation across multiple campuses and across undergraduate and postgraduate programs



JAGSoM has achieved Many Firsts:

- JAGSoM is the first institution from India **offering PGDM and MBA programs across two campuses** to be accredited by AACSB.
- This presents a unique model for Indian B-Schools – ‘One institution multiple campuses’ **with all programs and campuses accredited by AACSB.**
- JAGSoM is a unique case where one institution with two campuses is regulated by **two different regulators** (AICTE and UGC) being accredited by AACSB in India.
- **The first graduating class BBA** from #JAGSoM Vijaybhoomi University campus has graduated with an AACSB accredited degree.

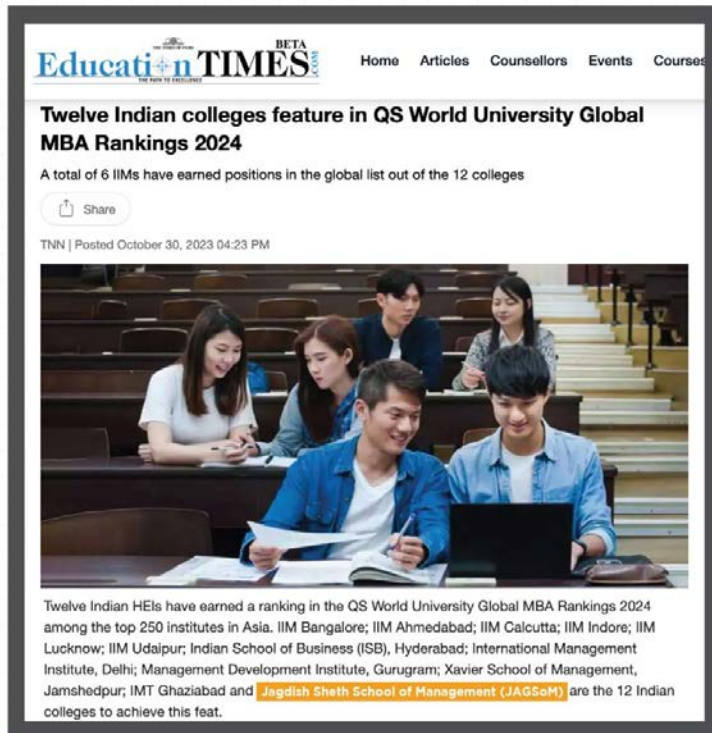


INTERNATIONAL RANKINGS

JAGSoM's journey of excellence continues!

Featured among **12 leading institutions** in

QS World University Global MBA Rankings 2024



QS Business Masters Rankings 2024

JAGSoM featured in the **QS Masters in Marketing**, **QS Masters in Finance & QS Masters in Business Analytics** Rankings 2024 for its PGDM (Marketing), PGDM (Finance) and PGDM (Analytics) programs respectively.

JAGSoM is now amongst the select few Business Schools in India with an International Profile: AACSB Accredited & QS Ranked for Marketing, Finance and Analytics programs.

BUSINESS TODAY RANKINGS

Top 100: Learning Experience

INDIA'S BEST ► B-SCHOOLS

LEARNING EXPERIENCE RANK	INSTITUTE	ZONE
1	Indian Institute of Management (IIM) Ahmedabad	West
2	Indian Institute of Management (IIM) Bangalore	South
3	Indian Institute of Management (IIM) Calcutta	East
4	S.P. Jain Institute of Management & Research (SPJIMR), Mumbai	West
5	Indian Institute of Management (IIM) Lucknow	North
6	Indian Institute of Management (IIM) Indore	West
7	Faculty of Management Studies (FMS), University of Delhi	North
8	Management Development Institute (MDI) Gurgaon	North
9	Symbiosis Institute of Business Management, Pune	West
10	Institute of Management Technology (IMT), Ghaziabad	North
11	Indian Institute of Foreign Trade (IIFT), New Delhi	North
12	Jamnalal Bajaj Institute of Management Studies (JBIMS), Mumbai	West
13	Goa Institute of Management (GIM), Sanquelim	West
14	Jagdish Sheth School of Management (JAGSoM), Bengaluru	South
15	Great Lakes Institute of Management, Chennai	South
16	Dept of Industrial and Management Engineering, IIT Kanpur	North
17	International Management Institute, New Delhi	North
18	ICFAI Business School (IBS), Hyderabad	South
19	Indian Institute of Management (IIM) Udaipur	North
20	National Inst. of Agricultural Extension Mgmt (MANAGE), Hyderabad	South
21	Department of Management Studies, IIT Delhi, New Delhi	North
22	SVKM's NMIMS School of Business Management, Mumbai	West
22	Indian Institute of Management (IIM) Shillong	East
24	Indian Institute of Management (IIM) Nagpur	West
25	Jagan Institute of Management Studies, New Delhi	North
26	Indian Institute of Management (IIM) Kashipur, Udhham Singh Nagar	North
26	Lal Bahadur Shastri Institute of Management, New Delhi	North

Moved from 20th to 14th Rank

Top 100: Future Orientation

INDIA'S BEST ► B-SCHOOLS

FUTURE ORIENTATION RANK	INSTITUTE	ZONE
1	Indian Institute of Management (IIM) Calcutta	East
2	S.P. Jain Institute of Management & Research (SPJIMR), Mumbai	West
3	Indian Institute of Management (IIM) Indore	West
4	Indian Institute of Management (IIM) Bangalore	South
5	Indian Institute of Management (IIM) Lucknow	North
6	Indian Institute of Management (IIM) Ahmedabad	West
7	T. A. Pai Management Institute (TAPMI), Manipal	South
8	Management Development Institute (MDI) Gurgaon	North
9	International Management Institute, New Delhi	North
10	Jagdish Sheth School of Management (JAGSoM), Bengaluru	South
11	Indian Institute of Foreign Trade (IIFT), New Delhi	North
12	K J Somaiya Institute of Management, Mumbai	West
13	Institute of Management Technology (IMT), Ghaziabad	North
14	Indian Institute of Management (IIM) Udaipur	North
15	Symbiosis Centre for Management & Human Resource Development, Pune	West
16	Rajagiri Centre for Business Studies, Kochi	South
17	ICFAI Business School (IBS), Hyderabad	South
18	SVKM's NMIMS School of Business Management, Mumbai	West
19	SVKM's Narsee Monjee Institute of Management Studies, Bengaluru	South
20	Great Lakes Institute of Management, Chennai	South
21	S.P. Mandal's Prin. L.N. Welingkar Institute of Mgmt Dev. & Research, Mumbai	West
22	Indian Institute of Management (IIM) Amritsar	North
23	Indian Institute of Management (IIM) Shillong	East
24	Goa Institute of Management (GIM), Sanquelim	West
25	Indian Institute of Management (IIM) Tiruchirappalli	South
26	Symbiosis Institute of Business Management, Pune	West

Moved from 12th to 10th Rank

BUSINESS TODAY RANKINGS

Top 100: Private B-schools

INDIA'S BEST ► B-SCHOOLS

PVT. RANK 2023	INSTITUTE
1	S.P. Jain Institute of Management & Research (SPJIMR), Mumbai
2	Management Development Institute (MDI) Gurgaon
3	SVKM's NMIMS School of Business Management, Mumbai
4	International Management Institute, New Delhi
5	Institute of Management Technology (IMT), Ghaziabad
6	Symbiosis Institute of Business Management, Pune
7	Symbiosis Centre for Management & Human Resource Development, Pune
8	Great Lakes Institute of Management, Chennai
9	Xavier Institute of Management (XIMB), XIM University, Bhubaneswar
10	T. A. Pai Management Institute (TAPMI), Manipal
11	ICFAI Business School (IBS), Hyderabad
12	K J Somaiya Institute of Management, Mumbai
13	Jagdish Sheth School of Management (JAGSoM), Bengaluru
14	Goa Institute of Management (GIM), Sanquelim
15	Institute of Rural Management Anand (IRMA)
15	SVKM's Narsee Monjee Institute of Management Studies, Bengaluru
17	Birla Institute of Management Technology, Greater Noida
18	Lal Bahadur Shastri Institute of Management, New Delhi
19	Institute of Management, Nirma University, Ahmedabad
20	Symbiosis Institute of Operations Management, Nashik
21	S.P. Mandali's Prin. L.N. Welingkar Institute of Management Development & Research, Mumbai
22	Rajagiri Centre for Business Studies, Kochi
23	Symbiosis Institute of International Business, Pune
24	Loyola Institute of Business Administration, Chennai
25	Institute of Management Technology, Nagpur
26	Institute of Public Enterprise, Hyderabad

