



**JAGSoM**  
JAGDISH SHETH SCHOOL OF MANAGEMENT



# THE WORLD NEEDS MORE OF YOU.

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Think Global. Think JAGSoM.

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**MAKING YOU**

**GL**  **BAL**

**READY IS**

**OUR BUSINESS**



# Think Global. Think JAGSoM.



**Global Leadership**

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**Global Career & Partnership**

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**Global Accreditation & Rankings**

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**Global Curriculum**

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**Global Faculty**

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**Global Alumni**

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# ABOUT JAGSoM

Jagdish Sheth School of Management (JAGSoM), originally established as IFIM Business School in 1995, has a rich history of providing innovative and globally recognized business education. It was rebranded in 2020, to honour the renowned global scholar and thinker, Professor Jagdish Sheth.

JAGSoM is among the select 15 business schools in India that hold the prestigious AACSB accreditation and are featured in the QS Global Rankings.

JAGSoM is known for its strong emphasis on grooming T-shaped professionals equipped with both depth and breadth in their chosen areas of specialization and offers a comprehensive portfolio of management programs, with a steadfast focus on innovation and global citizenship. JAGSoM is committed to developing future business leaders capable of creating positive societal impact.

The school operates from two campuses - Bangalore (flagship campus since 1995) and Greater Mumbai (started in 2019 at the Vijaybhoomi University), leveraging their strategic locations to foster close ties with industry leaders and enhance the educational experience through real-world engagements.

JAGSoM is ranked in the QS Business Masters Global Rankings 2025 in the 101+ Band for PGDM Marketing, 101+ Band for PGDM Business Analytics, and 151+ Band for PGDM Finance.

JAGSoM is ranked Number 2 amongst B-Schools in Bangalore. JAGSoM is Ranked All-India Number 9 for Future Orientation and Ranked All-India number 7 for Learning Experience by the Business Today – MDRA Business School India Rankings 2024.

JAGSoM is Ranked Number 10 amongst the Private Business Schools of India by the Education World India Private B-school Rankings 2024-25.



JAGSoMX Bangalore Campus



# GLOBAL LEADERSHIP



## CHAIRMAN

### **Prof Jagdish Sheth**

Padma Bhushan Awardee  
Chairman, JAGSoM & Charles H. Kellstadt  
Professor of Marketing at the Goizueta  
Business School of Emory University, USA

# MESSAGE FROM THE CHAIRMAN

The next few years will be as formative in your life, as the first few years when you were born.

You will meet friends from all over the country. You will learn the subcultures of India that you never experienced before. You will make lifelong friends. Friends that will last longer than your college days. They will become your buddies, your advisors when you run into some challenges or crises. And that friendship will begin now.

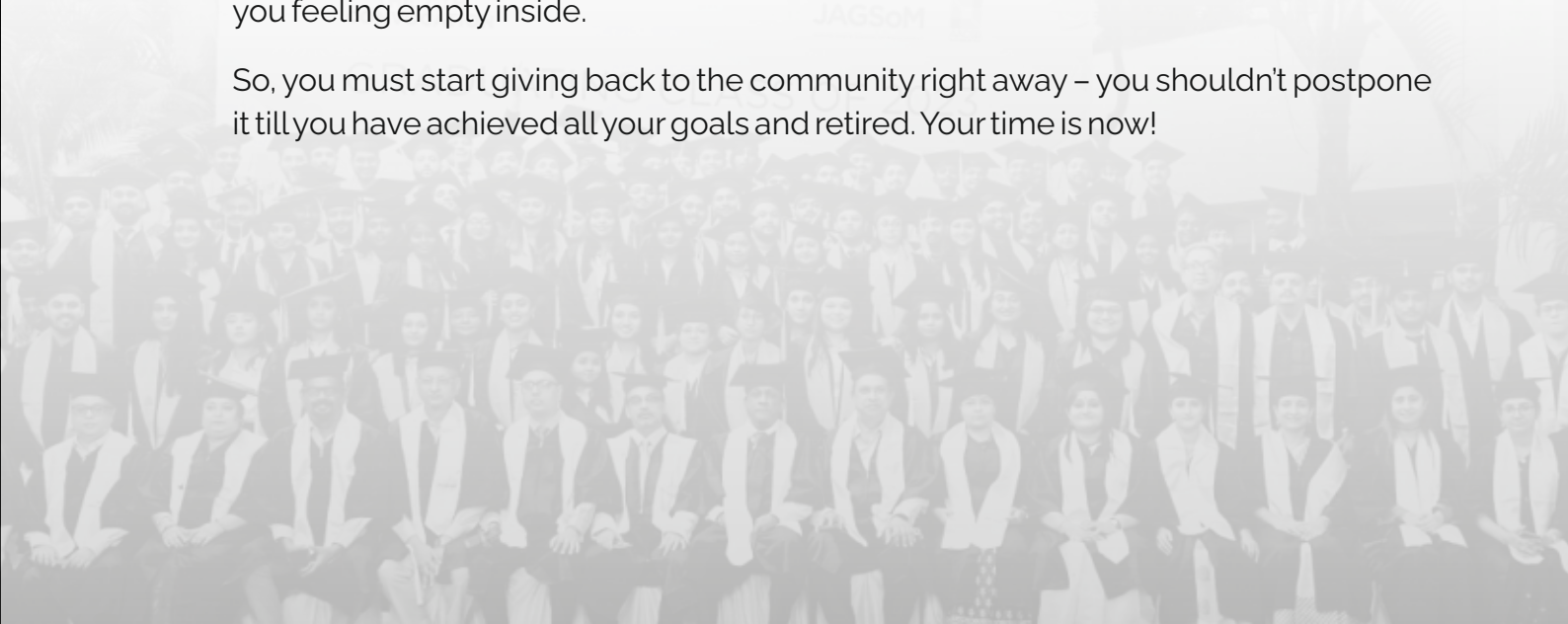
You will be learning to be independent, and that will increase your self-confidence and self-esteem. Most importantly, you will have in the next few years a more holistic development in your life.

Learning basically how to empathize with people. And I stress empathy because there are two traits that are very important to human beings: passion and empathy. Passion is an innate characteristic; it is already within you. But empathy can be learned, and you must learn it.

I truly believe this institution will inculcate the attitude of empathy in you because holistic development is the most important part of JAGSoM's mission. The future belongs to you. And the future for you is very bright. The whole economy is shifting from low tech to high tech, and you are a part of that generation. So, your career path will be whatever you decide – whether you decide to be a business graduate with a major in Marketing or Finance or Analytics – it does not matter.

The opportunities for entrepreneurship will be large, and those opportunities will multiply by the time you graduate, and we will be more and more a Digital Age economy. All of this is great, of course. But at the same time, because you are from the privileged class, you have a responsibility to society. You must do your part and give back to the community. Because simply making money is meaningless and will leave you feeling empty inside.

So, you must start giving back to the community right away – you shouldn't postpone it till you have achieved all your goals and retired. Your time is now!



# BOARD OF GOVERNORS



**Dr. Jagdish Sheth**

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



**Prof. A. Parasuraman**

Pro-Chancellor, Vijaybhoomi University | International Scholar in Residence



**Dr. Atish Chattopadhyay**

Director, JAGSoM



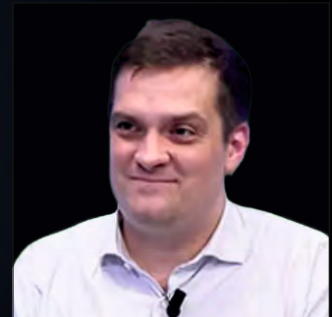
**Prof. Rakesh Mediratta**

Deputy Director, JAGSoM



**Dr. R Ravi Kumar**

Former Professor, IIM Bangalore & Representative of AICTE



**Mr. Benjamin Stevenin**

President – ACADEM / RimaOne, France



**Dr. Eileen Peacock**

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



**Mr. Mike Shah**

President & CEO, Nightingale Empowerment Foundation, M S Enterprises, Bangalore, India



**Dr. V A Sastry**

Founder & Director, MUSA Software Engineering, Bangalore, India





**Mr. Sudhir Sethi**

Founder & Chairman of Chiratae Ventures India Advisors, India



**Professor TAN Chin Tiong**

Professor of Marketing, Lee Kong Chian School of Business & Senior Advisor to President, Singapore Management University, Singapore



**Dr. Richard D Phillips**

Dean, J. Mack Robinson College of Business, Georgia State University, USA



**Mr. Vikas Gupta**

Managing Director, Wiley, India



**Mr. Sanjay Padode**

Founding President – Vijaybhoomi University & Chairman - Centre for Developmental Education, India



# GLOBAL RANKINGS AND ACCREDITATION

#06

AACSB accredited  
Business School in India

#101+

QS Masters Global Ranking  
for PGDM Marketing & Business Analytics

#151+

QS Masters Global Ranking  
for PGDM Finance

#02

In Bangalore  
by Business Today

#07

In Learning Experience  
by Business Today

#09

In India for Future Orientation  
by Business Today

#10

In Private Business Schools  
in India by Education world





## **GLOBALLY RECOGNISED** **CURRICULUM AND PEDAGOGY**

JAGSoM's award winning curriculum and pedagogy, focused on creating new-age roles in new-age industries, involves an optimal mix of core courses, majors and minors, along with 'practice' courses to transform students to T-shaped professionals, and has earned various accolades on the international stage like the AACSB innovations that inspire.

