



**JAGSoM**  
JAGDISH SHETH SCHOOL OF MANAGEMENT



# **ANNUAL REPORT 2021**





THE ONLY BUSINESS SCHOOL FROM INDIA TO BREAK INTO  
**QS GLOBAL MASTERS IN MARKETING AND  
MASTERS IN FINANCE RANKINGS 2021**



**JAGSoM**

JAGDISH SHETH SCHOOL OF MANAGEMENT





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**PROF. JAGDISH SHETH**

# RENAMING OF IFIM BUSINESS SCHOOL TO JAGSoM

On October 21, 2020, in an unprecedented development, Global Thinker & Padma Bhushan Awardee Prof. Jagdish Sheth accepted to rename IFIM Business School Bangalore in his name as the 'Jagdish Sheth School of Management' (JAGSOM) and also accepted to be our new Chairman.

This was one of the rare instances where an institution was named to honor a globally renowned Indian academic – and was not based on any endowment or grant. This is also a unique case where President Mr. Sanjay Padode selflessly relinquished the Chairmanship to push a Business school further on its globalization journey.

Prof. Jagdish Sheth is a globally known management thinker and scholar. He is known for his scholarly contributions in marketing, competitive strategy, and geopolitical analysis. Prof. Sheth has over 50 years of combined experience in teaching and research at leading US Universities including University of Southern California, University of Illinois at Urbana-Champaign, Columbia University, MIT, and Emory University. Prof. Sheth has been an advisor to numerous companies including Whirlpool, Motorola, AT&T, WIPRO, Aditya Birla Group, E&Y and many others. He has published numerous books and award-winning articles. Prof. Sheth has been an advisor to the Government of Singapore and a policy advisor to the US Government as well. Recognizing his achievements, the Government of India conferred Prof. Sheth with the prestigious Padma Bhushan Award in 2020.

Interacting with an audience of over a thousand from across the globe, during the virtual event to celebrate the renaming, Prof Sheth stated “As India gets globally integrated, it will become increasingly necessary for management schools to meet or exceed global benchmarks, global accreditations and global recognitions. I am honoured with this step (by IFIM).”

IFIM not only got his name, but also his guidance, as Prof Sheth is now the Chairman of the school. This step is also a booster shot for the faculty. Mr. Sanjay Padode said that the faculty looks at Prof. Sheth with awe, and he lending his name is a testimony to their achievements.

Shri Sanjay Padode said, “After incubating IFIM Business School for 25 years to become a AACSB accredited and a globally ranked institution, I felt that it is time to cut the umbilical cord and give more wind under its wings by professionalising the governance of the Institution.”

He further added, “I am grateful to Prof Jagdish Sheth for his acceptance to Chair the Governing Board. His acceptance of permitting us to use his name for renaming the school permanently is a testimony to the effort made by the faculty and the

leadership of the institution for developing IFIM Business School. I am confident that Jagdish Sheth School of Management will soon make India proud.”

Commenting on the significance of the development, Prof Atish Chattopadhyay, Director, Jagdish Sheth School of Management, said, “This is a watershed moment for management education in India which is marked by several ‘Firsts’: This is the first time that an Indian Management Institution is being re-named to honour a globally renowned scholar and not based on receipt of endowments. This is also the first time that an owner has given way to an academic to make a shift from being an owner driven institution to an academic driven institution – my salute to Shri Sanjay Padode for his courage, conviction and honesty of purpose.”

Prof Chattopadhyay further added, “The renaming of the school will result in higher visibility in the global arena. I am grateful to Prof. Sheth for agreeing to lend his name and would like to thank my board, my faculty colleagues, and the alumni for supporting this bold move.”

The renaming of the school to JAGSoM is the start of a new journey towards the Making of a Global Business School.





# INCOMING BOARD MEMBERS



Jagdish Sheth School of Management welcomed five new board members in 2021 to further strengthen the Board of Governors led by Prof. Jagdish Sheth himself.

The Board of Governors of JAGSoM comprises of nineteen individuals from across the globe with backgrounds ranging from International Academicians to experienced Practitioners.

This strong Board of Governors will lead JAGSoM on its journey towards becoming a Global Business School.




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MASTERS IN FINANCE RANKINGS 2021**

**QS TOP UNIVERSITIES** Rankings > Discover > Events >


**QS Masters in Marketing Rankings**

Choose a subject  
Masters In Marketing

# RANK	UNIVERSITY	CITY	LOCATION
51+	 <a href="#">IFIM Business School PGDM Marketing</a>	Bengaluru	India

**QS Finance Masters Rankings**

Choose a subject  
Masters In Finance

# RANK	UNIVERSITY	CITY	LOCATION
101+	 <a href="#">IFIM Business School PGDM Finance</a>	Bengaluru	India



## DEBUT IN GLOBAL RANKINGS

Post receiving the AACSB Accreditation in 2018, a decision was taken that Jagdish Sheth School of Management (formerly IFIM Business School) would take a break from participating in Rankings. This was a strategic decision to chart a direction for the future and to restructure ourselves under the leadership of our Director, Dr. Atish Chattopadhyay.

After a period of 2 years, in 2020, JAGSoM broke into the 51+ Band Globally in the QS Masters in Marketing Ranking for its PGDM (Marketing Major). JAGSoM also broke into the 101+ Band globally in the QS Masters in Finance Rankings for its PGDM (Finance major), thereby making an impact globally.

JAGSoM was the only Business School from India that has been ranked in the QS Masters in Marketing Rankings 2021 and in the QS Masters in Finance Rankings 2021.

Prestigious global business schools such as HEC Montreal, Rennes School of Business, College of Business - University of Texas at Arlington, & Naveen Jindal School of Management, University of Texas at Dallas rank alongside JAGSoM in the 51+ Band of the Masters in Marketing Rankings.

In the Masters in Finance Rankings, global business schools such as J. Mack Robinson College of Business - Georgia State University, Newcastle Business School, Rennes School of Business, College of Business - University of Texas at Arlington and LUISS Business School join JAGSoM in the 101+ Band.

Congratulating the faculty of JAGSoM, President Mr. Sanjay Padode, said “This is the probably the best news for a private business school in its Silver Jubilee year. The faculty of JAGSoM has always dreamt big and I am proud that their efforts are elevating the stature of Indian Management Education globally.”



**Dr. Atish Chattopadhyay,  
Director being felicitated by  
Mr. Sanjay Padode, Chairman, CDE.**

Hailing the results, Dr. Atish Chattopadhyay, Director, JAGSoM said “The results of the QS rankings is a testimony to JAGSoM being future ready, globally relevant and at par with top global B-Schools in grooming Marketing and Finance professionals aligned to Industry 4.0.”

## **GLOBAL ACCREDITATIONS**

JAGSoM was the 6th Business School in India to become AACSB Accredited. Globally, there are just 901 B-Schools that have earned the AACSB accreditation.

Till date, there are just 15 AACSB Accredited Business Schools in India. Only those institutions that have significantly improved their teaching-learning experience, learning outcomes, career progression of their graduates, thought leadership and internationalization earn the honour of being AACSB accredited.

### **SAQS REACCREDITATION**

In addition to receiving the AACSB Accreditation, JAGSoM also received the SAQS Reaccreditation last year from the Association of Management Development Institutions in South Asia (AMDISA), for a period of 5 years.



Association of Management Development Institutions in South Asia (AMDISA)



CERTIFICATE OF ACCREDITATION GRANTED TO

IFIM Business School Bengaluru, India

In recognition of commitment to Quality and Quality Assurance through continuous improvement

Award granted for a period of Five years 22nd February, 2020 to 22nd February, 2025

Signature of AMDISA President

Signature of SAQS Council Chairman

Signature of SAQS Accreditation Awarding Committee Chairman

2021 Innovations That Inspire Highlight AACSB

JAGDISH SHETH SCHOOL OF MANAGEMENT

**Kanyathon: Experiential Program for Social Impact**

#AACSBinspires

**Changemaker with an Impact Contributing to the Society**

Cultivating a position at the intersection of academia and practice  
 Connecting with other disciplines  
 Driving innovation in higher education



2021 Innovations That Inspire Highlight AACSB

JAGDISH SHETH SCHOOL OF MANAGEMENT

**Kanyathon: Experiential Program for Social Impact**

#AACSBinspires

**Kanyathon 2020 Impact**

**10076 registrations, a footfall of 6657 runners and a surplus of INR 2.3 million**

650 children in the age group of 0-6 years regularly receive daily nutrition pre, during and post lockdown

Immunization camp was conducted in all operational Kolar adopted villages and 2543 children were immunized



2021 Innovations That Inspire Highlight AACSB

JAGDISH SHETH SCHOOL OF MANAGEMENT

**Kanyathon: Experiential Program for Social Impact**

#AACSBinspires

**Kanyathon Experiential Learning**

An integrated intervention through a 'real time experiential business experience' that motivates students through a sense of achievement.

A program that demonstrates a purpose and creates an impact on society and makes it sustainable.



# GLOBAL AWARD - INNOVATIONS THAT INSPIRE

This year, AACSB International recognized JAGSoM as a Champion of Change in the Business Education landscape. JAGSoM was one out of only 24 Business Schools globally to feature in the 2021 AACSB Innovations that Inspire list. KANYATHON, an experiential program for social impact, received the 2021 AACSB Innovations that Inspire award for creating positive societal impact.