BT-MDRA Rankings 2023

- Overall **All-India** Rank of **#26**
- Ranked **#13 amongst the Private Business Schools of India.**
- Ranked **#10 for Future Orientation.**
- Ranked **#14 for Learning Experience.**
- Ranked **#6 in Southern region of India**
- Firmly established as the **#2 Business School in Bengaluru.**

EW INDIA HIGHER EDUCATION RANKINGS 2024

Aspect	Rank
Overall	10
Karnataka	2
Faculty Competence	8
Faculty Welfare and Development	6
Internationalization	8
Research	8
Life/Soft Skills	8
Student Intake/Selection Process	9
Leadership/Governance Quality	8

JAGSoM moved up to rank 10th this year from 13th last year!

Cover Story EW India Private B-schools Rankings 2024-25											
India's Top 100 Private B-schools											
Rank				Completion of faculty (40)		Faculty welfare & development (20)		Research (40)		Curriculum & pedagogy (20)	
2021	2022	2023	2024	2021	2022	2021	2022	2021	2022	2021	2022
1	1	1	1	Indian School of Business (ISB), Hyderabad	270	187	379	187	368	484	385
2	2	2	2	XLRI – Xavier School of Management, Jamshedpur	260	184	337	183	348	471	377
3	3	3	3	SP Jain Institute of Management & Research (SPJIMR), Mumbai	265	183	341	185	362	470	351
4	4	4	4	Management Development Institute (MDI), Gurgaon	266	179	332	180	355	465	370
5	5	5	5	School of Business Management, NMIMS Deemed University, Mumbai	266	180	332	184	369	451	354
6	6	6	6	Welingkar Institute of Management, Mumbai	266	170	340	187	365	465	355
7	7	7	7	ICFAI Business School (IBS), Hyderabad	261	175	336	179	345	462	376
8	8	8	8	Institute of Management Technology (IMT), Ghaziabad	265	176	320	185	353	458	365
9	9	9	9	KJ Somaiya Institute of Management, Somaiya Vidyapeeth University, Mumbai	263	178	340	184	332	445	364
10	10	10	10	Symbiosis Institute of Business Management (SIBM), Pune	263	174	320	179	339	452	366
11	11	11	11	TA Pai Management Institute (TAPMI), Mangaluru	264	176	324	180	341	453	369
12	12	12	12	Amity Business School (Amity University), Noida	261	175	325	182	350	441	371
13	13	13	13	SP Jain School of Global Management, Mumbai	262	179	321	176	351	453	370
14	14	14	14	Xavier Institute of Management (XIMB), Bhubaneswar	263	172	323	177	318	450	379
15	15	15	15	International Management Institute (IMI), Delhi	262	170	331	179	342	460	333
16	16	16	16	WILPR University, Jaipur	259	171	315	175	340	445	371
17	17	17	17	Jagdish Sheth School of Management (formerly JISM), Bengaluru	260	178	326	178	339	444	361
18	18	18	18	Symbiosis Centre for Management & Human Resource Development (SCMHRD), Pune	257	174	291	177	345	446	371
19	19	19	19	Birla Institute of Management Technology (BITTECH), Greater Noida	253	174	285	176	338	434	379
20	20	20	20	Amrita School of Business (Amrita Vishva Vidyapeetham), Coimbatore	254	174	290	163	335	422	368
21	21	21	21	Rajagiri Centre for Business Studies (RCBS), Kochi	252	169	290	171	328	428	366
22	22	22	22	Jabura Institute of Management, Noida	256	164	277	159	321	404	364
23	23	23	23	NI Dalmia Institute of Management Studies & Research, Mumbai	255	165	295	171	329	421	354

NB: NR= Not Ranked; NIRF= National Institutional Ranking Framework, 2023 of the Union education ministry

120 • EDUCATIONWORLD • MAY 2024

URL : <https://online.flipbuilder.com/EducatonWorld/jynl/>

MINDS WITHOUT BORDERS

A CHRONICLE OF CELEBRATION AND INSIGHTS

April 15, 2024

Snapshot: Celebrating Minds that Shape the World

- The 'Minds Without Borders' event on April 15, 2024, was a landmark celebration at the Atlanta Marriott Marquis highlighting the global achievements of Indian education leaders.
- The event included profound discussions, the unveiling of a significant compendium, and the felicitation of notable academicians.

Speeches and Presentations

- The Saga of JAGSoM: From Shadows to Spotlight
Sanjay Padode, Founder - JAGSoM
- Indian Philosophy' Influence on the 'Minds without Borders'
Atish Chattopadhyay, Director – JAGSoM
- From the Ganges to Global: India's Imprint on Management Education
Prof. Jagdish Sheth, Chairman - JAGSoM



MINDS WITHOUT BORDERS

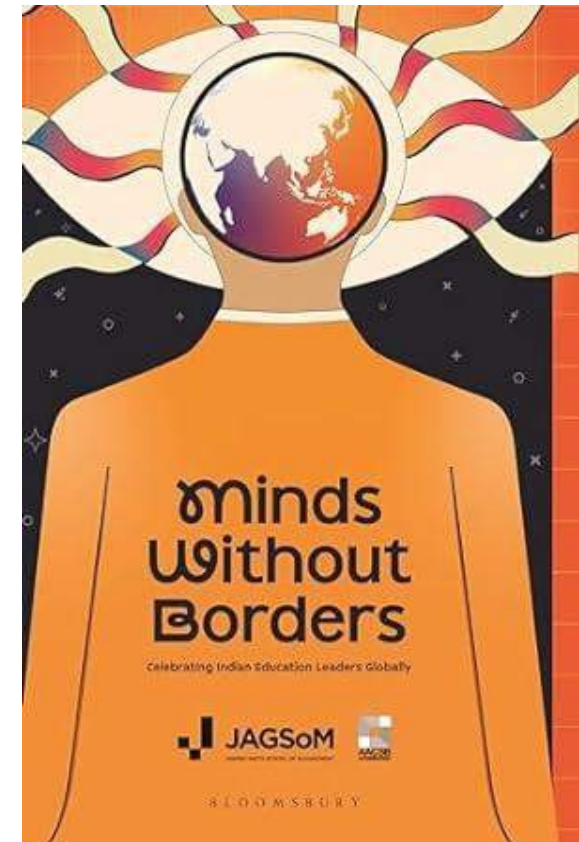
A CHRONICLE OF CELEBRATION AND INSIGHTS

April 15, 2024

Unveiling the Compendium

Another highlight of the event was the international launch of the compendium "**Minds Without Borders: Celebrating Indian Education Leaders Globally**"

- This unique compendium is an edited book that aims to celebrate the success of Indian origin Scholars and Educators who have made a global mark, working both outside and within India.
- JAGSoM's initiative underscores the profound impact these educators have had on shaping management education across the globe.



QR for MWB Compendium

MINDS WITHOUT BORDERS

A CHRONICLE OF CELEBRATION AND INSIGHTS

April 15, 2024

Unveiling the Compendium

- It recognizes the extraordinary contributions of 47 Indian-origin scholars at senior leadership positions with globally accredited and ranked business schools worldwide.