**Our curriculum and pedagogy rides on 8 pillars, which are given below.**



**Pedagogy of Learning & Solving:**

Faculty from international partner schools and in-house faculty together mentor groups of participants to solve real-life business challenges.

**Personality Enhancement Program:**

A life-skill and lifestyle-oriented program that addresses issues of wellness and essential skills.

**Mentoring:**

Corporate mentors guide students in goal setting and realization of their professional aspirations.

**Effective Execution:**

Empowering students to tackle collaboration, conflict resolution, and efficient execution of key activities to meet critical milestones in institution-building.

**Social Immersion Program:** Students create sustainable solutions for social issues, advancing UN SDGs impact.

**Research Incubation:** Students learn business research methodology, receive faculty mentoring, and gain practitioner input to develop projects that result in publishable research papers or business ventures.

**Design Thinking & Innovation Incubation:** Cultivating an entrepreneurial mindset to equip students to solve business challenges with creativity and innovation.

**Industry Internship Program:** A 4 ½ month industry internship program that reinforces application of the program to real-world jobs.

# WORLD-CLASS FACULTY



## FACULTY AT A GLANCE

**Total Faculty**

**44**

**Women**

**11**

**IIT/NIT/BITS  
Alumni**

**13**

**International  
Qualifications**

**05**

**CXOs**

**12**

**CA/CFA**

**02**

**IIM/JBIMS/MDI  
Alumni**

**15**

**CA**

**02**



# GLOBALLY ACCREDITED AND RANKED PROGRAMS

## PGDM General (Bangalore Campus)

The PGDM General program at Jagdish Sheth School of Management (JAGSoM) is the premier and flagship two-year, full-time, residential program designed for aspiring management professionals seeking comprehensive training in core business functions. Recognized for its strong emphasis on practical learning and career preparedness, this program equips students with the skills needed to excel in leadership roles across various sectors, including IT/ITES, Financial Services, Pharmaceuticals, Healthcare, BFSI, Consulting and the Automotive industry.



**business today**

**B-School India Rankings 2024**





# WHY PGDM GENERAL?

Specially created for **Engineering and STEM graduates**



**Career Acceleration Program (CAP):** One of the program's highlights is the CAP, which tailors career development to individual strengths and aspirations. This initiative provides targeted training in essential skills, facilitating a smoother transition to mid-management roles in prestigious organizations. Deemed **Equivalent to an MBA** by AIU.



**Flexibility and Specializations:** Students can customize their learning pathways by selecting from specializations like Marketing, Finance, HR, and Digital Business & Analytics, ensuring alignment with career goals.



**Rankings:** JAGSoM's PGDM General program is part of a select group of AACSB-accredited B-schools in India and is ranked All India: No. 26 Overall, No. 7 for Learning Experience, No. 9 for Future Orientation. Study and network with industry in **India's tech-hub, Bangalore** at the No. 2 Ranked school in Bangalore after IIMB.



**Strong Placement Focus:** The program boasts a strong placement focus using the CAP in specific sectors like IT/ITES, Pharma, Healthcare, Automobile, BFSI, Consulting and Platform Companies.

**Limited Seats.**  
**Applications close early.**



# WHAT YOU LEARN?

**Curriculum:** The PGDM General curriculum is carefully curated to balance theoretical knowledge with practical application. The program includes:

- **Foundation Courses:** Covering essential business management principles, including accounting, marketing, finance, and strategic management.
- **Core Courses:** Focusing on advanced topics like business analytics, operations management, and organizational behaviour.
- **Specialization Electives:** Allowing students to gain in-depth knowledge in their chosen domain, supported by industry-relevant case studies and projects.
- **Workshops and Certifications:** Complementing the coursework are specialized workshops that equip students with certifications and practical skills, making them industry-ready.

**Experiential Learning:** JAGSoM's PGDM General program integrates a robust experiential learning component:

- **Industry Projects:** Students engage with real-world business challenges through industry-sponsored projects that offer hands-on experience.
- **Internships and Capstone Projects:** These critical elements bridge the gap between classroom learning and practical application, fostering a deeper understanding of business processes.
- **Guest Lectures and Seminars:** Regular interactions with industry leaders and visiting faculty help students gain insights into current trends and challenges in the business world.



# WHAT SETS IT APART?



## **Leadership**

**Development:** The program is structured to nurture critical thinking, problem-solving, and leadership capabilities.



## **Peer Learning**

**Environment:** The residential nature of the program promotes collaboration, teamwork, and interpersonal skill development.



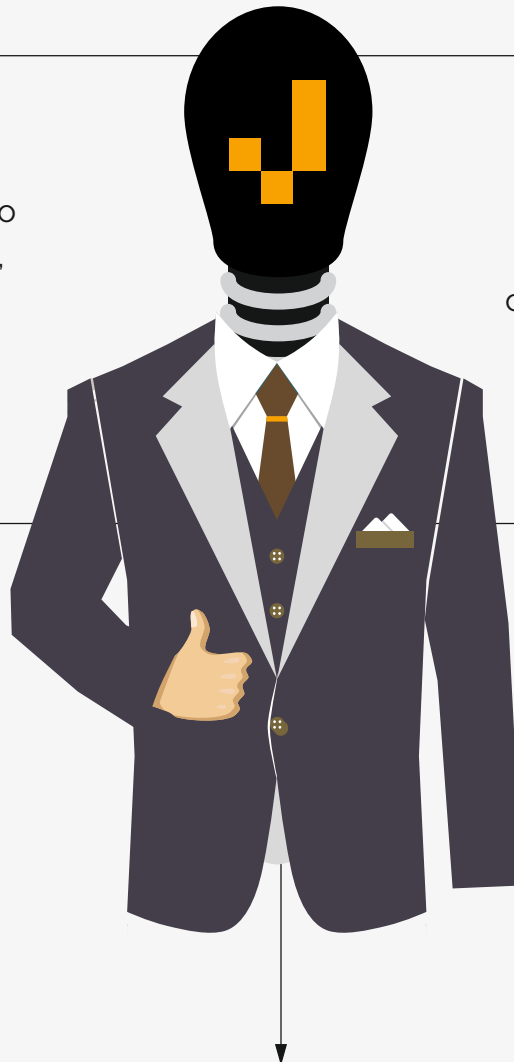
## **Diverse Cohort:**

With students from various academic and professional backgrounds, the program offers a rich learning experience and builds a well-rounded perspective.



## **Bangalore Location**

**Advantage:** The tech hub of India offers students unparalleled access to leading technology firms and start-ups.



## **Residential Program:**

JAGSoM's Bangalore campus offers a dynamic PGDM program with top facilities, residential options, and vibrant campus life, fostering real-world readiness.