The 2021 Innovations that Inspire showcase schools' positive contributions to society through one of the following ways:

- Cultivating a position at the intersection of academia and practice
- Connecting with other disciplines
- Driving innovation in higher education

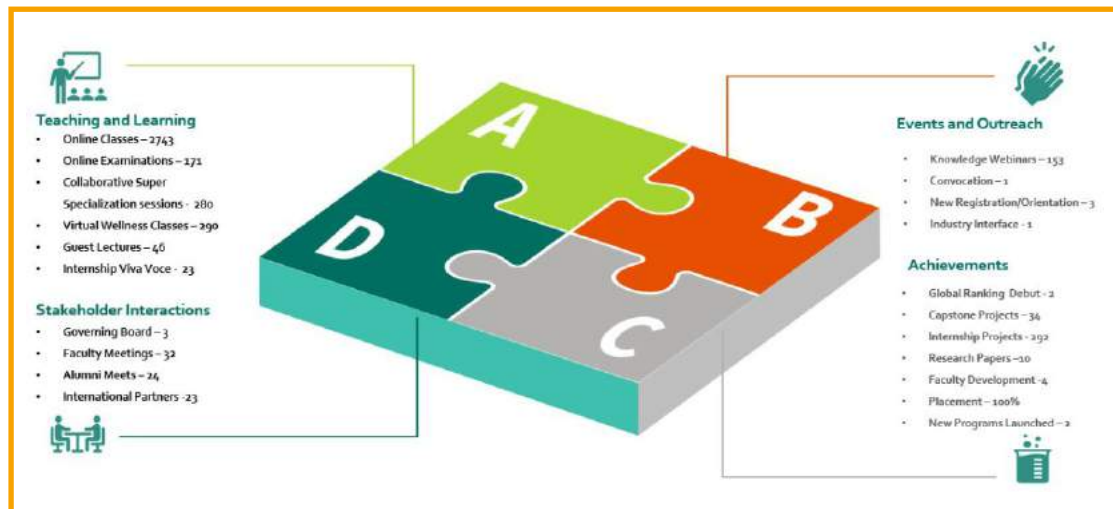
Kanyathon is a student-driven annual charity marathon that raises funds to uplift the lives of the girl child and for women empowerment in order to make social impact and impact UN Sustainable Development Goals (SDG 1 'No Poverty' and SDG 5 'Gender Equality').

To read more about the award winning KANYATHON, please see: <https://lnkd.in/gHqsupx>

# RESPONSE TO COVID-19







The COVID-19 Pandemic has forced all of us to adapt and to be agile. The Business School community faces the challenge of grooming professionals who can deal with ambiguity and uncertainty.

Globally, the Business School Community is trying to respond to this uncertainty. Due to the efforts of the students, faculty and staff, JAGSoM has been able to respond to this challenge successfully, thereby setting a Global benchmark for the management of the COVID-19 pandemic.



Since the start of the Lockdown during the 1st wave of COVID-19 pandemic in India till June 2020, JAGSoM conducted 2370 unique examinations which included Project Viva with industry mentors, making possible the progression and graduation of students belonging to the PGDM Batch of 2018-20.

During the period from March 2020 to June 2020, JAGSoM conducted 1296 synchronous sessions and 94 wellness programs. It also conducted 109 webinars as

 Admission/Enrolment	NoPaperForms - Application filling and processing. Pearson VUE – ISAT - Aptitude Test from Home/Centre
 Student Information System	Campus Lab ERP
 Academic Delivery	Synchronous Learning - Impartus Live Lecturing and Capturing Asynchronous Learning - LMS on Moodle with Course Material/Recorded Lectures/Assignment etc.
 Examinations and Assessments	Mettl Platform for Proctored Examinations Anywhere
 Collaboration and Engagement	Microsoft Teams - Student-faculty interaction, Student-to-student interaction, group work, student club activities. Microsoft Share Point - Workflows and document depository
 Virtual Campus Life	@Work from Facebook - Captive social media platform for student-student, student-faculty, student-staff, faculty-faculty social interactions



part of Knowledge series for our stakeholders across academia, industry, and the student community during this period.

JAGSoM's integrated knowledge management platform allowed sessions to be conducted in a manner where the classroom experience got replicated, as faculty could give presentations, do whiteboard work on the screen, conduct polls, and allow the participants to ask questions and participate.

The Learning Management System allowed access to all learning resources including reading materials, assignments and the recorded lectures. End-term assessments were conducted in a manner where the exams are proctored. We moved to proctored online examinations, in order to ensure the sanctity of the process.

# WELCOMING THE PGDM SILVER JUBILEE BATCH

The Inauguration event welcoming the Silver Jubilee batch, the PGDM Class of 2020-22, was conducted on the 6th of July 2020.

The Inauguration is one of the most eventful days for the faculty members as they give their heartfelt welcome and promise to transfer knowledge to the new students through the diksha-aarambh ceremony.



Addressing the students during the e-inauguration, Dr Atish Chattopadhyay, Director, JAGSoM said, “This year is significant as we welcome you students across the country with a diverse background, virtually for the first time. The two-year programme will focus on making an impact of ‘Beyond Tomorrow’ focusing on curriculum 4.0 in the Industry 4.0 to graduate future-ready professionals. The collaborations with the industry and top international B-Schools will help build T-shaped professionals who are deep rooted in subject matters and graduates with multiple specialisations.”

Dr. Atish stated “If I am given to identify one Big Shift that needs to happen going forward, it will be a shift of focus back to ‘values’; ‘Values’ becoming more

important than 'Valuation'. Values of 'non self-centeredness', 'contribution', 'empathy' and 'humility'.

The chief guest for the inauguration was Mr Krish Shankar, Group Head-Human Resources at Infosys, and Hon'ble President of NHRDN. During his address to the students, he said, "The Industry is moving towards the demand of individuals who focus on building competencies, passion for technology and employees with specialisations. The various avenues to experiment, provided during the programme will focus on creating continuous learners who will benefit the society and Indian economy."



The PGDM 2020-2022 batch consists of a heterogenous student group comprising 36.5% women students out of a total of 186 students. A quarter of the students come with diverse work experience from different organisations across the country to name a few: Amazon, IBM, BYJU'S, TEDx Chennai, Unacademy, Cicon, East India Udyog, Silicon India, European Study Point, Kalpataru Power Transmission, and Suzlon Energy.



# FOUNDER’S DAY CELEBRATIONS

The 26th Founder’s Day Celebrations at JAGSoM was conducted on the 6th of March, 2021.

The Founder’s Day activities were kicked off with the Design Thinking Exhibition. A total of thirty seven student groups presented their innovative ideas in front of an experienced jury as part of the course - Design Thinking & Innovation.

Students presented their innovative ideas based on solving problems across sectors such as Banking, Retail, Food and Beverages.

Shortlisted student groups presented their solutions for the ‘Request For Problems’ as an outcome of their Career Track Focus. Five shortlisted student groups also presented the impact of their projects on the UN Sustainable Developmental Goals (SDGs) as an outcome of their Social Immersion Program.

The top student teams from the above mentioned practice courses won awards post selection by experienced Jury members who hailed from NGOs, Venture Capital companies and other top corporates.

The Chief Guest of the Founder’s Day celebrations was Mr. Ravi Kumar who is known as ‘The Khadi Man of Karnataka’.

The surplus funds generated by the student led KANYATHON were donated to the NGO C.R.Y towards the development of Kanyathon Shiksha Kendra and towards the development of villages in Kolar adopted by JAGSoM under Unnat Bharat Abhiyan.

The Founder’s Day was capped off by the distribution of the Above & Beyond the Call of Duty (ABCD) Awards to those outstanding faculty and staff of JAGSoM who went beyond the call of duty in the past year.

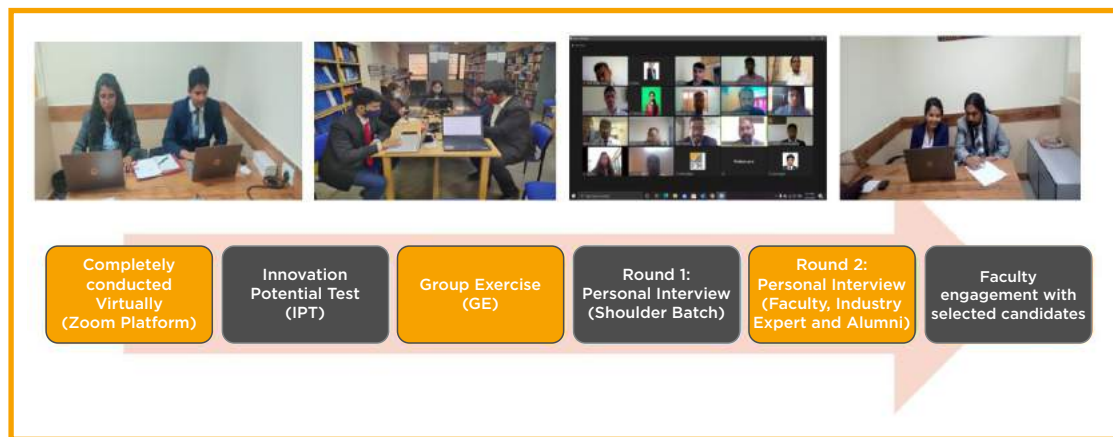




# ADMISSION PROCESS

JAGSoM’s vision is “To be the most sought-after destination for quality management education in India”. In line with our vision, we are committed to excellence in admissions, and to ensure that our procedures are fair and transparent.