30 Americas

02 Europe, Middle East & Africa (EMEA)

15 Asia Pacific (APAC)



MINDS WITHOUT BORDERS

A CHRONICLE OF CELEBRATION AND INSIGHTS

April 15, 2024

Honoring Educational Pioneers

The event witnessed the felicitation of

- Prof Lily Bi, President, and CEO, AACSB International
- Mr. John Byrne, Editor-in-Chief, Poets & Quants
- Dr. Dan LeClair, CEO, Global Business School Network (GBSN)
- Dr. Francisco Veloso, Dean, INSEAD
- JAGSoM Alumni



Future-Proofing Education: A Visionary

Keynote by Prof. Soumitra Dutta



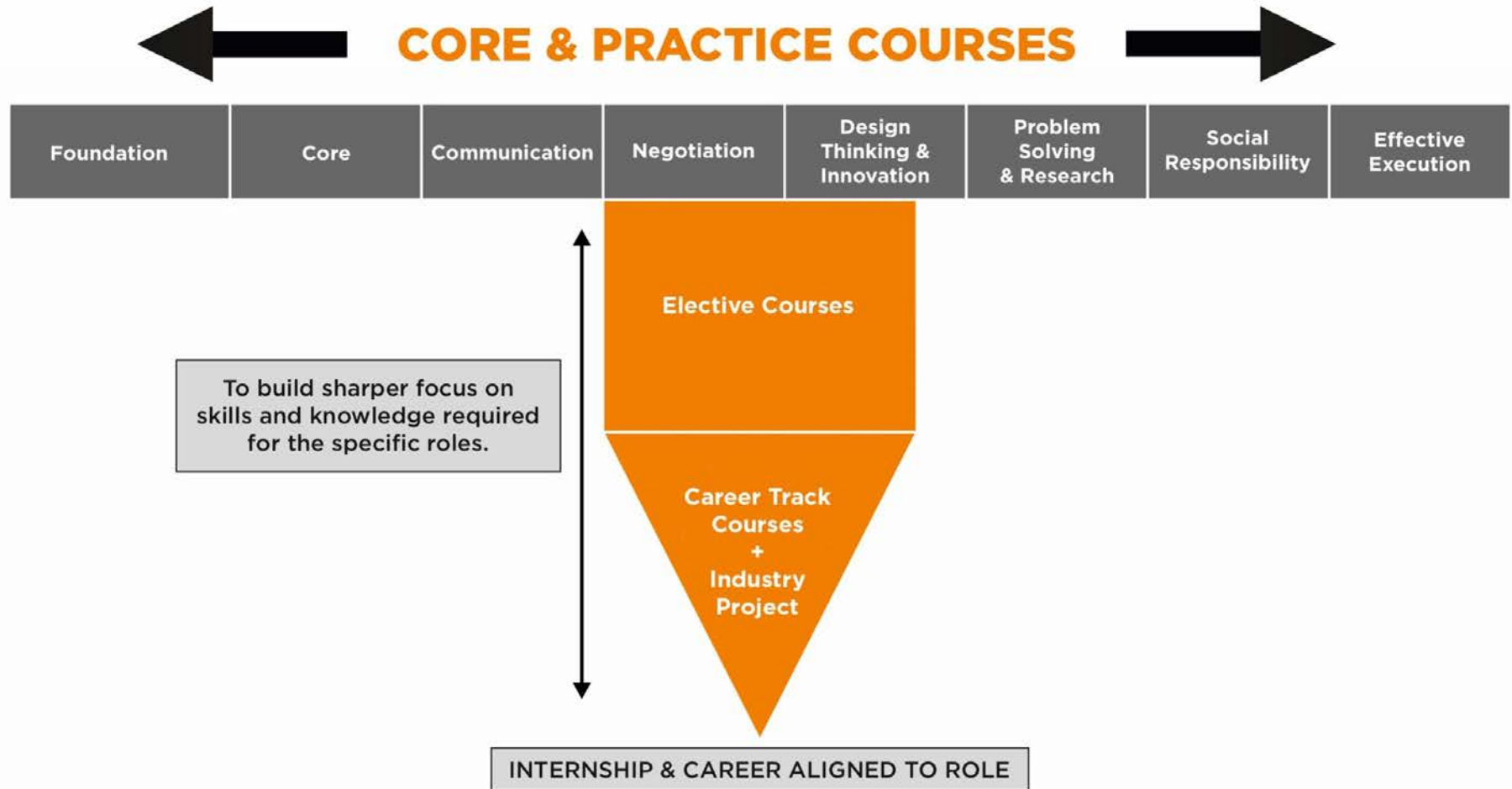
LEARNER POTENTIAL MULTIPLIER



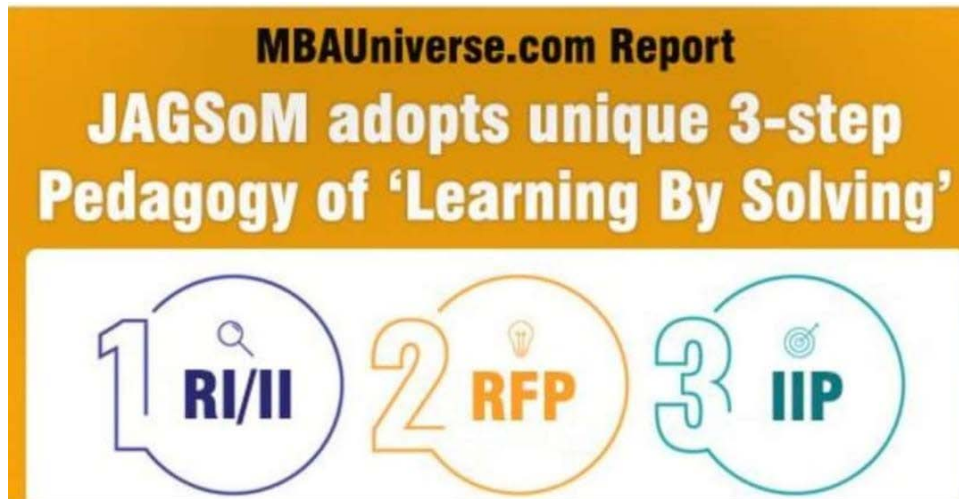


#1 - T-SHAPED PROFESSIONALS

GROOMING T-SHAPED PROFESSIONALS



JAGSoM adopts unique 3-step Pedagogy of 'Learning By Solving'; Partners with Corporates to deepen Student Learning by cracking real-time Industry problems



- Unique Pedagogy of '**Learning by Solving**'.
- Student groups, faculty & company executives work on company supported RFPs (Request For Problems).

To read more about JAGSoM's unique 3-step Pedagogy of **Learning by Solving**, please scan the QR Code



CAREER TRACK FOCUS

- Unique Pedagogy of 'Learning by Solving'.
- Student groups, faculty & company executives work on company supported RFPs (Request For Problems).