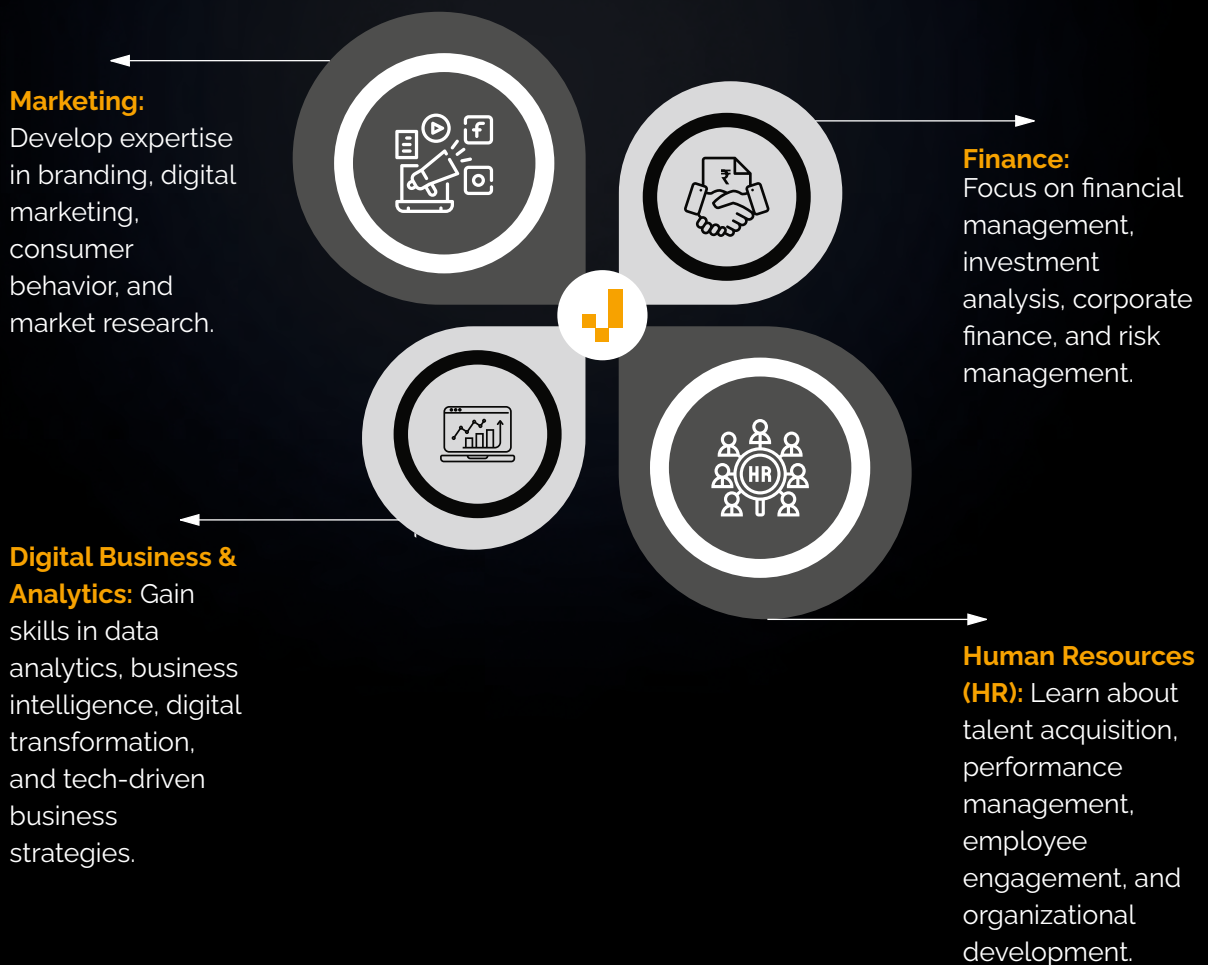
# WHAT MAKES IT PREMIER?

## Career Acceleration Programme (CAP)

The Career Acceleration Program for PGDM (General) students is designed to provide specialized career guidance, helping students secure placements based on their functional specialization—Marketing, Finance, Digital Business & Analytics, or HR—within key rapidly growing industries like IT/ITES, Electronic Services and Manufacturing Technology, Automobile, Healthcare & Pharma, Digital Platform Companies, BFSI, and Consulting. The program offers mentorship from industry leaders and equips students with the skills and network to land their desired roles.

### Key Features

**Functional Specializations:** Students can specialize in any of the following areas or a combination of these areas:



**Industry Focus:** The program will prepare students for specific roles in the sector chosen by the students based on their specialization.



### Marketing

**IT/ITES, GCC Sector:** Customer Success Manager, Functional Consultant, Presales, Marketing Operation Manager (GCC).

**Automobile Sector:** Marketing Communications (Events & Promos), Dealer Marketing Manager, After Market Sales.

**Healthcare & Pharma Sector:** Product/Brand Manager, Institutional Sales/ KAM, Trade Marketing Manager, Health Care Marketing Manager.

**Platform Companies Sector:** Category Manager, Growth Manager, Merchant Development, Affiliate Marketing Manager.

**BFSI Sector:** Product Manager, Brand Manager, Digital Marketing Manager.

**Consulting Sector:** Marketing Strategy Consultant, Digital Marketing Consultant, CX Consultant.



### Finance

**IT/ITES, GCC Sector:** Financial Planning & Analyst, Risk & Compliance Manager, Treasury Manger, Finance controller

**Automobile Sector:** Financial Planning & Analyst , Leasing and Fleet Finance Manager, Credit Analyst

**Healthcare & Pharma Sector:** Financial Planning & Analyst, Compliance Manager, Treasury Manger, Finance controller

**Platform Companies Sector:** Financial Planning & Analyst, Treasury Analyst

**BFSI Sector:** Credit Analyst, Risk Management

**Consulting Sector:** Transaction advisory, Risk Management



### Digital Business & Analytics

**IT/ITES, GCC Sector:** Data Analyst, BI Analyst, AI & NLP Analyst

**Automobile Sector:** Data Analyst - Fleet data, BI Analyst

**Healthcare & Pharma Sector:** Data Analyst, Bio Statistician, Clinical Informatics

**Platform Companies Sector:** Data Analyst, BI Analyst, Customer Insights Analyst, Growth Analyst

**BFSI Sector:** Customer Analytics Manager, Fraud Analyst

**Consulting Sector:** Insights Manager, BI Analyst



**Human  
Resource**

**IT/ITES, GCC Sector:** Talent Acquisition, Talent Transformation, HR Generalist.

**Automobile Sector:** Talent Acquisition, Talent Transformation, HR Generalist.

**Healthcare & Pharma Sector:** Talent Acquisition, Talent Transformation, HR Generalist.

**Platform Companies Sector:** Talent Acquisition, Talent Transformation, HR Generalist.

**BFSI Sector:** Talent Acquisition, Talent Transformation, HR Generalist.

**Consulting Sector:** Talent Acquisition, Talent Transformation, HR Generalist.

### Mentorship by Senior Executives

Students will be mentored by senior executives from their chosen industry and specialization.



### These mentors will:

- Provide industry-specific knowledge and insights into the role requirements.
- Help students refine their functional skills in line with industry demands.
- Offer personalized career planning and networking support to help students land roles that match their strengths and aspirations.

### Expected Outcomes

#### The Career Accelerator Program aims to:

- Equip students with a deep understanding of their chosen specialization and its application in the real world.
- Enable students to accelerate their career growth through hands-on learning, industry insights, and expert guidance.

The Career Accelerator Program equips students with targeted skills in their specialization and industry of choice, helping them build a focused portfolio. This includes completed projects, research, and internships specific to their chosen industry, significantly boosting their chances of securing placements that match both their career goals and employer expectations.



# GLOBALLY ACCREDITED AND RANKED PROGRAMS

## PGDM Marketing (Bangalore Campus)

The PGDM Marketing at JAGSoM is a two-year, full-time program tailored for students passionate about building dynamic careers in marketing and brand management. With a curriculum designed to address modern marketing needs, this program blends traditional marketing strategies with new-age digital tools and technologies. JAGSoM's emphasis on experiential learning and real-world projects ensures that students are equipped with the skills necessary to thrive in roles related to MarTech, brand communication, and market strategy.



# WHY PGDM MARKETING

Specially created for **new-age Marketing & Sales careers**



**Career Tracks in MarTech and Sales & Services:** The program provides in-depth exposure to marketing technologies and customer-centric service strategies, preparing students for roles in digital marketing, content strategy, and customer engagement.



**Rankings and Accreditation:** JAGSoM's PGDM Marketing is globally recognized and ranked in the QS Global Masters Rankings. The program's AACSB accreditation assures adherence to international academic and professional standards.



**Career-Oriented Training:** Through the integration of live projects, case studies, and workshops, students develop practical skills that make them valuable to recruiters from leading organizations for the roles like Digital Marketing, Social Media Marketing, E-Commerce, D2C Marketing, Retail Sales, Luxury Retail, B2B Sales, Customer Experience, Brand Management and Market Research.