Admissions practices at JAGSoM are designed to ensure that applications are considered based on applicants’ merit and potential to successfully complete their programme of study.



JAGSoM’s innovative admission process comprises the Innovation Potential Test which tests the ability of a person to think in a unique and boundary breaking way and the Group Exercise which assesses the solution orientation of the candidates.

In perhaps a first for admission processes in India, the first round of the Admission Selection Process for candidates is with the Shoulder batch of JAGSoM.

# LEARNER POTENTIAL MULTIPLIER AT JAGSoM

## HOLISTIC DEVELOPMENT

The mission of JAGSoM is to nurture holistic, socially responsible and continuously employable professionals.

The Outbound Leadership Lab (OLL) and Mentoring interventions groom students into holistic professionals.

The Outbound Leadership Lab empowers students through self-assessment and purposing exercises leading to the creation of specific Individual Development plan which will drive their development during their time at JAGSoM and beyond.

At JAGSoM, the corporate mentorship program is an integral element of the learning pedagogy. Corporate mentors guide students in goal setting and realization of their professional aspirations.





# PERSONALITY ENHANCEMENT PROGRAM (PEP)

The Personality Enhancement Program is a life-skill and lifestyle-oriented program that addresses issues of wellness and essential skills, like communication, negotiation, and cross-cultural orientation, to groom a holistic individual.

## LIFE SKILLS

The aptitude skills of the students including Logical reasoning, Verbal Ability & Communication and quantitative aptitude has seen a sharp increase after the PEP intervention leading to around 58% of all students being placed in the Level A category/Excellent category.

<b>APTITUDE TESTS</b>				
Overall Performance				
LEVELS	LEVEL A (Excellent > 60%)	LEVEL B (Good 50% - 60%)	LEVEL C (Average 40% - 49%)	LEVEL D (Poor <40%)
Before	1%	16%	24%	59%
After	57.60%	19.20%	12.20%	11.00%



## LIFESTYLE

Students participate in a wide range of physical activities ranging from various sports to strength and conditioning exercises, yoga, aerobics/zumba, step aerobics and HIIT/Cross fit training.

The Lifestyle intervention of the PEP practice course has seen significant improvement in the Body Composition Analysis and Performance of students with no students being placed in the unsatisfactory category.

BCA (2019 - 21 Batch) - % of students in each category		
Performance	Before	After
Exemplary	46.24%	54.12%
Satisfactory	48.75%	45.88%
Unsatisfactory	5.01%	0%

# EFFECTIVE EXECUTION

This course aims at enhancing the ability of students to address the challenges of collaboration, conflict resolution, timely and cost-effective execution of critical activities to achieve specific milestones in institution building activities.

Students at JAGSoM are involved in a number of activities including organising and participating in festivals, clubs and sports activities. Glimpses of the student activities are showcased.

# STUDENT ACTIVITIES

## STUDENT COMPETITIONS

The students at JAGSoM participate in various global competitions with the support of their faculty.

One such competition that was undertaken by JAGSoM students is the Hult Prize which is held in partnership with the United Nations. The Hult Prize is an event to find out the best social entrepreneurs who can solve the most pressing issues that exist in society. JAGSoM is the first institute to hold the On-Campus round offline in Hult Prize India community. This year's winner of Hult Prize JAGSoM Chapter On Campus rounds is 'Helping Hands'. The team comprises Ankit Mehta, Ankit Gupta and Ronit Roy.

JAGSoM students also participated in various other competitions such as 'Walk the stock', 'Finanza', 'Stock N Roll', 'Finvisor', 'The Finance Mogul', International Bloomberg Olympiad, CMT Investment challenge, Google Online Marketing Challenge, Google Online Marketing Challenge, and Lessons in Marketing Excellence (L.I.M.E), to name a few.



## STUDENT COMMITTEE ACTIVITIES

JAGSoM has a number of student clubs and student committees involved in various institution building activities. A few select activities of the various clubs and committees are showcased.

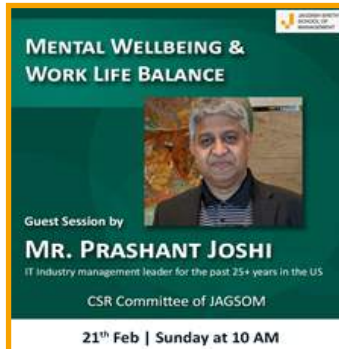
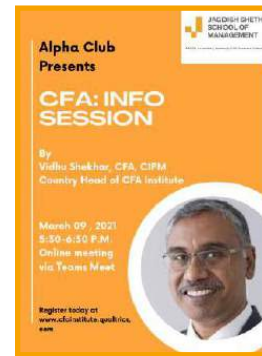
### MASTERCLASSES & GUEST LECTURES

- The HR committee organized an Alumni talk Session with Mr. Suman Thakur, Head of the Strategic Business Unit at Rosche on the topic –‘Changing Role of Leaders’.
- The Sports committee had organized a series of sessions named “Health Shots” in connection with ‘Kanyathon 21’ Annual Marathon. One of the sessions on fitness was conducted with Anupama Gopal, Fitness Educator and Consultant.
- The Supply chain committee organized a guest lecture on the ‘Competitive advantage of the supply chain’. The lecture was delivered by Mr. Bireshwar Kumar, Director of Business development, Voyager worldwide.
- The Cultural committee organized a guest session in connection with International Women’s day celebrations on the topic – ‘Gender roles are not gender requirements’. The speaker of the session was Ms. Perna Manchanda, Co-founder of Iris Education.
- The Fintech committee had organized a ‘CFA Info Session’ by Vidhu Shekhar, Country head of CFA institute.
- The Placement and Fintech committees organized a guest lecture on ‘Blockchain and its impact in India’ by Srinivas Mahankali, Executive director and CTO at Invent Accurate Group.
- FinTech and Capital markets committees organized a session ‘Introduction to Quant training’. The session was conducted by Mr. Vivek Krishnamoorthy, Head-Content & Research, QuantInsti.
- The CSR committee of JAGSoM organized a guest session by Mr. Prahant Joshi, an IT Industry management leader, on mental wellbeing and work-life balance.
- Mr Aravind Warriar, HR Director, Rapid Value delivered a guest lecture to the students of JAGSoM on the topic “Effective Leadership”. The program was organized by Alumni Committee.
- The CSR committee organized a guest lecture on the issue of ‘Mental wellbeing and stress management’ by Dr. Mamata Jain, one of the top psychologists in Bengaluru and a special educator.
- The Innovation and incubation committee organized a Guest Lecture on ‘Raising Capital for a start-up’ by Kushal Aralihalli, Founder Partner at College Fever and senior manager at MeraEvents.

- The HR committee organized a masterclass on 'Changing Contours Of HR'. The masterclass was conducted by Mr. Pramod Mahatme, Vice President Employee Relations at Wipro.
- The Innovation Incubation committee organized a Guest Lecture on 'Entrepreneurial Enthusiasm' by Mahesh Damodare, Founder Partner at Dhanashree Agro industries.

## WEBINARS & KNOWLEDGE SERIES

- The Innovation Incubation Committee organized a knowledge session on 'The Way of the Empowering Leader'. Mr. Santosh Kotnis, CEO Spring-up Capital India, and Mr. Eduardo X, Entrepreneur, Tech Leader and Senior consultant, Norway were the guest speakers at the session.
- The Innovation Incubation committee organized a guest session on the 'Startup Journey'. Mr. Santosh Kotnis, CEO & Managing director at SpringUp Capital and Inge Grini, Co-Founder at Intellectual Labs, Acting CEO, FactoryMind were the guests.
- The Intellectual Capital and Knowledge Creation (ICKC) committee organized an interaction session about 'Experiential Learning'. Mr. Sumit Khandelwal CEO of Xoxoday interacted with JAGSoM students Kashish Gupa and Sourav Pattnaik.
- JAGSoM's Placement committee started a Faculty talk show series. The talkshow is a freewheeling chat. The first faculty to be on the show was Prof. Soumya Choudhury.
- The banking committee of JAGSoM organized a panel discussion on 'Impact of Budget 2021 on MSME and Economy'. The panelists were Mr. TCA Ranganathan, Former CMD, Export-Import Bank of India; former Non- Executive Chairman, Indian Overseas Bank, Mr. Robin Banerjee, Managing Director, Caprihans India Limited, Former MD, Arcelor-Mittal Germany, and Dr. Rajendra K Sinha, Professor and Chairperson- Centre of Excellence in Banking, JAGSoM.
- The Placement committee conducted a webinar with Mr. K Gopinath, Head-Sales, Canara Robeco AMC Ltd on 'Career options in Investment Banking and Asset Management'.
- The Placement Committee organized a webinar on 'Employability and the future of talent' with Mr. Rohit Nair, Lead-Talent Acquisition, MyGate and Ms. Srividya Gopakumar, Head-Employee Success, Gaininsights Solutions.
- The Alpha Club (Fintech Committee) organized a webinar with Prof. Soumya Choudhury who shared his journey towards financial freedom. The topic of the webinar was 'Invest now for a better tomorrow'.
- The 'Budget Series' is being organized by the FinTech Committee and the PR & Media Committee. The series covered in depth discussions about the 2021 Budget from accomplished JAGSoM faculty members - Prof. RK Sinha, Prof. Sangita Dutta Gupta, and Prof. Soumya Choudhary.