MARTECH

SALES &
SERVICES

BANKING

CAPITAL
MARKETS

FINANCIAL TECHNOLOGIES
(FINTECH)

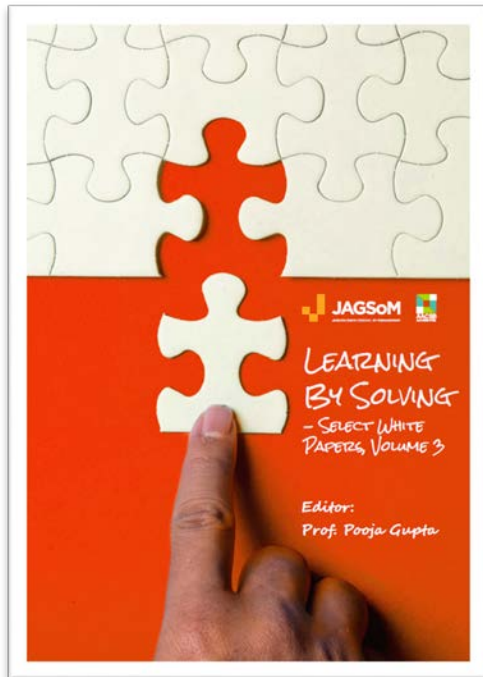
HUMAN RESOURCE
MANAGEMENT

BUSINESS ANALYTICS

To know more about
Career Track Focus,
please scan the QR Code



IMPACT ON PRACTICE: LEARNING BY SOLVING - REQUEST FOR PROBLEMS (RFPs)



Number of Projects featured: 8

- **Proof of concept – successful completion over the past 03 years**

PARTNER COMPANIES SUPPORTING RFPs



To view the **Learning by Solving Edited Volume 2023**, please scan the QR Code





#2 - LEARNER SUCCESS

LEARNER SUCCESS at JAGSoM

JAGSoM follows a step-by-step process to prepare the participants for target roles:

Step 1: Self Discovery: Outbound Leadership Lab (OLL) and Psychometric Assessments to enable a participant to discover her/his strengths.

Step 2: Preparation of Individual Development Plan: This helps the participants to decide on their targeted roles and related Career Track based on strengths.

Step 3: Mentoring: Mentorship by industry practitioners, who guide participants in preparing for targeted roles.

Step 4: Learning by Solving: Participants work in groups to solve an industry-supported real-life business problem mentored by a faculty member.

Step 5: Long Industry Internship (IIP): 16-week-long internships as a capstone intervention, in a role aligned to one's career aspirations.



**Outbound
Leadership Lab**



**Mentorship at
JAGSoM**

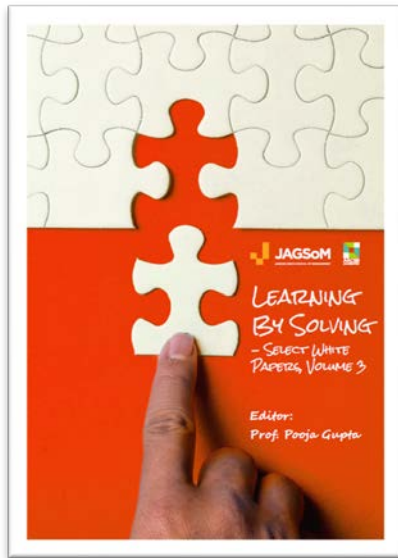
ROLE DEFINED CAREER TRACKS

CAREER TRACK	SELECT ROLES	PROMINENT RECRUITERS
Banking	<ul style="list-style-type: none">• Management Trainee- Analyst<ul style="list-style-type: none">• Junior Rating Analyst• Associate Wealth Manager<ul style="list-style-type: none">• Account Specialist	Infomerics Ratings, HDFC AMC, Delego Capital, Brickworks Rating, Quess Corp – JC Penny, Armstrong Capital , ALT DRX
FinTech	<ul style="list-style-type: none">• Product Management Trainee• Staff Consultant – Finance<ul style="list-style-type: none">• Management Trainee• Retail Credit Trainee	Caelum, Alpha Services, StyleVue, Oracle, Avanti Finance, HDFC Bank, FreeMonk, KultureHire, Star Union Dai-ichi
Capital Market	<ul style="list-style-type: none">• Management Trainee• Equity Research Analyst<ul style="list-style-type: none">• Finance Associate• Business Development Manager<ul style="list-style-type: none">• Staff Consultant Finance• Associate Credit Operations/ FinOps Trainee<ul style="list-style-type: none">• Account Executive• Retail Credit Trainee• Product Manager	Alphanext, Infomerics Ratings, Liquide, HDFC AMC, Wipro, BOE Consulting, Raadhi Advisors, ORACLE, ResoluteAI, Smartstream Technologies, SODEXO, Dwara E-Registry, Credit Dharma, WealthiGo, JSW Infrastructure, Eduvanz
HRM	<ul style="list-style-type: none">• Executive HR BP• Recruitment Coordinator• Human Resource Executive<ul style="list-style-type: none">• HR Coordinator	Swiggy, Tally, OLA, Bewakoof, Incruiter, BitGo, Sprout Life Foods

ROLE DEFINED CAREER TRACKS

CAREER TRACK	SELECT ROLES	PROMINENT RECRUITERS
MarTech	<ul style="list-style-type: none">• Social Media Executive• Market Research Trainee• Customer Experience Manager, Team Manager and Coach• Growth Marketing Trainee• Marketing Associate• Executive Mid Market Growth• Associate Digital Marketing Analyst• Assistant Community Manager – Operations• Growth Marketer	Porter, Media Ant, Sattva Consulting, BrightMoney, ZOLO Stays, Wish Karo, Digit Insurance, ProGrowth Marketing Services, ZIP Info Solutions, Toyota, GoKwik, Whatfix, Orange Health labs, Bajaj Electricals, ANSR, BNM Business Solutions, Motilal Oswal Financial Services, AsteroidX, Hexaware, AWFIS Sapce Solutions, Ecoright, Rosmerta Tech, The Collective India – Aditya Birla Fashion
Sales & Service	<ul style="list-style-type: none">• Management Trainee• Territory Sales Manager• Business Development Specialist• Customer Success Manager• B2B Sales Specialist• Research Executive Trainee• Assistant Manager Corporate Sales• Key Account Manager	Wow Momo, Acrannolife, Care Insurance, Route Mobile, New Wave, BNM Business, Atoll Solutions, HOGRA Framework, GoKwik, Urban Matrix, MyGate, CodeYoung, HappyLocate, MarketVistas, TechCiti, SproutLife Foods, Equinity, CodeMonk, Mallsutra, Indian Educational Service, Toyota

IMPACT ON PRACTICE: LEARNING BY SOLVING - REQUEST FOR PROBLEMS (RFPs)



Number of Projects featured: 8

- **Proof of concept – successful completion over the past 03 years**

PARTNER COMPANIES SUPPORTING RFPs

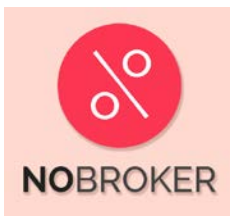


To view the **Learning by Solving Edited Volume 2023**, please scan the QR Code



INDUSTRY INTERNSHIP PROGRAM (IIP) – CLASS OF 2024

PGDM Batch of 2022 - 2024	
Stipend	
Maximum	INR 2,50,000
Class of 2024 secures Internships across 7 role-defined Career Tracks	



For more details about the Internships at JAGSoM, please scan the QR Code



FINAL PLACEMENTS – CLASS OF 2024

The placement process at JAGSoM is an engagement driven approach, unlike 'mela' driven placement followed by most B-Schools.

Students have found roles as Functional Consultants, Business Analysts, Market Research Analysts, Data Analysts, Digital Marketing & Social Media Analysts, Marketing Analysts, Financial Analysts, Financial Modelling across IT & ITes, Financial Services, Automotive, Banking, and Manufacturing sectors, among other sectors.