**Network:** Study and network with industry in India's tech-hub, Bangalore at the No. 2 Ranked school in Bangalore after IIMB.



# WHAT YOU LEARN?

**Curriculum:** The curriculum of the PGDM Marketing program is designed to offer comprehensive knowledge and hands-on experience:

- **Foundation Courses:** Building a base in marketing principles, consumer behaviour, and strategic marketing.
- **Core Courses:** Advanced subjects such as digital marketing, brand management, integrated marketing communication, and market research.
- **Specialized Electives:** Courses in MarTech, data analytics for marketing, and customer relationship management.
- **Workshops and Certifications:** Students gain certifications in digital marketing tools and participate in interactive workshops led by industry experts

**Experiential Learning:** JAGSoM's PGDM Marketing program integrates a robust experiential learning component:

- **Live Projects and Campaigns:** Students collaborate with companies to work on actual marketing projects, gaining insight into real-world challenges.
- **Industry Connect Programs:** Regular guest lectures, seminars, and mentorships from marketing leaders provide exposure to current market trends.
- **Capstone Projects:** The program culminates with a significant project that allows students to apply their learning in a practical setting.



# WHAT SETS IT APART?



## **Focus on Modern Marketing Tools:**

Extensive use of data-driven strategies and digital platforms to align with current industry standards.



## **Comprehensive Workshops:**

Engagements that provide hands-on practice with tools like Google Analytics, SEO/SEM, and social media marketing.



## **Dynamic Learning Environment:**

A collaborative atmosphere encouraging creativity and innovation among students



## **Bangalore Location Advantage:**

The tech hub of India offers students unparalleled access to leading technology firms and start-ups.



# GLOBALLY ACCREDITED AND RANKED PROGRAMS

## PGDM Finance (Bangalore Campus)

The PGDM Finance program is a two-year, full-time program tailored for students aiming to build a robust foundation in finance and investments. This program is ideal for those seeking careers in investment banking, corporate finance, financial consulting, and fintech. JAGSoM's PGDM Finance is recognized globally, featuring in the QS Global Rankings, underscoring its strong reputation and industry-relevant curriculum.





# WHY PGDM FINANCE?

Specially created for in-demand careers in the **Financial Sector**



**Career Tracks:** Capital Markets, Fin-Tech, Banking, Wealth Management, Risk and Governance and Quantitative Finance



**Career Path:** Focus on roles like Product Manager, Corporate Banker, Personal Finance Advisor, Credit Analyst, Investment Analyst, Treasury Officer, Customer Relationship Manager (Banking / Investments), Risk and Control Officer etc.



**Comprehensive Financial Training:** The program offers detailed training in financial analysis, risk management, corporate finance, and investment strategies.



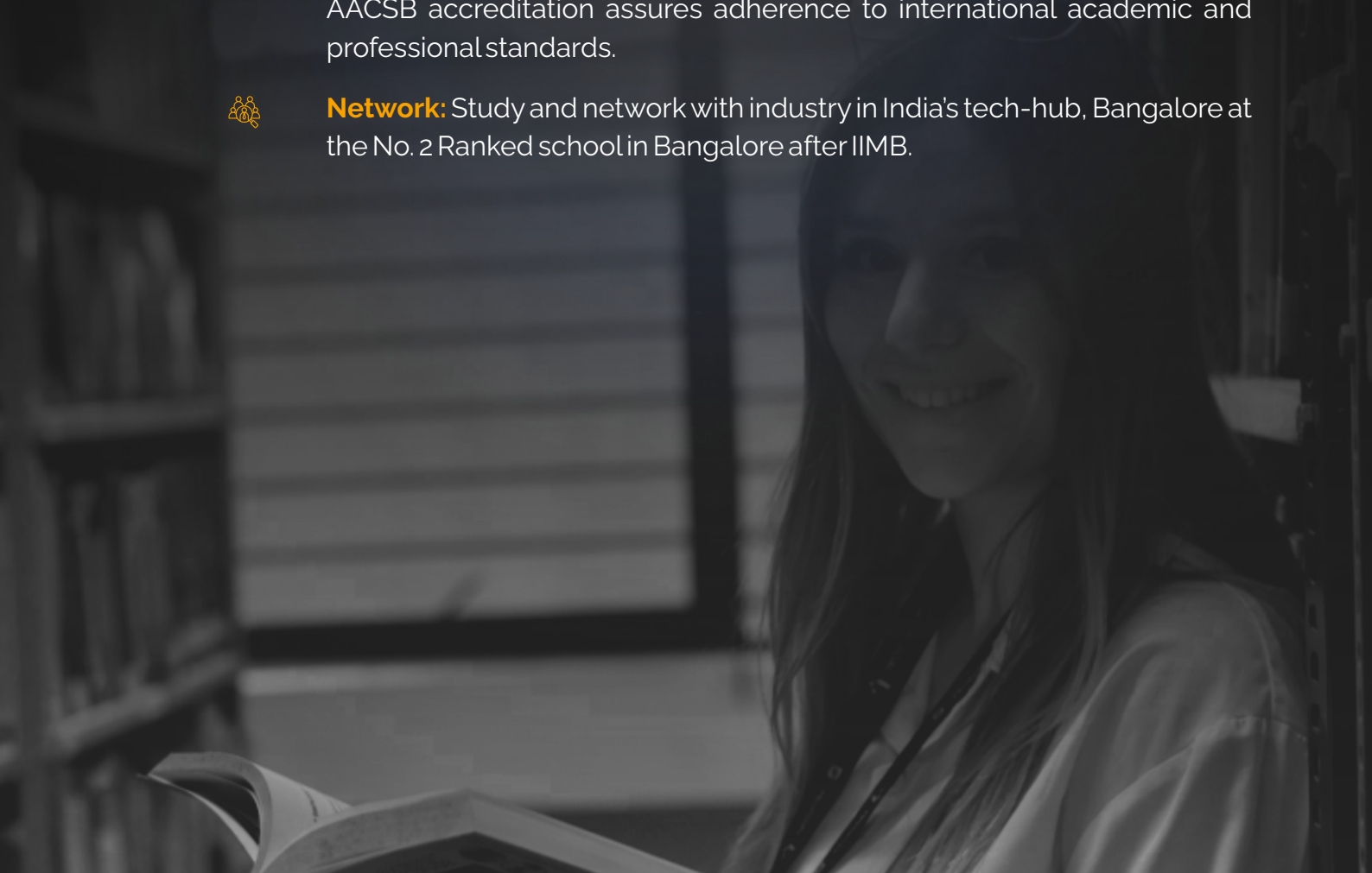
**Industry-centric Approach:** Courses are designed in collaboration with financial industry experts, ensuring students learn skills applicable to real-world finance.



**Rankings and Accreditation:** JAGSoM's PGDM Finance is globally recognized and ranked in the QS Global Masters Rankings. The program's AACSB accreditation assures adherence to international academic and professional standards.



**Network:** Study and network with industry in India's tech-hub, Bangalore at the No. 2 Ranked school in Bangalore after IIMB.





# WHAT YOU LEARN?

## Curriculum:

- **Foundation Courses:** Financial accounting, managerial economics, and corporate finance.
- **Core Courses:** Investment analysis, financial modelling, derivatives, and portfolio management.
- **Elective Specializations:** Areas such as fintech, financial technology innovation, and blockchain applications in finance.

## Experiential Learning:

- **Practical Workshops:** Sessions on financial analytics tools, including Bloomberg Terminal, and certifications in financial planning.
- **Industry Connect Programs:** Regular guest lectures, seminars, and mentorships from finance leaders provide exposure to current market trends.
- **Capstone Projects:** The program culminates with a significant project that allows students to apply their learning in a practical setting.