- 'Leaders Speak Series' that connects with Entrepreneurs is being organized by the Innovation Incubation Committee.
- 'JAGSoM Chronicles' created by the Alpha club and the PR & Media club covers views from senior faculty and practitioners on contemporary topics. JAGSoM Chronicles aims to bring together corporates, faculty and students to spread awareness on contemporary issues.
- JAGSoM Chronicles webinar was conducted on the topic 'What if you do not get a 99 percentile?'. The speakers included Dr. Atish Chattopadhyay, Director, JAGSoM, Mr. Debashish Ghosh, VP & Country HR Head, Berkadia and was moderated by JAGSoM student Mr. Sayantan Ghosh.

- JAGSoM Chronicles webinar on the topic - 'Will automation take away jobs?' was conducted with Mr. Amit Sood, Senior Director, Sales, Automation Anywhere along with Prof. Soumya Choudhary, Associate Professor and Area chair- Finance at JAGSoM.
- A Webinar as part of the JAGSoM Chronicles series was conducted with branding expert Mr.Vineet Trakroo, CEO, Evolution Strategy LLP and Prof. Anand Narasimha, Professor, JAGSoM. The topic of the webinar was 'How to build a personal brand?'.

## OTHER ACTIVITIES

- The 'Thank You Angels' series by the V4U-HR Club recognizes and expresses gratitude to the multitude of support staff that ensures that the institution runs smoothly.
- Publication of the quarterly newsletter - HR Times by V4U-HR Club.
- Publication of the Bank Blast Magazine by the Effective Execution Banking Team.
- A Hackathon was organized by the FinTech and Competition Committee.
- The 'Mock Parliament' platform was organized by the ICKC Committee to voice out student opinions on various contemporary issues.
- Training on CMIE's Prowess IQ for all finance aspirants was organized by the FinTech Committee.
- Training session on the usage of the Bloomberg terminal was organized by the FinTech Committee.
- Publication of the Inquisitive Newsletter by the ICKC Committee.
- Website Content creation for KANYATHON website was carried out by the PR & Media Committee.
- Creation of the 'LIFE at JAGSoM' YouTube channel and promotion of user generated content
- Pertaining to 'Career Track Focus' was carried out by the PR & Media Committee.
- Creation and Curation of the 'JAGSoM World' microsite by the Digital Marketing Committee.
- Co-ordination of the 23rd NHRDN National Conference was done by the Placement Committee.
- Coordination of the Admission Selection Process including the Round 1 interviews of candidates with the shoulder batch was carried out by the Admission Committee.
- Session on the branding of JAGSoM by Prof. Anand Narasimha was organized by the Placement Committee.

- Promotion of KANYATHON 2021 on social media platforms was carried out by the Digital Marketing Committee.
- The Innovation Incubation committee of JAGSoM conducted a Boot Camp under the guidance of Dr. Kamalika Chakraborty and Mr. Rohit Swarup, Founder Director, Xplora Design School, Futurz Xplored..
- Distribution of food, essentials and tents to the underprivileged during the COVID-19 pandemic was carried out by the CSR Committee.
- The CSR Committee assisted in the selling of ecofriendly products from the women artisans of Urvee Charitable Trust, thereby helping them to reach out to a larger platform.
- Initiative by CSR Club to grow organic vegetables in the hostel premises was undertaken.
- The Shiksha Aadhar program was revived by the CSR Committee. 16 bright kids in Grades 1 to 9 are being taught English, Hindi and Maths subjects by volunteers.
- Musical evening organized by Kanyathon Committee and Cultural Committee.







- Ritirivaz competition was organized by the Cultural Committee.
- Holi Celebrations and Lohri Celebrations were organized by the Cultural Committee.
- Basant Panchami//Saraswati puja was organized on campus by the Cultural Committee.
- Monochromatic Fri'yay and Ethnic Day 2020 events were organized by the Cultural Committee.







## SPORTS ACTIVITIES

JAGSoM is a highly mission focused school and all our outcomes are driven by our mission that is totally learner centric.

Students of JAGSoM begin their day with wellness and sports activities which keeps them healthy and fit.

Despite the COVID-19 pandemic, a number of sports activities were organized and conducted in the past year. A few select e-sports and sporting events held at JAGSoM are showcased.

- Clash Royale E-sports conducted in December 2020, had a large number of participants.
- E-Sports competition on the popular Call of Duty game was conducted by Kanyathon Committee to raise money for the Girl Child. This E-sports competition had over 426 competing teams
- Event Day 2020
- SpecX Handball Competition
- Inter-house Badminton Competition
- Various Inter-House Competitions



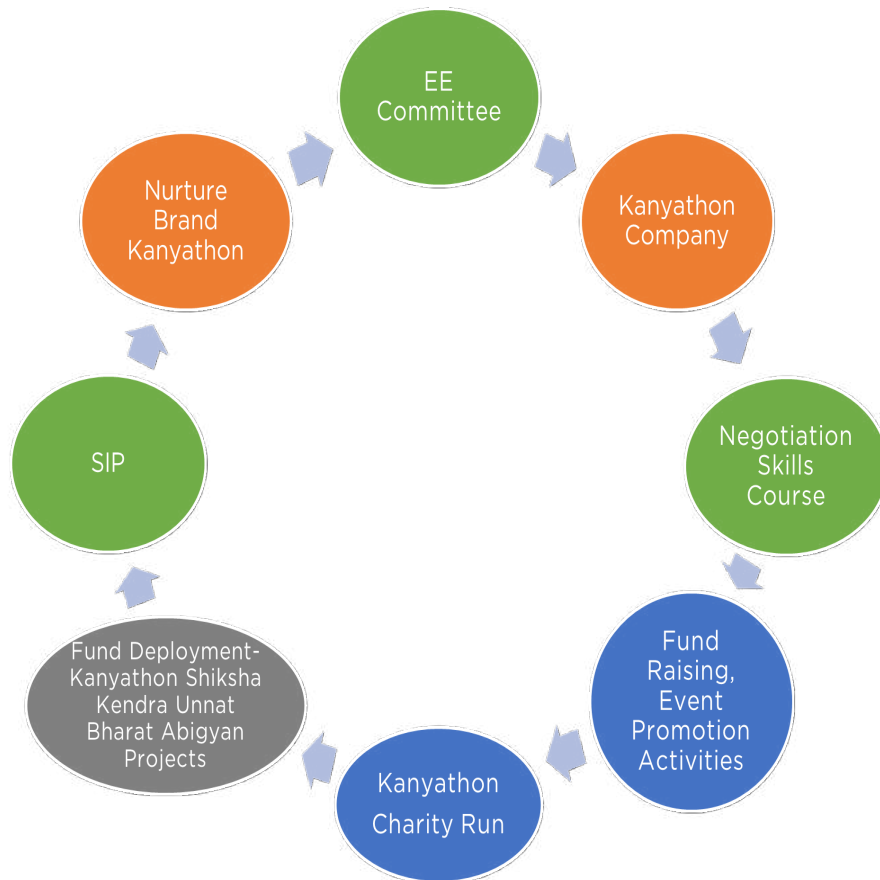
# KANYATHON

Kanyathon is a student-driven annual charity marathon that raises funds to uplift the lives of the girl child and for women empowerment in order to make social impact and impact UN Sustainable Development Goals (SDG 1 ‘No Poverty’ and SDG 5 ‘Gender Equality’).

This year, AACSB International (AACSB) awarded Kanyathon the AACSB Innovations that Inspire Award for creating Positive Societal Impact.

Kanyathon has been generating surplus funds every year since its inception. The funds have been deployed towards COVID relief, towards development of adopted villages in Kolar and towards the Kanyathon Shiksha Kendra.

This year, in spite of the pandemic, Kanyathon generated surplus funds of INR 30 lakhs through virtual runs and E-gaming events.