FINAL PLACEMENTS- RECRUITING PARTNERS

1	Armstrong Capital & Financial Services Pvt Ltd.	9	Avanti Finance	17	BOE Consulting Ltd.	25	Codemonk
2	Atoll Solutions Private Limited	10	AWFIS Space Solutions Pvt. Ltd.	18	Bosch India	26	Credit Dharma
3	Acrannolife Genomics Pvt Ltd	11	Bajaj Electricals Ltd.	19	Brickwork Ratings	27	Delego Capital
4	ALT DRX	12	Benesse India Private Limited	20	Bright Money Technology Private Limited	28	Digit Insurance
5	Anand Rathi - Share and Stock Brockers Ltd.	13	Bewakoof Brands Pvt Ltd.	21	Care Health Insurance	29	Dvara E-Registry
6	ANSR	14	BitGo India Private Limited (the "Company")	22	Caspian Debt	30	Ecoright
7	Apps AiT	15	BNM Business Solutions LLP	23	CIRE	31	Eduvanz
8	AsteroidX	16	BNM Business Solutions LLP	24	Code Young	32	Equiniti

FINAL PLACEMENTS- RECRUITING PARTNERS

33	Factset	41	HSBC	49	Liquide	57	Numly
34	FeeMonk	42	Incruiter	50	Mallsutra	58	OLA
35	GoKwik Commerce Solutions Private Limited	43	Indian Educational Services	51	MarketVistas Consumer Insights Private Limited	59	Oracle India Pvt Ltd
36	Happy Locate	44	Infomerics Valuation and Rating Pvt. Ltd.	52	Moschip	60	Orange Health Labs
37	HDFC Asset Management Company	45	Informics Analytics & Research	53	Motilal Oswal Financial Services Ltd.	61	PhonePe Pvt. Ltd.
38	HDFC Bank	46	JSW Infrastructure Limited	54	MyGate	62	Pixis
39	Hexaware Technologies	47	KAR Nipuna Fintech	55	NeoStats Analytics Solutions	63	Porter
40	HOGF Foodwork Private Ltd.	48	KultureHire	56	NewWave Computing Pvt Ltd	64	ProGrowth Marketing Services

FINAL PLACEMENTS- RECRUITING PARTNERS

65	Quess Corp - JC Penny	73	Ship2MyID	81	The Collective India	89	Yoga Bar (Sproutlife Foods Private Limited)
66	QuickSell	74	SmartStream Technologies	82	Toyota	90	ZIP Infosolutions Pvt Ltd
67	Raadhi Advisors	75	Sodexo	83	UrbanMatrix Technologies	91	Zolostays Property Solutions Pvt. Ltd.
68	ResoluteAI	76	Sprout Life Foods	84	Utthunga Technologies Pvt Ltd.		
69	Rosmerta Technologies Ltd	77	Star Union Dai-ichi	85	WealthiGo		
70	Route Mobile Ltd.	78	StyleVue	86	Whatfix		
71	Samasth Living Private Limited	79	Tally Solutions Private Ltd.	87	Wipro		
72	Sequel Logistics Private Limited	80	TechCiti Technologies Private Limited	88	Wish Karo		

ENTREPRENEURS – IN – RESIDENCE



Teamoure™
NATURAL BEVERAGES

Teamoure Natural Beverages is available in Bengaluru, Mangalore, Goa, Pune, Mumbai, Vapi, Daman, Delhi, and Gurgaon.

The "Teamoure" range will now be available across 70 outlets (including 50 smoke shops, 15 supermarkets and 5 restaurants)



TANUJ PANCHASARA
Founder,
Teamoure Natural Beverages
PGDM Class of 2022



MANOJ PRAKASH S
Founder,
Fortify
PGDM Class of 2024



Patent secured by Manoj Prakash S for his **Waste Management** startup.

ENTREPRENEURSHIP AT JAGSoM



Edited by
Dr. Kamalika Chakraborty

INNOVATION INCUBATION: EDITED VOLUME

Number of Cases featured: 5



Snippet of Jury members at the Entrepreneurship Pitch Round -
Mumbai



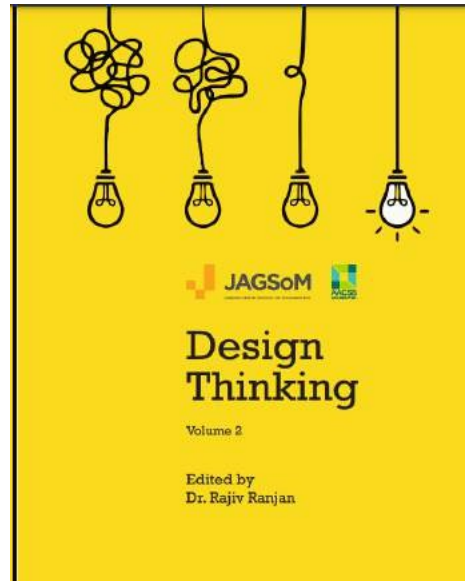
Snippet of Jury members at the Entrepreneurship Pitch Round -
Bengaluru



Om Sawarkar, Harsh Vardhan Kachhwaha,
and Preeti Singh won the Runner-up prize
in the 'IDEATHON-Business Plan
Competition'

DESIGN THINKING AT JAGSoM

- The Design Thinking course at JAGSoM is a practice course that precedes the Innovation Incubation and Research Incubation courses. JAGSoM students are coached to apply design thinking principles to solve business problems.
- The course culminates in the Design Thinking Exhibition (DTE), organized by the student body.



DESIGN THINKING: EDITED VOLUME

Number of Cases featured: 4



Snippets of the Design Thinking Exhibition - 2023



#3 - HOLISTIC DEVELOPMENT

STUDENT ACCOMPLISHMENTS

CMT Investment Challenge

- **Akshit Kankaria** (Batch of 2023-2025) has attained the top spot in the CMT Investment Challenge for Highest Absolute Return.
- The Chartered Market Technician® (CMT) credential is the preeminent, global designation for practitioners of technical analysis. Earning the CMT demonstrates mastery of a core body of knowledge of investment risk in portfolio management, including quantitative approaches to market research and rules-based trading system design and testing.

CMT ASSOCIATION

JAGSoM
JAGDISH SETHI SCHOOL OF MANAGEMENT
AACSB ACCREDITED

Rising Star

CMT ASSOCIATION INVESTMENT CHALLENGE 5th February 2024 to 29th March 2024

WINNERS (INSTITUTE)

HIGHEST ABSOLUTE RETURN

1st Position
Jagdish Sheth School of Management (JAGSoM) 13.28%

2nd Position
Singapore Management University 11.8%

3rd Position
College of Charleston 11.22%

CMT ASSOCIATION INVESTMENT CHALLENGE
5th February 2024 - 29th March 2024

THIS CERTIFICATE IS AWARDED TO

Akshit Kankaria

For winning the 1st position for

Highest Absolute Return,
the highest category at February Edition of CMT Association's 2024 Investment Challenge.

20th April 2024

AKSHIT KANKARIA

Congratulations for winning the Highest Absolute Return in the CMT Investment Challenge.

STUDENT ACCOMPLISHMENTS

GBSN (Global Business School Network)

- Three of JAGSoM students, **Tathagat Tiwari, Mukund Kumar Thakur and Bishal Kumar Shaw** (Batch of 2023-2025) have been selected for the prestigious 2024/25 **DHL GoTrade GBSN Fellowship Program**.
- The GoTrade GBSN Fellowship is a unique opportunity for our students to gain invaluable practical experience in international trade.
- Over the next 12 months, each Fellow will be paired with a small or medium-sized enterprise (SME) for consulting, advising, and collaboration.



STUDENT ACCOMPLISHMENTS

Bangalore Bio Innovation Centre Entrepreneurial Summit

- **Saman Qureshi, Aman Kumar Choudhary, Shashank Vishwakarma and Ayush Sondhiya** (Batch pf PGDM 2023-25) clinched the 3rd prize in the poster Presentation for their startup Idea- Shego: Driving Change in Cab Services
- Participants explored groundbreaking ideas in the field of Bio Innovation. From sustainable biotech solutions to cutting-edge healthcare advancements, the summit was a melting pot of creativity and vision.
- **Shego: Driving Change in Cab Services**
A startup idea that's revolutionizing cab services. Mission is to create a safe, reliable, and empowering experience for women passengers and drivers alike.