# WHAT SETS IT APART?



**Internships and Live Projects:** Engage with financial institutions and startups to apply theoretical knowledge.



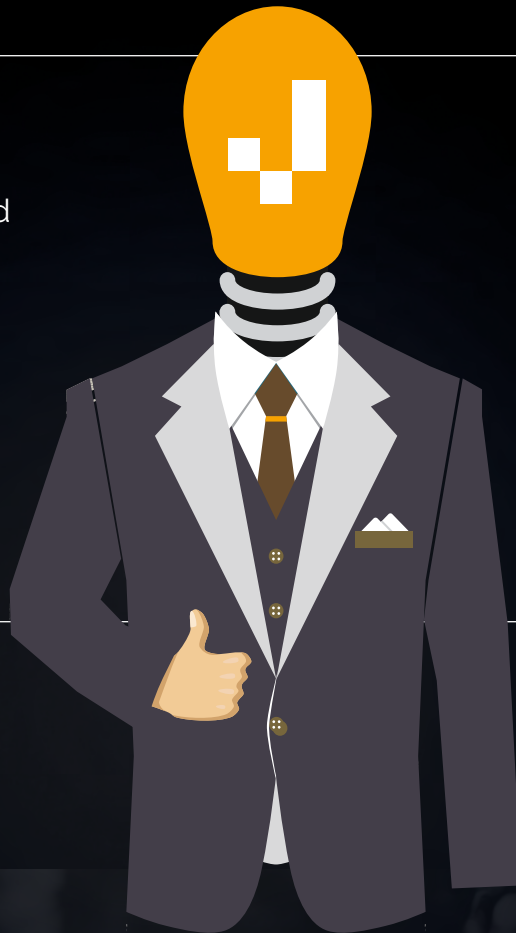
**Industry Mentorships:** Access to a network of finance professionals for insights into contemporary financial practices.



**Financial Research and Capstone:** Projects focusing on capital markets and investment analysis.



**Bangalore Location Advantage:** The tech hub of India offers students unparalleled access to leading technology firms and start-ups.



# GLOBALLY ACCREDITED AND RANKED PROGRAMS

## PGDM Data Science and Business Analytics (DS-BA) (Bangalore Campus)

The PGDM Data Science and Business Analytics (DS-BA) program at JAGSoM is a two-year, full-time program designed for aspiring data scientists and business analysts. This program is structured to equip students with the technical prowess and business acumen necessary to leverage data for strategic decision-making. Leveraging JAGSoM's industry connections and Bangalore's thriving tech ecosystem, the DS-BA program provides ample opportunities for real-world learning and exposure.



# WHY PGDM DS-BA?

Specially created for careers in **Business Analytics & Data Science** across functions & sectors



**Career Track:** Focus on technologies such as Artificial Intelligence, Machine Learning, Generative AI – and their applications in business focus on roles like Business Analyst, Decision Scientist, Machine Learning Specialist, Market Research Analyst, Project Manager, etc



**Advanced Analytical Training:** The curriculum focuses on developing expertise in data analysis, machine learning, artificial intelligence (AI), and big data tools.



**Experiential Projects:** Real-world problem-solving through data-centric projects and industry internships.



**Rankings and Accreditation:** JAGSoM's PGDM Business Analytics program is globally recognized and ranked in the QS Global Masters Rankings. The program's AACSB accreditation assures adherence to international academic and professional standards.



**Collaboration with Industry Experts:** Partnerships with data-centric organizations for case studies, workshops, and mentorships.



**Networking:** Study and network with industry in India's tech-hub, Bangalore at the No. 2 Ranked school in Bangalore after IIMB.





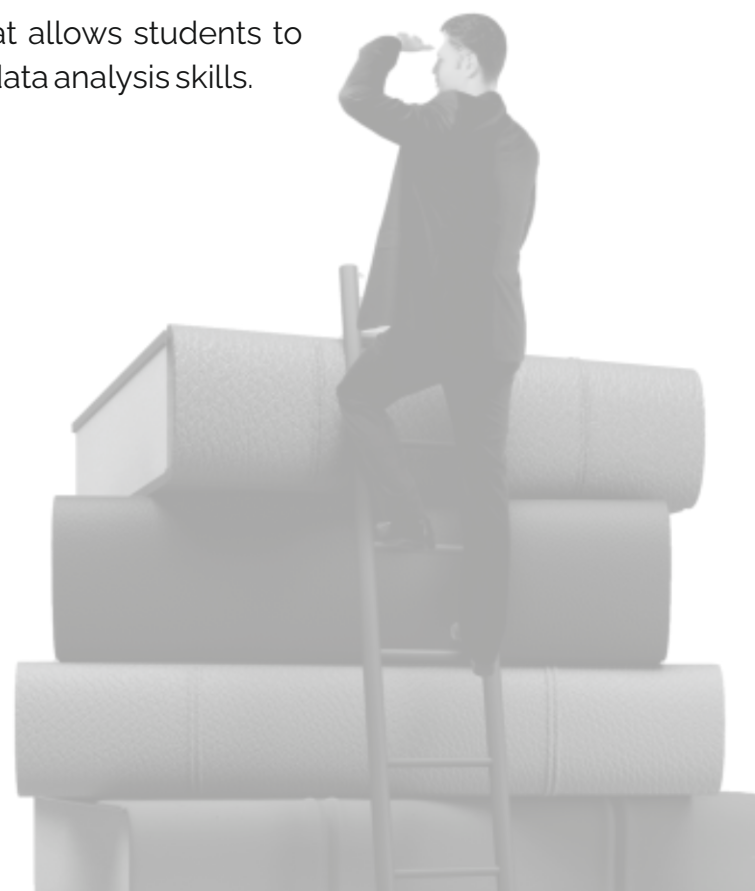
# WHAT YOU LEARN?

## Curriculum:

- **Foundation Courses:** Basics of programming, statistics for data science, and data visualization.
- **Core Courses:** Advanced machine learning, predictive analytics, data mining, and deep learning.
- **Specialized Electives:** Focus on AI for business, data governance, and cloud computing.
- **Certifications and Workshops:** Practical exposure to platforms like Python, R, Tableau, and SQL.

## Experiential Learning:

- **Industry Projects:** Real-time projects from sectors like e-commerce, healthcare, and finance, facilitating hands-on experience in data-driven decision-making.
- **Internships:** Structured internships that provide exposure to data analysis challenges and analytics solution-building.
- **Capstone Project:** A final project that allows students to solve a business problem using their data analysis skills.



# WHAT SETS IT APART?



## **Comprehensive Learning:**

Emphasis on both technical skills and business strategy to create data-literate leaders.



## **Industry Mentorships:**

Regular sessions with data professionals and analytics leaders for industry insights.



## **Bangalore Location Advantage:**

The tech hub of India offers students unparalleled access to leading technology firms and start-ups.



# GLOBALLY ACCREDITED AND RANKED PROGRAMS

## PGDM International Business (Bangalore Campus)

The PGDM International Business (IB) at JAGSoM is a unique two-year program designed to prepare students for global business leadership. This program features one year of study in India followed by a second year at an international partner institution, such as SUNY Albany or Georgia State University, allowing students to earn a dual degree—PGDM from JAGSoM and an MS from the partner school.

### Partner Schools



# WHY PGDM IB?



**Dual Degree Advantage:** Graduates receive a PGDM from JAGSoM and an internationally recognized MS, offering a global credential.



**Global Business Focus:** Courses on cross-border management, international trade, and global market strategies.



**Cultural Exposure:** A diverse cohort and international immersion prepare students for multicultural teamwork and global projects.



**Industry Collaboration:** Opportunities to interact with global businesses and gain insights into international business practices.



**Career Opportunities:** Graduates can look forward to roles such as International Trade Manager, Global Business Consultant, Corporate Finance Specialist, Export Manager, Digital Marketing Executive (Global Firms).



# WHAT YOU LEARN?

## Curriculum:

- **Foundation and Core Courses:** Comprehensive coverage of business management fundamentals including finance, marketing, operations, and strategy.
- **Specialization Pathways:** Options to specialize in Branding & Advertising or Data Science & Business Analytics.
- **Electives and Workshops:** Customizable learning with electives and workshops to strengthen specific skill sets.

## Experiential Learning:

- **Live Projects:** Work on business projects with real impact in collaboration with corporate partners.
- **Industry Mentorships:** Access to experienced mentors who guide students through their career aspirations.
- **Capstone Project:** A strategic project that synthesizes learning and demonstrates problem-solving capabilities.





# WHAT SETS IT APART?

Opportunity to complete the program abroad and work there.