**The Integrated Circle of Holistic and Social Development**

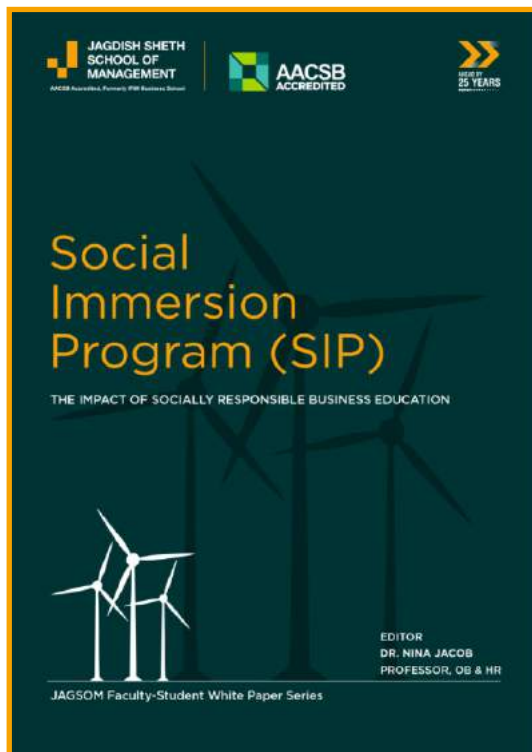
Year	Registrations	Footfall (approx.)	Revenue	Expenses	Surplus Funds
2019	4000	3000	INR 36,00,000	INR 20,00,000	INR 16,00,000
2020	10076	6500	INR 46,00,000	INR 23,00,000	INR 23,00,000
2021	4500		INR 42,00,000	INR 12,00,000	INR 30,00,000



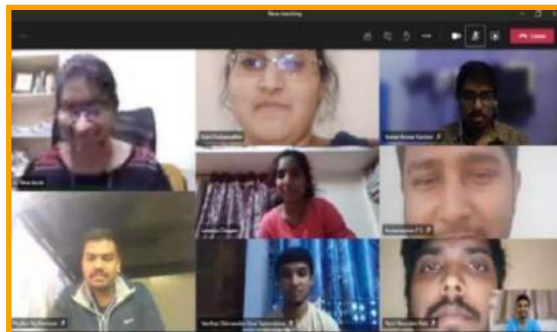
# SOCIAL IMMERSION PROGRAM



Students undertake immersions with NGOs in rural areas. Students learn to design solutions for social problems through a Techno Economic Viability study, thereby enabling sustainable, socially positive, and measurable impact on UN Sustainable Development Goals. This year, a total of 25 SIP projects were carried out in association with the NGOs - C.R.Y and Eight Goals One foundation.

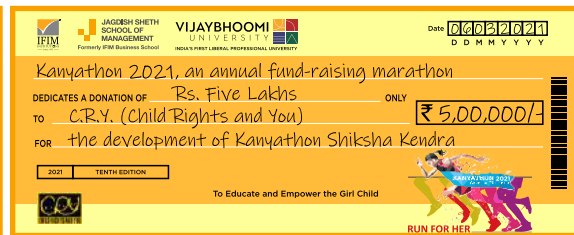
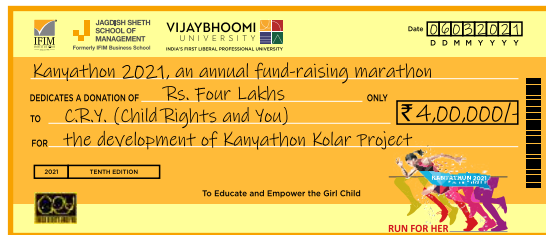


ISBN: 978-93-5445-734-0





The top 6 student-faculty white papers were selected through blind review process. These were then compiled and edited by Prof. Nina Jacob. The SIP White Paper Series: 'The Impact Of Socially Responsible Business Education' was published as an Edited Volume and was unveiled at the Founder's Day celebrations.



Coverage	
No. of Villages covered	10
No. of township area	3
No. of Panchayaths	3
No. of Children	992
No. of Households	700
No. of PHCs, UHC and SHC	5
No. of Anganawadis covered	13
No. of Schools covered	9

## LOCKDOWN INITIATIVES

JAGSoM's first social initiative of compassion during the COVID crisis was to help the daily women wage earners in our Electronics City community. 200 women who are security guards, housekeeping staff and daily wage earners associated with Electronic City Township Industrial Authority (ELCITA) were the beneficiaries. JAGSoM made individual bank transfers directly to the 200 daily wage earners.

Another initiative of JAGSoM was to empower the women at Kolar and their households with nourishment to supplement their rations during the Lockdown. The initiative was about distributing a kilogram of desi ghee to each household. The entire JAGSoM family of faculty, staff and students rallied around to make this successful. On the 10th of April 2020, our team distributed ghee as nourishment supplements to 600 households in Kolar under the guidance of officers from the Panchayat. The JAGSoM team went relentlessly from village to village and students actively participated in delivering this sustenance to women and children, young and old.

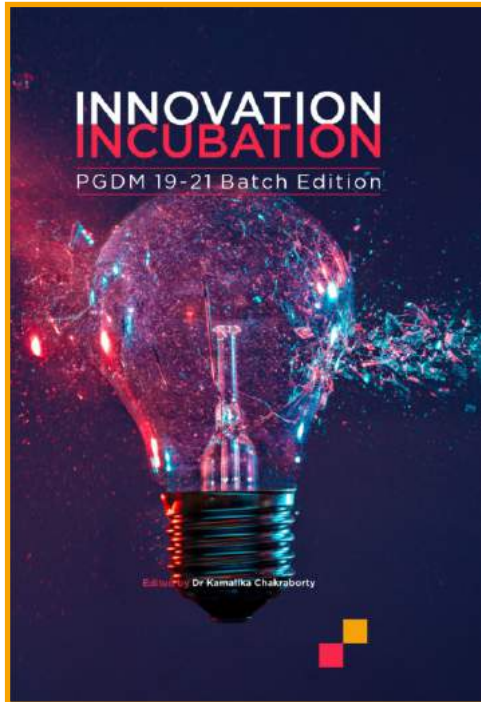
These lockdown initiatives for the welfare of the underprivileged was funded by the surplus funds generated from KANYATHON 2020.

## PROGRAMS AT KOLAR

The surplus funds raised by the Kanyathon 2021 event was also disbursed towards the development of the Kanyathon Kolar project and towards the development of Kanyathon Shiksha Kendra. The Kanyathon Shiksha Kendra is a digital learning Kendra which will be equipped with educational software contents. The Shiksha Kendra will largely focus on computer literacy, English communication, life skills and personal hygiene. The Kendra will be an interactive digital learning platform.

The left-side column of the table above shows the scope of coverage of the villages adopted by JAGSoM in the Kolar region.

# INNOVATION INCUBATION



ISBN: 978-93-5473-428-1



This program empowers the participants to develop an entrepreneurial mindset and enables them to tackle business problems & challenges through creativity and innovation.

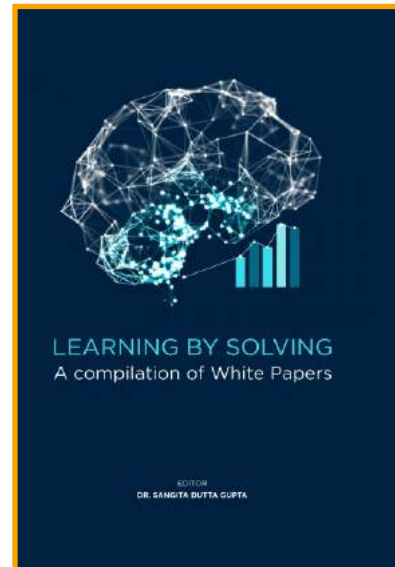
A total of 17 Innovation Incubation student projects from the 2019-21 Batch were presented in front of a jury comprising of entrepreneurs and practitioners. 2 student projects were found to be feasible candidates for further mentoring by the jury.

The Edited Volume of selected Innovation Incubation projects based on jury round evaluation was compiled and edited by Prof. Kamalika Chakraborty. The Edited volume was published and unveiled during the Founder’s Day celebrations.

# RI - RFP - IIP PATHWAY

The objective of the Research Incubation program is to impart problem solving skills to students through industry live projects. In the research incubation program, students learn business research methodology, receive faculty mentoring, and gain practitioner input to develop projects that result in publishable research papers or business ventures. The initiative is featured in the list of AACSB best practices in the Asia Pacific.

The Research Incubation program is integrated with the Request For Problem (RFP) where students partner with corporates to develop solutions to industry problems. The RFP is an integral part of the Career Track Focus which is carried out in collaboration with global business schools and reputed institutions.



ISBN: 978-93-5473-005-4

The shortlisted White papers of the students were edited and compiled by Dr. Sangita Dutta Gupta into an Edited Volume – ‘Learning by Solving: A compilation of White Papers’.