STUDENT ACCOMPLISHMENTS

B-School Competition at XIME Bangalore

- **Dipanshu Goyal and Rahul Shah** were the Winners of the #PeakylInvestors B-School Competition at XIME Bangalore
- Runners up **Jatin Bisht and Rahul Chelmelwar** for being the Runners-up.

Creative Crews Competition

First Place: **Aishwarya Pradeep**

Second Place: **Deepika Goyal & Anseeta Sajeevan Elambilayi**

- Each winner showcased exceptional skill and innovative thinking in reimagining what a branded t-shirt can represent by transforming ordinary t-shirts into extraordinary branded masterpieces, adding unique value to each piece.











#4 - SCHOLARSHIP AND THOUGHT LEADERSHIP

SUMMARY – SCHOLARSHIP AND THOUGHT LEADERSHIP

(Papers accepted & published – Jan 2023 onwards)

Journal Articles/Intellectual Contributions	Nos.
ABDC 'A'	3
ABDC 'B'	5
ABDC 'C' & Scopus	12
Case Study - ABDC 'C' & Scopus	2
Peer-reviewed	5
Conference Proceedings	20
Book/ Book Chapter	9
Broad Audience Category	23
Consulting	3
Total	82





SUMMARY – SCHOLARSHIP AND THOUGHT LEADERSHIP

	Faculty	Title	Journal	Category
1	 Prof Sayan Chowdhury	Walking a Tightrope: Impact of Adopting Voluntary Right-to-Repair Policy on Firm Profit and Consumer Welfare	International Journal of Production economics	ABDC 'A'
2	 Prof. Ambika Prasad Nanda	Situational factors of compulsive buying and the well-being outcomes: What we know and what we need to know (2023)	Journal of Macromarketing	ABDC 'A'
3	 Prof. Madhuri Prabhala and	Understanding the Relationship Between Reviews, Search, and Sales: A Study of the Indian Car Market (2023)	Industrial Management Data Systems	ABDC 'A' Journal
4	 Prof Sayan Chowdhury	Charting a Sustainable Future: Transformative Policies for India's Energy, Agriculture, and Transport Sectors	IIMB Management Review (IMR)	ABDC 'B'
5	 Prof. Ratan Kumar	Decoding and integrating the facets of consumer empowerment: a study with consumers of high-involvement Product(s)	Journal of Marketing Theory and Practice	ABDC 'B'
6	 Prof. Pooja Gupta	CSR Expenditure and Company Performance: Financial Evidence from NIFTY 500 Companies	International Journal of Managerial and Financial Accounting	ABDC 'B'

CONFERENCES & EVENTS ATTENDED BY FACULTY

	Faculty	Conference/Event
1	 Dr. Rajendra Sinha	Conference Presentation at 9th PAN IIM World Management Conference (Online) <ul style="list-style-type: none">MSMEs expectations from Banks, and Banks' expectations from MSMEs: A conceptual model framingInvestigating the impact of Gold Prices in India and the International Gold Prices: Granger Causality Test<ul style="list-style-type: none">Risk Management Gaps: Revisiting the Case of Punjab National Bank
2	 Dr. Punita Rajpurohit	Conference Presentation at 9th PAN IIM World Management Conference (Online) <ul style="list-style-type: none">Risk Management Gaps: Revisiting the Case of Punjab National Bank
3	 Dr. Tuhin Chattopadhyay	Moderator of the Panel discussion From Business Intelligence to Predictive Analytics through Machine Learning The 5th Annual Big Tech Asia Conference & Exhibition
4	 Dr. Sivagnanasundaram	Socio Cultural Influence on Sustainable Marketing Indus Business Academy in their MARKCON 2024 conference

CONFERENCES & EVENTS ATTENDED BY FACULTY

	Faculty	Conference/Event
5	 Dr. Pooja Gupta	9th PAN IIM World Management Conference (Online) Importance and Challenges of Regulatory Technologies in Financial Industry: An Exploratory Study Case Writing Workshop Teacher Professional Lab by Teach for India Program
6	 Dr. Ellur Anand	One day workshop on "Regression Analysis using R " on 4th march,2024 Bapuji B - Schools ,Davanagere
7	 Dr. Banantika Datta	Labour Provisions in PTAs: A New Approach to Assessing Mobility Implications Meeting of Young Minds in Frontiers of Economics Conference" organized by INET and IIT-Bombay
8	 Dr. Kamalika Chakraborty	Design Thinking by the School of Design Thinking Intellect Design Arena Ltd. , Chennai

11th AIM-AMA SHETH FOUNDATION DOCTORAL CONSORTIUM- GLOBAL MARKETING CONSORTIUM



Over 45 renowned academicians from different parts of the world and 60 Doctoral scholars & young faculty participated in the consortium held between Dec 20 to Dec 23, 2023.



During the event, distinguished faculty members led Master Classes/Workshops/Plenary Sessions/ Parallel tracks in various areas of marketing.



The consortium offered the doctoral students & young faculty the opportunities to learn from these respected mentors and helped the JAGSoM faculty to build their network with renowned faculty.

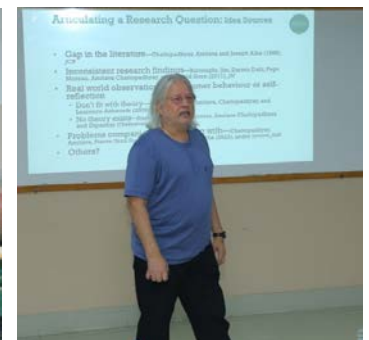


11th AIM-AMA SHETH FOUNDATION DOCTORAL CONSORTIUM- GLOBAL MARKETING CONSORTIUM

During the event, distinguished faculty like

- **Prof. V.Kumar, Goodman School of Business, Brock University, ON, Canada**
- **Prof. Rajan Varadharajan, Mays Business School, Texas A & M University**
- **Prof. Russel Belk, Schulich School of Business, York University**
- **Prof. Murali Mantrala, University of Kansas School of Business**
- **Prof. P K Kannan, Robert H. Smith School of Business, University of Maryland**
- **Prof. Bulent Menguc, Leeds University Business School**
- **Prof. Amitava Chattopadhyay, INSEAD**

led Master Classes in the areas such as Consumer research & Social well-being, Modelling and empirical research, Strategic marketing, and Qualitative consumer behavior research.



11th AIM-AMA SHETH FOUNDATION
DOCTORAL CONSORTIUM- GLOBAL
MARKETING CONSORTIUM

The event also included research development workshops, featuring esteemed speakers such as

- Prof. Adithya Pattabhiramaiah ,The Scheller College of Business, The Georgia Institute of Technology
- Prof. Denish Shah, Robinson College of Business, Georgia State University
- Prof. Amaresh Sharma, Mays Business School, Texas A & M University



iSEI-2023 – INDEX OF SERVICE EXCELLENCE IN INDIA

- ❖ The AIM Parasuraman Center of Service Excellence, at JAGSoM, unveiled the Index of Service Excellence In India 2023 Report (iSEI 2023) at an event attended by industry leaders and marketing scholars of global repute from schools like **Yale, Texas A&M, and INSEAD**

- ❖ In the 2023 study, four industry sectors were covered:

- **Automotive (Passenger Cars),**
- **Retail Banking,**
- **E Commerce (Grocery) &**
- **E Commerce (Apparel)**

The study was pan- India with sample size of more than 6600 respondents across mega metros, metros and mini-metros.