## **Two degrees – MBA from JAGSoM and MS from:**

- SUNY in Digital Forensics and Cyber Security
- Georgia State University in Actuarial Science, Data Science and Analytics, Finance, Information Systems, Quantitative Risk Analysis & Management, and Supply Chain Management
- University of Arlington in Information Systems or Business Analytics
- KEDGE Business School in Marketing/Digital Marketing & Sales/International Sport & event management/International Business/Corporate Finance/International Trade & Logistics/Arts & Creative Industries Management/Sustainable Finance/Business Transformation for Sustainability



# MBA

## (Greater Mumbai Campus)

The MBA General at JAGSoM, conducted at the Vijaybhoomi campus in Greater Mumbai, is a comprehensive two-year, full-time, residential program that offers specialization pathways in areas like Branding & Advertising and Data Science & Business Analytics. The program is structured to develop leaders who can thrive in dynamic business environments and leverage global opportunities through potential international immersion.



# WHY MBA?



**Interdisciplinary Learning:** The program integrates knowledge across business functions with specialization options to build deep expertise.



**Flexible Specializations:** Students can choose electives in their second year, tailoring their MBA experience to specific career goals. Option to pursue MBA in Branding and Advertising or DS/BA at JAGSoM @ Vijaybhoomi University and PGDM Marketing, PGDM Finance, PGDM Data Science and Business Analytics from JAGSoM @ Bangalore Campus in the second year.



**Industry Engagement:** Strong focus on experiential learning, industry internships, and projects with local and international firms.



**International Pathway:** After one year of course work at JAGSoM Opportunity to complete the program abroad and work there.

## Two degrees – MBA from JAGSoM and MS from:

- SUNY in Digital Forensics and Cyber Security
- Georgia State University in Actuarial Science, Data Science and Analytics, Finance, Information Systems, Quantitative Risk Analysis & Management, and Supply Chain Management
- University of Arlington in Information Systems or Business Analytics
- KEDGE Business School in Marketing/Digital Marketing and Sales/International Sport and event management/International Business/Corporate Finance/International Trade and Logistics/Arts and Creative Industries Management/Sustainable Finance/Business Transformation for Sustainability



# WHAT YOU LEARN?

## Curriculum:

- **Foundation and Core Courses:** Comprehensive coverage of business management fundamentals including finance, marketing, operations, and strategy.
- **Specialization Pathways:** Options to specialize in Branding & Advertising or Data Science & Business Analytics.
- **Electives and Workshops:** Customizable learning with electives and workshops to strengthen specific skill sets.

## Experiential Learning:

- **Live Projects:** Work on business projects with real impact in collaboration with corporate partners.
- **Industry Mentorships:** Access to experienced mentors who guide students through their career aspirations.
- **Capstone Project:** A strategic project that synthesizes learning and demonstrates problem-solving capabilities.



# GLOBALLY ACCLAIMED PRACTICE COURSES

Specific activities such as the Personality Enhancement Program (PEP), Outbound Leadership Lab (OLL), Social Immersion Program (SIP) and Effective Execution Committees (EECs) build character and bestow students with the strength to face adverse and ambiguous situations.

## Learning by Solving - Requests for Problem (RFP)

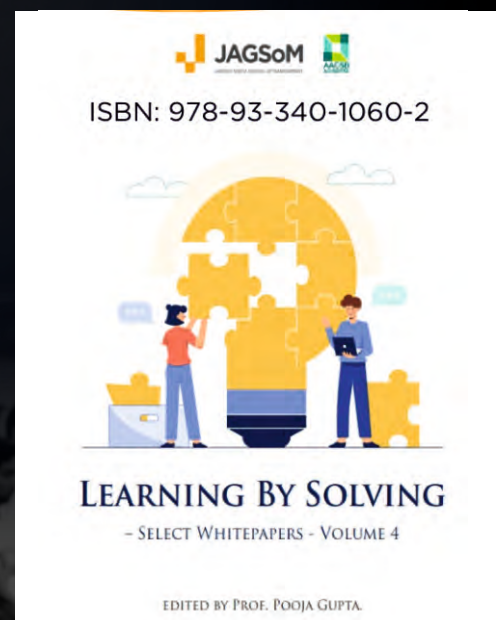
Participants work on the 'Learning by Solving' projects from Industry to solve a problem related to the Target Role, Sector and Company.

## Partners for Requests for Problem (RFP)



## Outcomes

The Learning by Solving – Select Whitepapers Volume 4 Edited Book, authored by Dr. Pooja Gupta features chapter-by-chapter Learning by Solving – RFP projects, and was also unveiled on the Founder's Day.



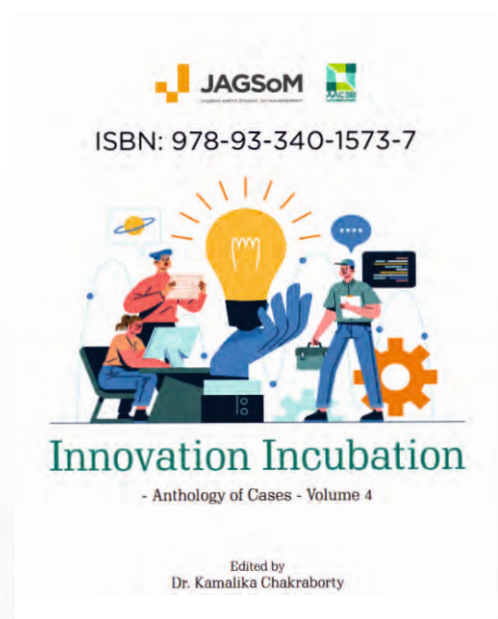
## **Design Thinking Program & Innovation Incubation Program**

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 culminated in the Design Thinking Exhibition (DTE) which was held in the JAGSoM campus on the 17th of February 2024.

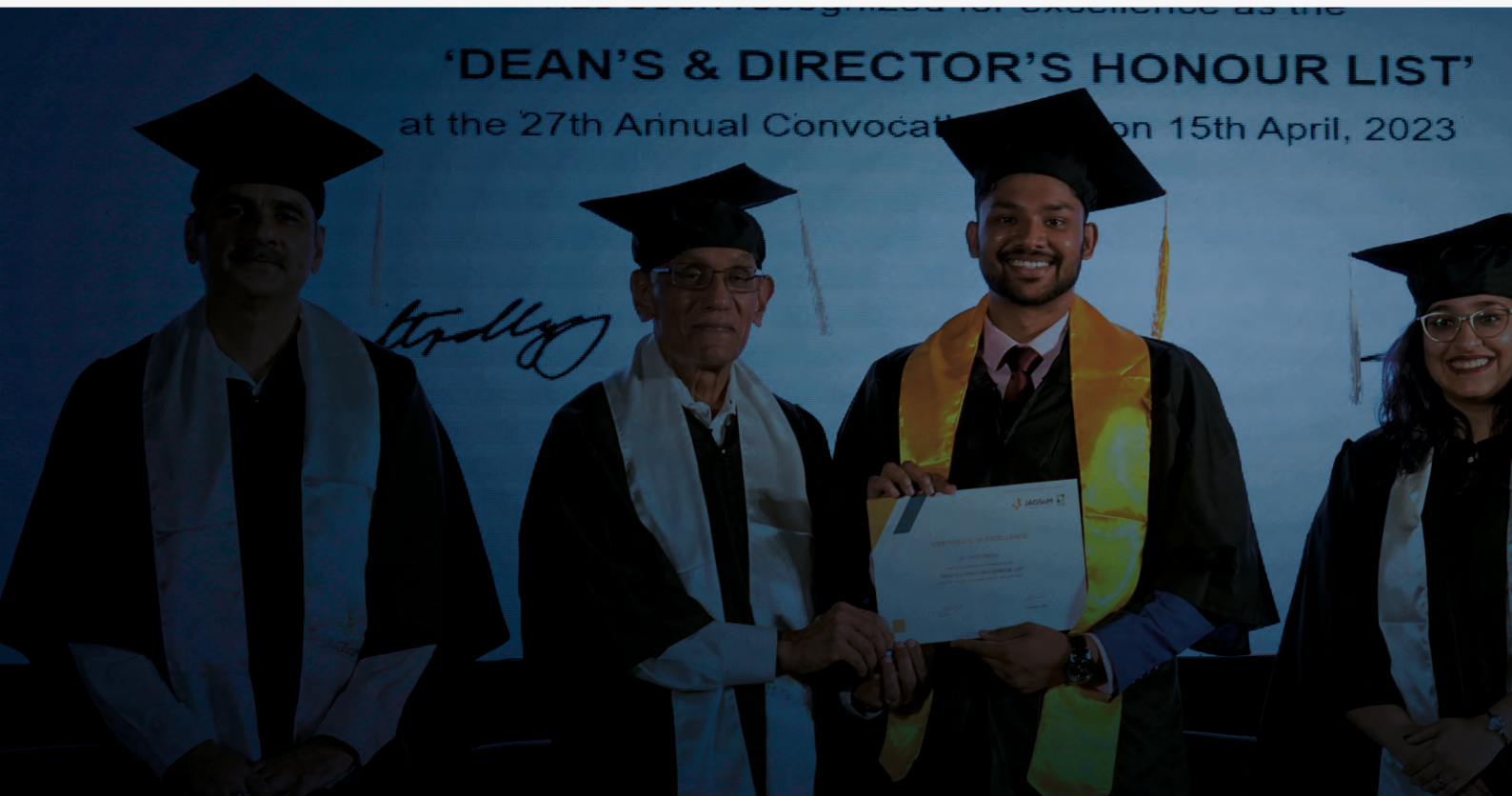
The Design Thinking – Volume 2 Edited Book, authored by Dr. Rajiv Ranjan is dedicated to addressing business issues through the use of the Design thinking principles. It features chapter-by-chapter solutions to various business problems in different sectors by utilizing the design thinking methodology.