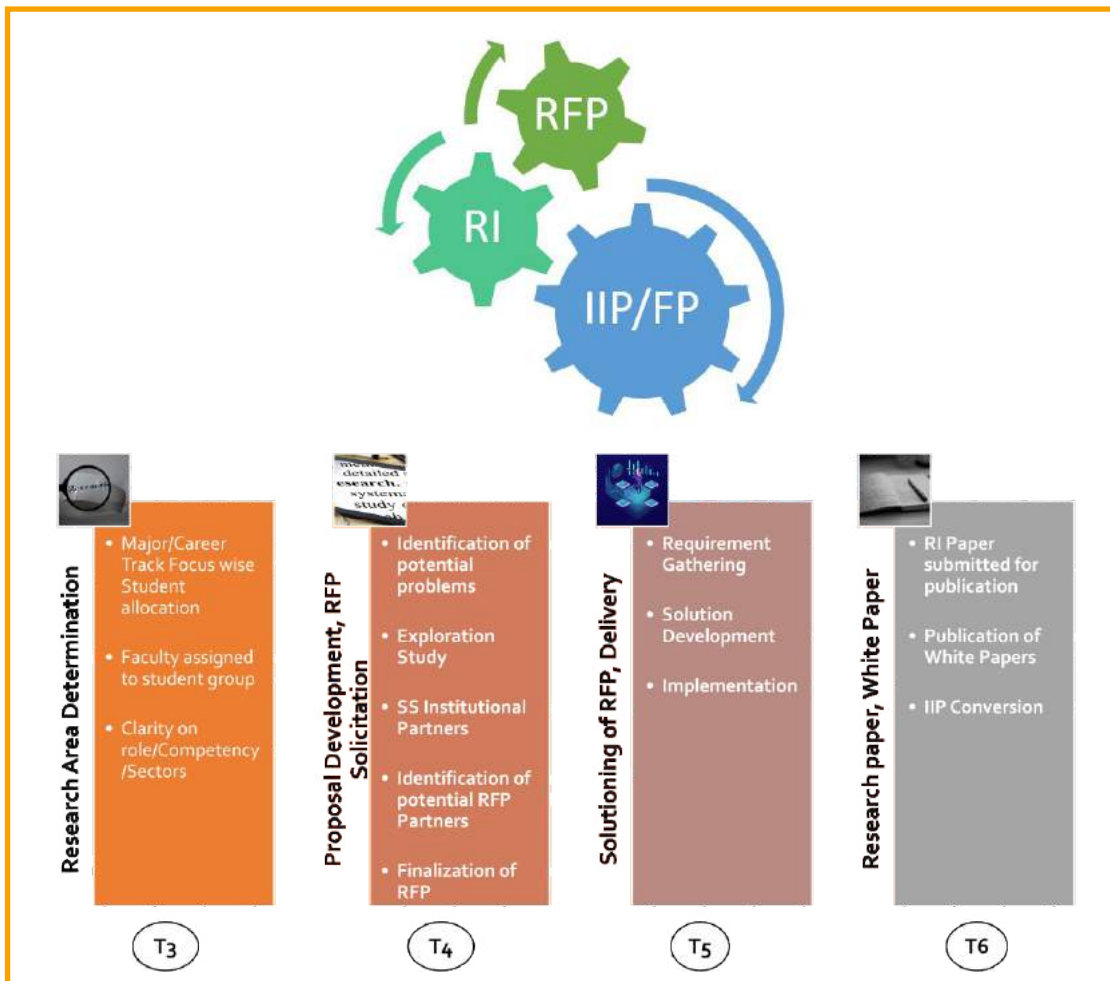
The pathway starts from RI and RFP and leads to the Industry Internship Program (IIP) and culminates in the Final Placements.

The number of RI-RFP Projects conducted in various Career Track Focus in the last academic year is given below in the table. The various partner institutions for the RFP projects are also showcased.

S. No.	CAREER TRACK FOCUS	NUMBER OF RI-RFP PROJECTS – 2020-22 Batch
1	MARTECH	9
2	SALES AND SERVICE	5
3	FINTECH	4
4	CAPITAL MARKETS	6
5	BANKING	5
6	ANALYTICS	12
7	DIGITAL HR	5
	<b>TOTAL</b>	<b>46</b>



RFP Partners - Career Track Focus



RI-RFP-IIP Pathway

# INDUSTRY INTERNSHIP PROGRAM

The Industry Internship Program is an important component of RI -> SS -> IIP -> Final Placement pathway.

Unlike the internships at other business schools, the IIP at JAGSoM is a long duration internship which provides a transitioning bridge between theory and practice. In the last year, students were placed in around 190 companies as part of their IIP.

Particulars	2017-19	2018-20	2019-2021
Companies Announced	177	205	190
IIP/Final Placement Conversion	48%	62%	71%



IIP Figures - PGDM 2019-21 Batch

# CAREER TRACK FOCUS

The Career Track Focus ensures that students acquire New Age Skills for New Age Roles. Career Track Focus is a unique opportunity for learners to be in an environment that mimics real life in a corporate world, where a team consists of people of different age groups. The Career Track Focus are conducted in partnership with both global business schools and reputed institutions.

The list of Career Track Focus and the Partner Institutes of the last year are given below.

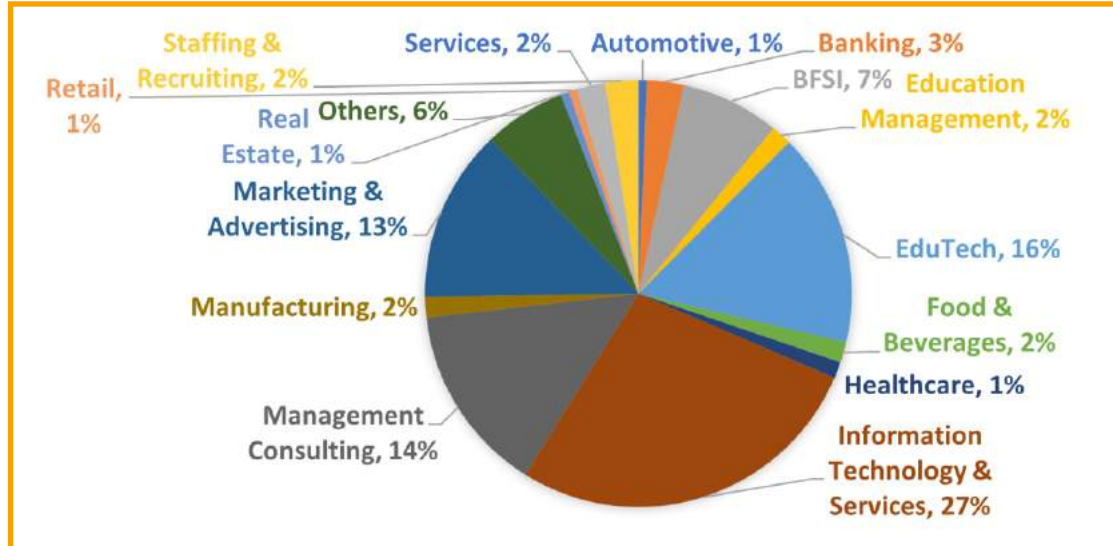
S. No.	Career Track Focus	Partner Institute	Percentage of Students
1	MarTech	Darden School of Business, University of Virginia	21.5%
2	Sales and Services	AIM-Parasuraman Centre for Service Excellence	20.43%
3	FinTech and Digital Transformation	ESCP Business School	13.97%
4	Banking	Indian Institute of Banking and Finance (IIBF)	12.54%
5	Capital Markets	Dalal Street Investment Journal (DSIJ)	16.12%
6	Business Analytics	INSOFE	10.03%
7	Digital HR	Logarithm HR	5.3%

# LEARNER SUCCESS

## PLACEMENTS

JAGSoM has secured 100 per cent placements for its graduating batch of May 2021. In 2021, JAGSoM recorded a jump of 12 per cent in the average annual package offered, to Rs 10.21 Lakhs per Annum. The average salary for PGDM Marketing graduates was INR. 10.79 Lakhs per Annum and the average salary for the PGDM Business Analytics graduates was INR. 11.79 Lakhs per Annum. The highest salary package offered to a JAGSoM graduate was INR 16 Lakhs per Annum.





JAGSoM beat the MBA placement blues during COVID with more than 70 companies virtually recruiting this year. In addition to the marquee brands like Oracle, KPMG, Grant Thornton, Dell, HDFC, BNY Mellon, EY, Hexaware, JAGSoM has emerged as a preferred destination for companies, like Numly, OSG, Arcesium, NoPaperForms, Cuemath, Jaro, MetricStream, Scaler, Smart Knower, and several others, this year.



Sectoral Breakup of Placements



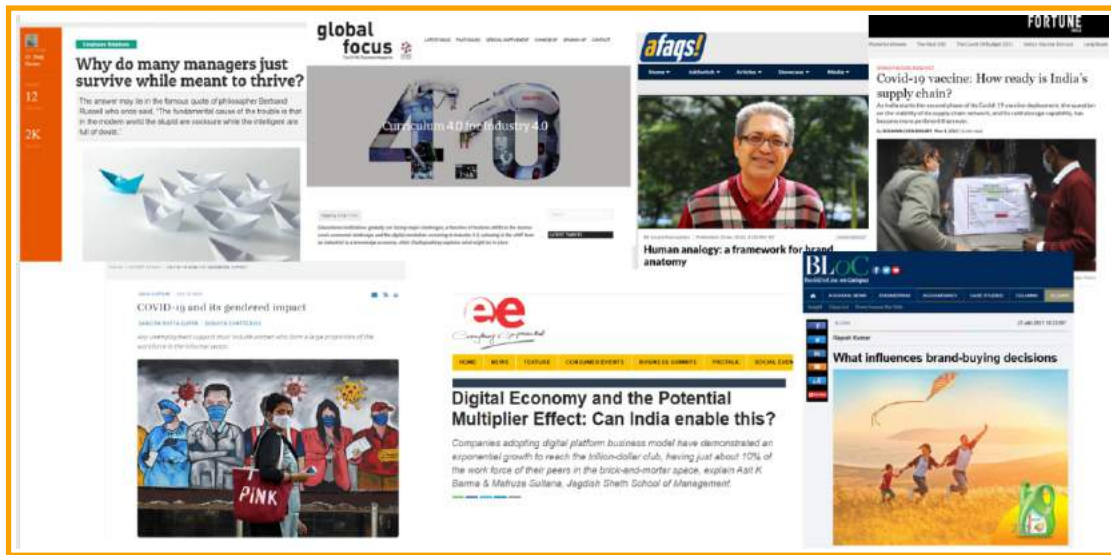
## FACULTY RESEARCH

Faculty		Category	Title	Name of the journal
	Prof. Parvathi Jayaprakash	B	The Role of ICT for Sustainable Development: A Cross Country Analysis	The European Journal of Development Research
		B	The Role of ICT and Effect of National Culture on Human Development	Journal of Global Information Technology Management
	Dr. (Colonel) PS James	A	The effect of Hatha yoga intervention on students' creative ability	Acta Psychologica
		B	Impact of Physical Activity on an Individual's Creativity: A Day-Level Analysis	American Journal of Psychology (AJP)
	Prof. Rajesh Kumar	A	Barriers to Service Recovery in B2B Markets: A TISM Approach	Journal of Business and Industrial Management
	Dr. Sangita Dutta Gupta	A	Technology adoption and entrepreneurial orientation for rural women: Evidence from India	Technological Forecasting and Social Change

Select Faculty Publications in the past year

JAGSoM's faculty are actively engaged in the creation and dissemination of knowledge. This focus has resulted in the publication of several research papers in reputed journals, along with broad audience category articles and 3 Edited Volumes.