- ❖ The Outcome of the study indicated:

- the firms standing in terms of service excellence amongst its competitors;
- the dimensions of the service quality where the firms must focus to improve their position;
- influence of various demographics on service quality perception.



iSEI-2023 – INDEX OF SERVICE EXCELLENCE IN INDIA

Banking

- ❖ The iSEI scores (on a 100-point scale) for the selected banks ranged from a high of 87.77 to a low of 78.83. The private sector and MNC banks have higher iSEI scores compared to the public sector banks
- ❖ Under Public and Private categories, the banks topped the Excellence were recognized at the release event.
 - Retail Banking (Public Sector Banks): Punjab National Bank, Canara Bank & Union Bank of India
 - Retail Banking (Private Banks): HDFC Ltd. & HSBC India
- ❖ The Outcome of the study indicated strong correlation between **index scores** and down stream measures such as **willingness continue with the bank, willingness to recommend the bank to others** etc.
- ❖ Among the service quality dimensions customers perceive **reliability** as the most important dimension.



QR for Banking sector report

iSEI-2023 – INDEX OF SERVICE EXCELLENCE IN INDIA

Automobile

- ❖ The iSEI scores (on a 100-point scale) for the selected automobiles range from a high of 90.02 to a low of 78.57. Mostly the Korean and Japanese brands have higher iSEI scores compared to the other brands.
- ❖ Under Automotive (Passenger Cars), the brands topped the service excellence were **Kia India & Skoda Auto India**.
- ❖ Considering the average for all respondents, customers perceive **assurance as the most important dimension**.
- ❖ Different automobile companies can compare the customer ratings across these five dimensions and **prioritize resource allocation** in certain dimensions to improve their customer experience.



QR for Automobile sector report

iSEI-2023 – INDEX OF SERVICE EXCELLENCE IN INDIA E Com (Apparel)

- ❖ The iSEI scores (on a 100-point scale) for the selected e-com apparel platforms range from a high of 84.85 to a low of 76.11. The apparel-specific online companies have higher iSEI scores compared to the established generic e-commerce platforms such as Amazon and Flipkart .
- ❖ Under E Commerce (Apparel), the brands topped the service excellence were **Ajio, Tata Cliq & Myntra**
- ❖ Considering the average for all respondents, customers perceive **responsiveness as the most important dimension**
- ❖ There exists a strong **positive correlation between customers spending and index scores.**
- ❖ Similarly, there is a strong **negative correlation between frequency of returns and index scores.**



QR for E Com (Apparel) report

iSEI-2023 – INDEX OF SERVICE EXCELLENCE IN INDIA- E Com (Grocery)

- ❖ The iSEI scores (on a 100-point scale) for the selected grocery apps range from a high of 87.55 to a low of 83.93. Players who have previous exposure to the delivery business seem to perform better in terms of service excellence scores.
- ❖ The results shown significant differences in iSEI scores across cities. **Mini metro cities have the highest index scores, followed by metro and mega metro cities.** This may be due to the high customer expectations and more alternative options available to customers located in metro and mega metro cities, which may raise their service expectations.
- ❖ Under E Commerce (Grocery) sector, the brands topped the service excellence were **Amazon India & Zepto**
- ❖ Considering the average for all respondents, customers perceive **reliability as the most important dimension.**
















QR for E Com (Grocery) report







#5 - INTERNATIONALIZATION

INTERNATIONAL PARTNERSHIPS

Partners	USA	EUROPE
Masters	     	   
Bachelors	 	   

INTERNATIONAL PARTNERSHIPS

Partners	USA	EUROPE
Exchange	<div><div>TEXAS A&M UNIVERSITY Mays Business School</div><div>UNIVERSITY OF TEXAS ARLINGTON</div></div>	<div>RENNES SCHOOL OF BUSINESS</div>
Executive	<div>UNIVERSITY OF TEXAS ARLINGTON</div>	

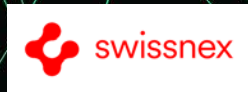
HSLU Switzerland x JAGSoM

Doing Business in India Study Week

28th January –
4th February 2023



- JAGSoM hosted a group of M.Sc Data Science students and faculty members from the Lucerne School of Business, Lucerne University (HSLU), Switzerland.
- Lucerne University (HSLU) is Central Switzerland's premier institution of academia in the economically and socially significant fields of business and regional economics, banking and finance, communications and marketing, tourism, and mobility.
- The Swiss delegation spent a week in Bengaluru as part of their Study Tour. They spent time with some of the leading companies in India to understand how these firms are leveraging data science, AI and ML to solve business problems.



Collaborating with leading Organizations in India



STUDENT EXCHANGE PROGRAM

JAGSoM &
KEDGE Business School

BATCH	INCOMING	OUTGOING
2023-25	30	02



INTERNATIONAL PATHWAY PROGRAM

JAGSoM &
State University of New York
(SUNY)

BATCH	OUTGOING
2022-24	02



INTERNATIONAL FACULTY



Dr. A Parasuraman
Pro-Chancellor,
Vijaybhoomi
University &
Professor
Emeritus, Miami
University, USA.

Workshop on
Publication
Strategies at ISDSI
Global
Conference



Dr. Suraj Commuri
Associate Dean
and Strategic
Initiative Lead at
University at
Albany School of
Business, USA.

Course :
Marketing
Research

Career Track –
MarTech:
Integrated Digital
Media Campaign
and Programmatic
Advertising



Dr. Anitesh Barua
Professor of
Information, Risk
and Operations
Management; David
Bruton Jr.
Centennial Chair
Professor,
University of
Texas at Austin,
USA.

Seminar on :
Experiments on
combating
misinformation
through crowd
sourced content
moderation



Dr. Sandeep Puri
Professor &
Academic Program
Director, Asian
Institute of
Management,
Philippines.

Course: Customer
Relationship
Management



Dr. Ashwin J Baliga
Assistant
Professor,
IÉSEG School of
Management,
France.

Course: Strategic
Selling

Career Track:
Sales & Services



Dr. Raj Venkatesan
Ronald Trzcinski
Professor of
Business
Administration,
Darden School of
Business, University
of Virginia, USA.

Course: Marketing
Technology:
Digital Business and
Consumer Insights



Dr. Nilanjan Sen
Professor of
Finance,
University at
Albany,
State University
of New York, USA.

Course: Strategic
Finance

Career Track:
Capital Market



#6 - IMPACT ON BUSINESS AND SOCIETY

KANYATHON 2024

EVENT HIGHLIGHTS

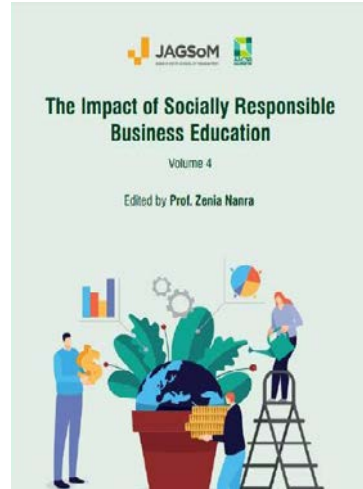
- ❖ The 2024 Edition of Kanyathon saw:
 - Over 10,000 people register, including students, working professionals, and families.
 - 16 corporates participated with a total of 3000 registrations.
- ❖ **Footfall** at Karjat - 3500 (double of 2023)
 - 1650 females;
 - 1200 school children and local crowd
- ❖ The Kanyathon event accommodated enthusiasts for:
 - E-gaming
 - Virtual Run
 - Physical Run
- ❖ Celebrity **Chief Guest** Mr. Syed Kirmani,
Legendary Indian Cricketer
- ❖ Charter for Kanyathon is now ready.



SOCIAL IMPACT

SOCIAL IMMERSION PROGRAM (SIP) - 2024

SDGs IMPACTED



NGOs associated with SIP



NUMBER OF PROJECTS IN SIP 2023: 23

KANYATHON



- Aligning experiential courses to develop essential skills such as communication, negotiation and execution.
- For fund raising through an annual charity run to address gender equality and education of the girl child.
- **Kanyathon Shiksha Kendras** have been setup in Kolar to empower young girls in essential skills to transform their lives.



To ensure that no aspirant is denied access to quality education owing to economic challenges, JAGSoM disbursed scholarships worth INR 11.51 Million to the PGDM & MBA Batch of 2024-26 - for both meritorious students in need and for students from Economically Weaker sections.