The Innovation Incubation program at JAGSoM empowers participants to develop an entrepreneurial mindset and enables them to tackle business programs and challenging creativity and innovation.

The Edited Volume of Cases derived from student startup project ideas titled 'Innovation Incubation Anthology of Cases Volume 4' was compiled and edited by Dr. Kamalika Chakraborty, JAGSoM Faculty Member.







## 2.Social Immersion Program

All students are required to spend 15 days with an NGO of their choice to solve a problem plaguing various corners of our society.



## 1.Outbound Leadership Lab

Incoming students are sent to a 2 day leadership camp in the wilderness where they go through a battery of challenges to help them discover themselves and build-realworld skills.



## 3.Kanyathon

Every year, the students of JAGSoM host our flagship marathon called Kanyathon, that runs across 2 cities: Bangalore & Mumbai.



# STUDENT EXPERIENCE & LIFE

As a student of JAGSoM, you can expect a diversity of experience throughout your academic life. Some key milestones of this experience are given below.

## 4.Vibrant Campus Life

Nestled in the heart of Bangalore and the outskirts of Mumbai, students at JAGSoM enjoy a very vibrant and diverse campus life with state-of-the-art classrooms, sporting facilities and labs.



## 5.Rich Cultural Exposure

At JAGSoM, we believe in rich cultural exposure for our students. Our faculty and students are always looking to celebrate the next festival.





# INDUSTRY CONNECT AND CAREER SUCCESS

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.

JAGSoM follows a two-pronged approach for enabling career success of its graduating students:

## **1. Inbound Placement**

Companies are invited to participate in the recruitment process and select candidates from the pool of applicants, for different roles across specializations and career tracks.

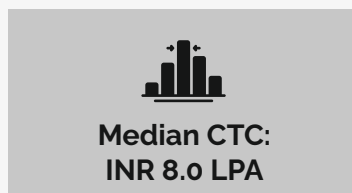
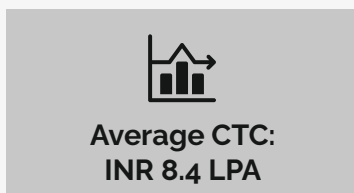
## **2. Outbound Placement**

Candidates are also encouraged to approach and engage with other companies directly for roles of their choice. On the flip side, companies can also identify individual candidates based on their specific needs. This matchmaking is enabled through a unique resource-the Career Track section of the website, where recruiters can search and find the right candidates/resumes - with filters like specialization, career track, role, undergraduate qualification, work experience, etc. - <https://jagsom.edu.in/careertrack/>. This microsite is also promoted through email campaigns to companies who do not wish to participate in campus placement and prefer a focused approach.

## **Placement of Class of 2022-24**

Despite the year 2024 being a rough one for the recruitment of fresh graduates across industry sectors and institutes, the class of PGDM 2022-24 at JAGSoM was completely placed within three months of their graduation through both inbound and outbound placements, with the majority of the graduates achieving their aspired roles for which they had consistently prepared themselves by opting the role-defined career tracks, a unique and focused aspect of JAGSoM's pedagogy.

## Placement Statistics

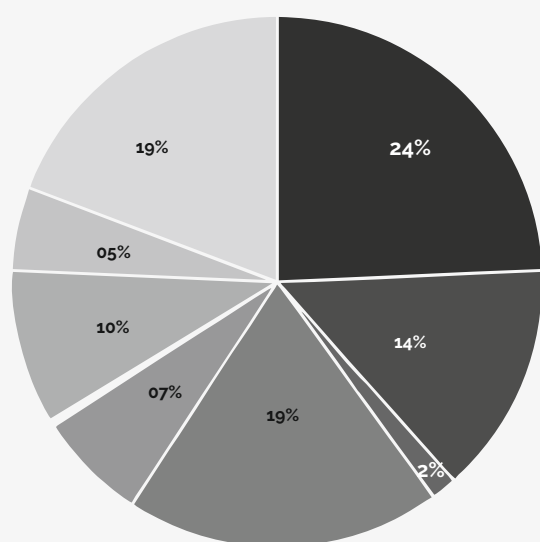


## Prominent Recruiters



Inbound companies – 70 | Outbound companies – 113

## Sector-wise Distribution



- IT & IT Services Companies
- Internet/Digital Companies
- Banks
- Financial Services Companies
- Consulting Companies
- FMCG and Consumer Durables Companies
- Healthcare & Pharma
- Others

Scan the QR code  
for the latest updates  
on placements.



The detailed career success  
report can be accessed by  
scanning the QR code.



# GLOBAL CONNECT AND PARTNERSHIPS

JAGSoM is building a portfolio of global partnerships through the development of sustainable and mutually beneficial alliances with highly regarded academic institutions. The AACSB accreditation helps JAGSoM in forging alliances with the best-known Business Schools in the world.

## Partners - Term Exchange for PGDM/MBA







## IMPACT ON BUSINESS & SOCIETY ■

Developing social responsibility and enhancing the social awareness quotient of students. The Social Immersion Program (SIP), a unique initiative, sensitizes students to the needs of the community and enables them to identify and address social problems through field exposure. Students learn to design solutions for social problems through a Techno Economic Viability (TEV) study, thereby enabling sustainable socially positive and measurable impact on seven UN Sustainable Developmental Goals (SDGs).

# GLOBAL ALUMNI NETWORK

## NOTABLE ALUMNI



**Dr. Richard D Phillips**  
**Class of 1997**  
CEO & MD  
at Chatterjee Cleaning  
Arts Services Ltd



**Keshav Pai**  
**Class of 2005**  
Assistant General  
Manager, Transsion  
Holdings- IteI



**Kiran Kumar**  
**Class of 2001**  
Sr. Director APAC -  
Sales Enablement,  
Salesforce.com



**Ujjayinee Roy**  
**Class of 1999**  
Partner at Voice &  
Trumpet



**Murali Manohar**  
**Class of 2003**  
India Country Leader,  
Rockwell Automation -  
Enterprise Software  
Business



**Shivam Sinha**  
**Class of 1997**  
Founder & CEO,  
Indiassetz



**Madhur Uniyal**  
**Class of 2005**  
MD & COO, Briskon Inc



**Arun B N**  
**Class of 2003**  
Senior Assistant Vice  
President, Decision  
Science, HSBC



**Bharath Balakrishnan**  
**Class of 2004**  
Director, Earths Path  
Wellness LLC



**Amarjeet Singh**  
**Class of 1998**  
Executive Director CPG  
and IFM India Lead,  
Wells Fargo





**Vikas Bhalla**  
Class of 1999

Senior Platform  
Delivery Consultant,  
DNIF Hypercloud



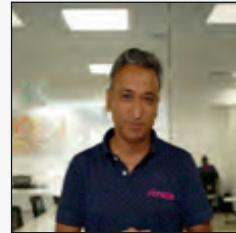
**Mithun Appaiah**  
Class of 2003

Chief Executive Officer,  
WOW Momo



**Simant Arun**  
Class of 1999

General Manager,  
Toyota Kirloskar Motor



**Amit Arora**  
Class of 1998

Co-Founder, Finnable  
Credit Pvt Ltd



**Shikha Sheth**  
Class of 1998

Vice President - Global Talent,  
Kingsley Gate



**Akhil Mullick**  
Class of 1998

Director of e-Commerce and  
Operations, The Plush Posh



**Bintu Augustine**  
Class of 2003

Vice President, HDFC ERGO  
General Insurance

You can be  
the next



# STUDENT TESTIMONIAL

“

I picked JAGSoM because of its solid academic standing and emphasis on creating employable, industry-ready skills that complement career goals. The time I've spent at JAGSoM has changed my life. The faculty members are outstanding; they consistently create a learning atmosphere that promotes creativity, critical thinking, and problem solving. My experience has been solid and goes beyond academics.