The focus on research at JAGSoM has resulted in publications in high-quality journals such as ABDC 'A' and 'B' category journals. A snapshot of the same has been given above.



Select Broad Audience category articles published by faculty

# FACULTY ACHIEVEMENTS AND INVITED TALKS

The list of the achievements of JAGSoM faculty is long and it is our privilege to share some of their achievements and invited talks.

- Dr. Amit Bagga conducted a training on wealth management at HSBC.
- Dr. Anand Narasimha conducted a Guest Lecture on 'AI for Brands' for the University of Jyväskylä, Finland.
- Dr. Anand Narasimha carried out a workshop on Brand Strategy for OurHealthMate, a Health-Tech startup.
- Dr. Anand Narasimha conducted an Online Certificate Course in Brand Management for practitioners and MBA students.
- Dr. Atish Chattopadhyay was invited to a Knowledge series webinar organized by EPSI on the topic - 'NEP 2020'. He was joined by Prof. Bhimraya Metri, Director, IIM Nagpur.
- Dr. Atish Chattopadhyay was invited as a speaker to present his views on 'Value based Education' at the International Symposium - Educate Distinctively, organized by School of Business & Economics, UMT Pakistan.
- Prof. Binita Varthak conducted a MDP for executives at Aditya Birla Group (Luxury Retail division.)
- Dr. Chandrasekhar S. is currently working on a patent for prediction of enterprise value through sentiment analysis of news data and financial data using machine learning.
- Dr. Chandrasekhar S. conducted two online Master classes in association with NASSCOM on the topics of Text Mining and Sentiment Analytics & Computer Vision. Both the Master classes were attended by 350+ analytics professionals.
- Prof. Jitender Kumar provided advisory for a long/short AIF fund and conducted capital market trainings (practice for ICAI).
- Dr. Kamalika Chakraborty's paper titled 'Customer Reciprocity in Greening: The Role of Service Quality' won 1st runner-up in best paper award category in the International Conference Convergence 2020.
- Dr. Mafruz Sultana presented a paper titled "Financial Development, Country Governance and Economic Growth: Evidence from BRICS Economies" at the 56th Annual Conference, Indian Econometric Society (TIES).

- Dr. Navodita Mishra presented her paper 'Does sport commitment mediate the effect of team-related and demographic predictors on sport outcomes' at the INDAM Conference.
- Dr. Rajendra Kumar Sinha was invited as a speaker, at AIMA's 10th MSME Convention and gave the plenary session on 'Emerging Opportunities for MSMEs'.
- Dr. Rajendra Kumar Sinha was a panellist in the SME Chamber of India-EY Budget session on 'Decoding Union Budget 2021-22'.
- Dr. PS James developed a Case: "Governing Changes in Government: The Water Story of Mahabubnagar".
- Dr. PS James conducted 2 MDPs on 'Leading Change' and 2 Webinars on 'Stress and Performance'.
- Dr. Payal Trivedi was invited to give a guest lecture on 'practical use and benefits of Storytelling in Marketing' at Allegheny University, Pennsylvania, USA.
- Dr. Payal Trivedi was invited to give a guest lecture on the 'Usage of Storytelling in the field of Marketing' at GLS University, Ahmedabad.
- Prof. Pooja Gupta developed two Case studies - "Swadhaar: Self Support through Financial Services" and "Vakrangee: Anatomy of Stock Valuation" published through Ivey publishing, the same is available through Harvard Publishing.
- Prof. Prashant Goyal was appointed as a NSRCEL Mentor and was a guest speaker at CxO sessions at IIMB.
- Dr. Sangita Dutta Gupta joined the Editorial Board of 'International Journal of Emerging Markets'.
- Dr. Sasmita Giri was a keynote speaker on Curriculum 4.0 at the International Digital Conference 2021 organized by UMT Pakistan.
- Dr. Shaji Kurian was invited as a speaker at the IRTM 2021 International Conference.
- Dr. Sridevi Varanasi conducted corporate trainings on Finance for Non Finance for senior managers hosted by the Vizag Chamber of Commerce and Industry Women's wing.
- Dr. Sridevi Varanasi conducted a training assignment for mid-level managers of Hindustan Shipyard Limited.
- Dr. Sundar Raj Vijayanagar served as the CEO of Center for Open Data Research, a joint initiative of Public Affairs Center and IIIT-B, focusing primarily on data management and analysis across SDGs in Karnataka (with special emphasis on Covid data).

# LIST OF WEBINARS

Numerous Webinars are conducted by JAGSoM and Vijaybhoomi University throughout the year. A small selection is showcased below. To see more, please visit:

<https://www.youtube.com/c/vutvbyvijaybhoomi>

- The Webinar - 'The Making of a Global Business School' was conducted with Prof. Jagdish Sheth, the Charles H. Kellstadt Professor of Marketing at the Goizueta Business School of Emory University, USA & Chairman, JAGSoM and was moderated by Amit Agnihotri, Founder, MBAuniverse.com. The webinar covered Prof. Sheth's take on the way forward for Indian Management Education and his vision for Jagdish Sheth School of Management.
- Webinar - 'Budget 2021 Expectations: India as a potential superpower' was conducted with Prof. Jagdish Sheth, the Charles H. Kellstadt Professor of Marketing at the Goizueta Business School of Emory University, USA & Chairman, JAGSoM. Prof. Sheth shared his views on how the Budget 2021 will propel India's image.
- Dialogue with the Dean webinar on the topic- 'Punishing the #WhiteCollar' was conducted with Dr. Navneet Sharma- VB Padode Chair Professor of Business Responsibility, Vijaybhoomi University and Prof. Thom Brooks, Author of 'Punishment – A Critical Introduction' and Dean, Durham Law School, the UK along with discussants - Mr. Manas K Chaudhuri- Partner, Khaitan & Co., and Mr. Sujain Talwar - Co-Founding Partner, Economic Laws Practice.
- A Webinar was conducted with Mr. Kaiser Dopaishi, Head of School of Podar, ORT International School, Mumbai, Advisory Board Member- IB & Cambridge Board, and President- South Asia IB Schools Association on the topic - 'What should Learners be learning & how do we measure it in schools?'
- An Educators Speak webinar was conducted with Ms. Jayshree Venkatraman - Principal at SNBP International School Rahatani and Academic Director of SNBP World school, Pune on the topic - 'The importance of Civics Education in School Curriculum'.
- An Educators Speak series webinar was conducted with Mrs. Kalyani Patnaik, Principal and Head of School, Hiranandani Foundation School, Powai, Mumbai, who shared her views on Budget 2021 from the lens of the education sector.
- Dr. Arpan Yagnik, TEDx Speaker, Author, and Faculty at Penn State University, Pennsylvania, conducted a webinar on 'Creative Aerobics' which helped participants to surpass mental barriers to open a whole new world of infinite possibilities.
- The 'Dialogue with the Dean' series continued with a topic on 'Azim Premji: The Man Beyond the Billions'. In this conversation our Dean- Dr. Navneet Sharma was in conversation with our guest speakers on the episode - Mr. Sundeep Khanna and Mr. Varun Sood, Authors of the first authoritative biography of the icon 'Azim Premji: The Man Beyond the Billions'.
- Prof Pravin Mishra, Dean, Vijaybhoomi School of Design conducted a webinar with Pradipta Ray, an award winning filmmaker, painter and animation artist. The webinar covered advice for aspirants looking to make a career in animation, film-making and story boarding.
- A webinar was organized with Shri Manoj Govindraj, Teacher of Indian Classical Music in USA on the history and future of Indian music in an American context.
- A webinar was organized with Dr. Jeffery Long, Professor of Asian Studies and Indian religions at Elizabethtown College in Pennsylvania, USA on the status of academic studies of Indian culture in American universities.
- Ms. Dolly Vaja, Principal, Aga Khan School, Chitradav shared her insights and snippets from her vast school experience on building gender neutral environments at schools in a webinar with Ms. Kritika Padode, Board Member, Vijaybhoomi University.

# EVENTS & CONFERENCES

## CONVERGENCE 2020

CONVERGENCE 2020 is the flagship International Conference of JAGSoM. The theme of the Conference was 'WINNING THROUGH SERVICE EXCELLENCE: Theory and Practice'.

The Conference was chaired by Prof. A.Parasuraman, Pro-Chancellor, Vijaybhoomi University and was organized by the AIM-Parasuraman Centre for Service Excellence. The Conference was attended by over 300 national and international participants.