MERIT CUM MEANS SCHOLARSHIP

CLASS OF 2026

Type of Scholarships	Scholarships Awarded
Full Scholarships	4
Partial Scholarships	23
Total Amount of Scholarships	INR 12.76 Million

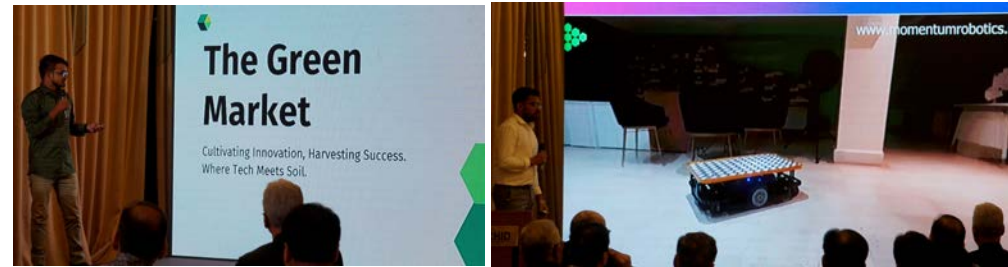
#7 - SKILL ENHANCEMENT OF PROFESSIONALS

NURTURING ENTREPRENEURS



COLLABORATION WITH SIDBI

- Funded by SIDBI – INR 6 Million.
- SIDBI (Small Industries Development Bank of India) has collaborated with JAGSoM for a unique 'Incubation Program for Skilled Professionals'.
- JAGSoM and SIDBI are skilling professionals to become entrepreneurs.
- The joint project involves the selection and training of skilled professionals to equip them to set up their own businesses.



Entrepreneurs with Chairman – SIDBI, CGM - SIDBI; President - Vijaybhoomi University, Director – JAGSoM, and other faculty members.

STUDENT MANAGED INVESTMENT FUND

Performance Comparison*	Since inception (12-07-2022)	Monthly (Oct'23)	6 Month	1 Year
SMIF Equity Fund	31.27%	-2.20%	17.86%	14.53%
Large and Mid Cap Category Average	20.83%	-2.92%	13.55%	14.06%
Mirae Asset Emerging BlueChip Dir Gr	23.75%	-3.49%	13.52%	14.39%
Canara Robeco Emerging	20.79%	-2.80%	10.77%	7.55%
BSE 200	19.23%	-2.99%	8.38%	6.42%

- The **Student Managed Investment Fund (SMIF)** at JAGSoM consists of a corpus of 1.5 Million Rupees and is completely managed by students from the Finance Area in real time, creating a portfolio of a set of equity and structured products.
- The Investments in the Fund have been carried out in the Automobile, Capital goods, Chemicals, and Retail sectors to name a few.
- The SMIF has generated superior returns, even when compared to the Large and Mid Cap Category Average, Mirae Asset Large Cap Direct plan, other AMCs and the BSE 200 index.

DISTINGUISHED ALUMNI AWARDS 2022



Somesh Kohli
Chief Business Officer &
Member - Leadership Board,
Enhance
PGDM 1996-98



Siddharth Das
Managing Director &
Regional Head, Brillio (A
Bain Capital company)
PGDM 1996-98



Rekha Mallan
Lead - Client Solutions &
Partnerships,
Culturelytics Pvt. Ltd
PGDM 1996-98

JAGSoM honored six Distinguished Alumni who have made remarkable contributions in their specific industries.

ALUMNI SUPPORT

- Sponsored INR 1 Million for the ISDSI Global Conference 2022.
- Sponsorship of SMIF Funds – INR 1.5 Million.



Pawan Sarda
Group CMO & Head of D2C,
Wingreens World
PGDM 1997-99



Kumar Archit
CHRO, Jindal Aluminum
Ltd.
PGDM 1996-98



Balasubrahmanyam P
VP, Utkarsh Mutual Fund
Distributors
PGDM 1999-01

BATCH DIVERSITY – CLASS OF 2025

- JAGSoM's distinctive admission process has resulted in a highly diverse PGDM 2023-25 batch, showcasing greater academic and cultural representation.
- In contrast to other Indian business schools, JAGSoM's PGDM 2023-25 batch stands out with more than 80% of participants coming from non-engineering educational backgrounds. Non-engineers in the PGDM 2023-25 Batch hail from diverse educational backgrounds and include graduates of Bachelors degrees in Dental Surgery, Prosthetics and Orthotics, Pharmacy, Journalism & Mass Communication, and Law, among others.
- The cohort represents a wide range of cultures and geographical regions, with students hailing from 26 states across India, predominantly from the South (39.6%), East (35.3%), and North (32.6%).
- 30% of the Batch consists of professionals with corporate work experience.



PGDM Class of 2025:

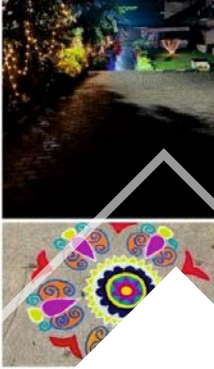
- Book Authors
- Chess Champions
- Dance Champions
- Karate Champions
- NSS Leaders

JAGSoM FACULTY



JAGSoM FACULTY- AT A GLANCE





STUDENT LIFE AT JAGSoM





**BBA Students in India
graduating with a AACSB
Accredited Degree**

BBA PROGRAM – CONVOCATION

The graduating students completed courses from different schools of Vijaybhoomi University, based on their choice, in their sophomore years before opting for professional majors - ushering in multi-disciplinarity in Indian education, in alignment with the NEP 2020.



It's a **UNIQVERSITY!**

UNIQ SCHOOLS - UNIQ PROGRAMS

- The True School of Music



- JAGSoM



- Vijaybhoomi School of Law

- Vijaybhoomi School of Design

- Vijaybhoomi School of Science & Technology



AWARDS & ACCOLADES



Prof. Atish Chattopadhyay presenting JAGSoM's Curriculum at ICAM 2019, the Signature event of AACSB International.



JAGSoM was honoured with the Gold Award at the Indian Management Conclave 2022, which took place at the Indian Institute of Management, Kozhikode.



JAGSoM's Practice Course – Research Incubation was featured in AACSB's List of Innovation & Best Practices in Asia Pacific.



JAGSoM has developed a Global Curriculum based on a study of Industry 4.0 needs in collaboration with the National HRD Network (NHRDN). This Curriculum was presented at AACSB's ICAM at Edinburgh, UK in 2019 and has received multiple accolades.



KANYATHON received the 2021 AACSB Innovations that Inspire Award.



One of the key components of the 'Learning by Solving' pathway is the Research Incubation (RI) program, which has been featured in the AACSB's list of Innovations & Best practices in Asia Pacific.



LEARNER SUCCESS through role-defined CAREER TRACKS enabled by TEACHERS WHO INSPIRE

CAREER TRACKS

- MarTech
- Sales & Services
- FinTech
- Capital Markets
- Banking
- Business Analytics
- HR - Digital Transformation
- Innovation & Entrepreneurship

PROGRAMS

- PGDM
- MBA
- EPGDM
- BBA

#LearnerSuccess

#CareerTracks

#TeachersWhoInspire



JAGSoM

JAGDISH SHETH SCHOOL OF MANAGEMENT

Bengaluru | Karjat, Greater Mumbai



Scan to know more

jagsom.edu.in





BANGLORE CAMPUS

KIADB Industrial Area, #8P & 9P
Infosys Drive, Electronic City Phase 1,
Electronic City, Bangalore, Karnataka 560 100

GREATER MUMBAI CAMPUS

Jamrung, Post: Ambivali, Taluka: Karjat
Dist: Raigad, Maharashtra 410 210

www.jagsom.edu.in

July 2024