**Sivaraman S.**  
JAGSoM PGDM student (2024-26).

“

My experience at JAGSOM has been nothing short of shaping up as a corporate commando. The rigorous academic curriculum and the constant effort to meet deadlines not only geared me up for the challenges of the corporate world but also engraved in me a strong work ethic and pliability. The best combination of the guidance and training I have received, which has embellished my preparation to get placed in a top-tier company. JAGSoM's commitment of shaping me into a professional is absolutely worth appreciating.



**Ranit Mukherjee,**  
JAGSoM PGDM student (2023-25).

“

JAGSoM's blend of academic excellence, leadership development, & practical industry exposure drew me in. My experience here has been transformative, with knowledgeable faculty fostering critical thinking and innovation. The curriculum combines theory with real-world applications, building confidence & problem-solving skills. Beyond academics, programs like PEP & extracurricular activities have enhanced my personal growth, communication, and leadership the holistic approach prepares us for both career success & life challenges.



**Sakchi Suryavanshi**  
JAGSoM PGDM student (2024-26).

# PROGRAMS AT A GLANCE

#	Program	Duration (Years)	Campus	Residential?	Fees (INR)
1	PGDM General	2	Bangalore	Yes	₹16,00,000
2	PGDM Marketing	2	Bangalore	Optional	₹14,00,000 (Without Hostel)
3	PGDM Finance	2	Bangalore	Optional	
4	PGDM Data Science and Business Analytics (DS-BA)	2	Bangalore	Optional	
5	PGDM International Business (IB)	1+1	Bangalore	No	₹10,00,000 (1st year at JAGSoM without hostel) + Partner school fee (2nd year)
6	MBA General	2	Vijaybhoomi, Karjat	Yes	₹10,00,000 (For candidates from the state of Maharashtra - Instate) ₹13,00,000 (For candidates from the state other than Maharashtra)

# INTAKE AND TIMELINES

#	Program	2025 Intake	Applications Open	Applications Close
1	PGDM General	180	18 Oct 24	31 March 25
2	PGDM Marketing	60	1 Dec 24	30 April 25
3	PGDM Finance	60	1 Dec 24	30 April 25
4	PGDM Data Science and Business Analytics (DS-BA)	60	1 Dec 24	30 April 25
5	PGDM International Business (IB)	60	1 Dec 24	30 April 25
6	MBA General	120	1 Dec 24	30 April 25

# ELIGIBILITY AND ADMISSION SELECTION PROCESS (ASP)

#	Program	Eligibility	ASP Steps
1	PGDM General	Appearing in CAT/XAT/GMAT  Minimum 60%ile in CAT/XAT or equivalent score in GMAT	Psychometric Test and Profiling (PTP)  Personal Interview (PI)
2	PGDM Marketing	Appearing in CAT/XAT, NMAT, MAT, CMAT, ATMA, PGCET, SNAP, Or JAGMAT	Psychometric Test and Profiling (PTP)  Personal Interview (PI)
3	PGDM Finance	Appearing in CAT/XAT, NMAT, MAT, CMAT, ATMA, PGCET, SNAP, Or JAGMAT	Psychometric Test and Profiling (PTP)  Personal Interview (PI)
4	PGDM DS-BA	Appearing in CAT/XAT, NMAT, MAT, CMAT, ATMA, PGCET, SNAP, Or JAGMAT	Psychometric Test and Profiling (PTP)  Personal Interview (PI)
5	PGDM IB	Appearing in CAT/XAT, NMAT, MAT, CMAT, ATMA, PGCET, SNAP, Or JAGMAT	Psychometric Test and Profiling (PTP)  Personal Interview (PI)
6	MBA General	Appearing in CAT/XAT, NMAT, MAT, CMAT, ATMA, MHCET, SNAP, Or JAGMAT	Psychometric Test and Profiling (PTP)  Personal Interview (PI)

\*For all the programs candidates should have secured at least 50% marks in graduation for General category and at least 45% for SC/ST category.



# ADMISSION PROCESS

## Application Process

Aspirants from various sources need to visit our website (program application landing page) to begin the application.

Aspirants are required to complete the online application form by providing their personal, academic and other necessary details sought in the application form and pay the required application fee before the application closing date.

Aspirants have an option to apply for the other full-time postgraduate programs of JAGSoM within the same application form without paying any additional fee.

## Admission Process

**a) The ASP across programs comprises the following steps, **except that the PGDM General applicants are not required to appear for JAGMAT:****

- 1 JAGSoM Management Aptitude Test (JAGMAT)  
Psychometric Test and Profiling (PTP)**
- 2 Admission Selection Process (ASP) Registration**
- 3 Personal Interview (PI) by a three-member panel  
Interaction with the Program Chair (if required)**

### **b) Details of Step 1 – JAGMAT and PTP:**

Post the receipt of the completed application form and application fee, and subject to them fulfilling the eligibility criteria:

**b.1.** For programs other than PGDM General, shortlisted candidates who have not taken any of the entrance exams mentioned in the eligibility criteria, receive a notification to appear for JAGSoM Management Aptitude Test (JAGMAT).

**b.1.1** JAGMAT is an online proctored Computer Based Test (CBT), conducted on a weekly frequency by JAGSoM.

**b.1.2** JAGMAT comprises of 3 sections, which are English Language Proficiency (ELP), Quantitative Aptitude (QA) and Logical Reasoning (LR). Each section will be of 25 marks summing to 75 marks. There will not be any negative marking. Duration of the test will be 90 minutes.

**b.1.3** A candidate can take a maximum of two attempts at JAGMAT and the best score among the two shall be considered.

**b.2.** All shortlisted candidates receive an email notification containing a link to take the JAGSoM prescribed **Psychometric Test**.

**b.2.1** A psychometric test is an activity or assessment that is conducted with the purpose of examining individual strengths, weaknesses, inclination and ability that may impact a candidate's suitability for a domain of study or a career path.

**b.2.1** The JAGSoM prescribed Psychometric Test assesses the candidate's skills and competencies from business education suitability perspective and provides the results in the form of a Psychometric Profile, based on which the suitability of a candidate to a particular program of business studies may be indicated.

**b.2.1** The candidate will benefit by giving this test as the candidate will receive her/his psychometric profile and the candidate can use the same to choose a career befitting their profile.

### **c) Details of Step 2 – ASP Registration:**

**c.1.** After having appeared for JAGMAT and/or taken the Psychometric Test, the candidates receive a notification for confirming a slot for the Admission Selection Process (ASP) for the program/s they have applied to. The ASP slots across multiple Indian cities are published in advance to choose from.

**c.2.** Applicants are required to confirm their ASP slot within the provided timeline, after which they receive an ASP slot confirmation on their registered email id along with the ASP details.

**c.3.** Candidates after having received an ASP slot confirmation email, are required to report for the ASP 15 minutes prior to their confirmed slots as communicated in the ASP slot confirmation email.

**d) Details of Step 3 – Personal Interview (PI):**

**d.1.** Each candidate must appear for a Personal Interview for assessing the Value Fit of the candidate with the institute.

**d.2.** The panel for the PI shall comprise one faculty member, one industry professional/one alum. The duration of PI per candidate is around 15-30 minutes.

**d.3.** After the PI with the panel and if selected, an interaction with the Programme Chairperson will be required. This interaction could be face to face or online and will be held on the day of the ASP.

## Apply Now

**Scan the QR code to apply**





# JAGSoM

JAGDISH SHETH SCHOOL OF MANAGEMENT



## THINK GLOBAL. THINK JAGSoM.



[www.jagsom.edu.in](http://www.jagsom.edu.in)

**For Further Details, Contact**



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