The details of the keynote speakers and winners of the best paper awards are given in brief.

Key Presenters	Best Paper Awards	Honorable Mention
<p>Prof. Andrea Ordanini, Bocconi University, Italy</p> <p>Prof. K. Sivakumar, Lehigh University, USA</p> <p>Prof. Jay Kandampully, Ohio State University</p> <p>Prof. Justin Paul International Journal of Consumer Studies</p>	<p><b>Robot – Human Interactions in Retail Stores: A Neuromarketing Perspective</b></p> <p>Gaia Rancati from Allegheny College, USA and Isabella Maggioni, Associate Professor (Marketing), ESCP Business School</p>	<p><b>Not-all-equal: Necessary-but-not-sufficient capabilities</b> Sudipto Mazumder and Swapnil Garg of IIM Indore</p> <p><b>Customer Reciprocity in Greening: The Role of Service Quality</b> Debarati Basu of XLRI Jamshedpur, <b>Kamalika Chakraborty of JAGSOM</b>, Shabana Mitra and Nishant Kumar Verma of IIM Bangalore</p>

## E-CONFLUENCE 2020

JAGSoM in association with the National Human Resource Development Network (NHRDN) organized the 7th Edition of the CONFLUENCE Conference on the 25th of July 2020. The theme of the conference was on 'How Higher Education Institutions can reboot economy?'

CONFLUENCE is a platform built to bring together Academia & Industry and to foster innovation & deeper engagement between them.

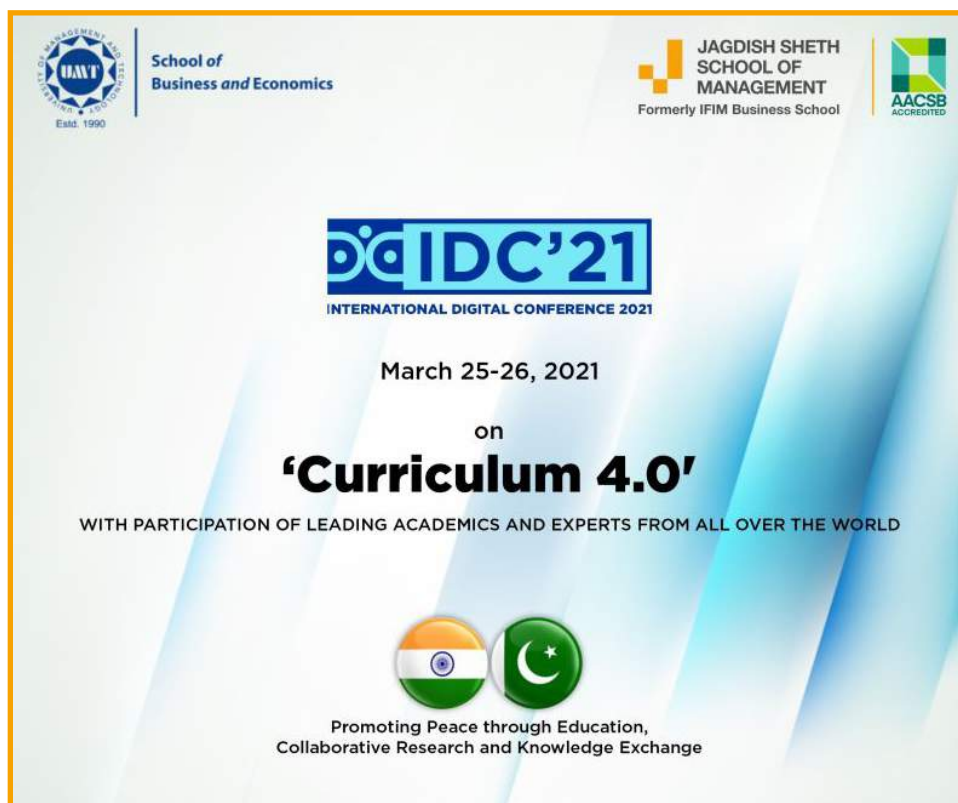
The E-CONFLUENCE Conference was conducted online and saw over 700+ participants. The Conference was chaired by Mr. Jayant Shah, Executive Director – Academy of Indian Marketing and the CEO of the AIM-Parasuraman Centre for Service Excellence.



## UMT PAKISTAN CONFERENCE

The International Digital Conference 2021 on 'Curriculum 4.0' was jointly organized by UMT Pakistan and JAGSoM on the 25th & 26th of March 2021.

The advent of Industry 4.0 requires that the curriculum of Higher Educational Institutions be 4.0 and that their Faculty also be 4.0. The Conference featured prominent academicians and experts from across the globe who discussed valuable recommendations on transforming curriculums to be in line with the needs of Industry 4.0.





## FDP – NSU BANGLADESH

JAGSoM faculty members Prof. Kalyan Sengupta, Dr. Asit K. Barma, Dr. Supriyo Ghose, Dr. M. Sivagnanasundaram, Prof. S K "Bal" Palekar, and Prof. Raghavan (Rags) Srinivasan conducted a customized Faculty Development Program (FDP) for North South University, Bangladesh.

The FDP was conducted between December 2020 to January 2021 on the topic – ‘Training on Theory and Application: Marketing Data Analytics’.



**JAGDISH SHETH SCHOOL OF MANAGEMENT**  
AACSB Accredited, Formerly IFIM Business School

**FDP | North South University, Bangladesh**  
Training on Theory and Application: Marketing Data Analytics

		
<b>Dr. Kalyan Sankar Sengupta</b> Professor	<b>Dr. Asit Kumar Barma</b> Professor & Chairperson Marketing Area	<b>Dr. Supriyo Ghose</b> Professor & Chairperson Digital Business and Analytics Area
		
<b>Dr. M. Sivagnanasundaram</b> Associate Professor	<b>Prof. SK Bal Palekar</b> Professor	<b>Prof. Raghavan Srinivasan</b> Faculty

**December 2020 - January 2021**



Karjat campus, Maharashtra

# JAGSoM AT VIJAYBHOO MI UNIVERSITY

The second campus of JAGSoM is at Vijaybhoomi University in Greater Mumbai.

It is spread across a sprawling 53 acres of land and is nestled in the foothills of Bhimashankar Jyotirlinga in the Western Ghats (Sahyadri Hills) in the Karjat town, in the Greater Mumbai region of Maharashtra. It is surrounded 360 degrees by misty hills. The views from and on the campus are spectacular and conducive for learning due to its tranquillity. The entire region is abundant with diverse flora and fauna and there are multiple activities like trekking and camping possible.

Total No of BBA Students : 44

## KEY FACULTY - JAGSoM AT VIJAYBHOO MI UNIVERSITY

**Dr. Navneet Sharma**, Registrar

**Prof. Pravin Mishra**, Dean

Vijaybhoomi University is India's first Liberal Professional University, which uses the liberal-professional framework of education to build a unique curriculum aligned to Industry 4.0. The curriculum facilitates the process of self-discovery and builds on the broad foundation of liberal education in the initial years, integrating areas like Social Sciences, Humanities, Language, Performing Arts, Design and Pure Sciences, before one starts with the professional courses.

## FACULTY WHO TAUGHT AT JAGSoM, VIJAYBHOO MI UNIVERSITY

Dr. Navneet Sharma

Dr. Avinash Dadhich

Prof. Dinesh

Prof. Aviv Nair

Prof. Neha Malhotra

Prof. Raj Chakraborty

Dr. Navodita Mishra

Prof. Rashmi Prakash

Dr. Charmi Shah

Dr. Chandan Kumar

Dr. Bhavya Tripathi

Dr. Azim Khan

Dr. Kamalika Chakraborty

Prof. Rajan Nair

Dr. Shaji Kurian

Prof. Abhishek Mishra

# UPCOMING EVENT

## AIM-AMA-SHETH FOUNDATION DOCTORAL CONSORTIUM 2021

The AIM-AMA Sheth Foundation Doctoral Consortium aims to provide a platform to share and to stimulate new thoughts, approaches, and quantitative/ qualitative investigations in the dynamic field of Marketing to advance the extant knowledge in the field. The consortium brings together leading academicians and doctoral students to provide the latter with opportunities to learn from and be inspired by world-renowned mentors. It also offers students and young faculty a chance to form and strengthen their peer networks, build bridges with legendary professors, and get guidance vis-à-vis their research agendas.

The Doctoral Consortium will feature 80+ leading Marketing faculty members from across the globe. The Consortium will be held in the virtual mode and will consist of panel discussions, masterclasses, global café and global lounge.

JAGSoM will be hosting the 9th AIM-AMA-Sheth Foundation Doctoral Consortium between the 25th of June to the 30th of June 2021. Over a hundred doctoral scholars and young faculty are expected to attend the Doctoral Consortium.

For more details, please visit: <https://dc2021.jagsom.com/>

## CO-CHAIRS



**Prof. A Parasuraman**  
 Pro-Chancellor, Vijaybhoomi University, India  
 Mentor, AIM-Parasuraman Center for Service Excellence, Jagdish Sheth School of Management, India  
 Emeritus Professor & James W. McLamore Chair Emeritus, University of Miami, USA



**Prof. Atish Chattopadhyay**  
 Professor of Marketing and Director, Jagdish Sheth School of Management, India  
 Vice-Chancellor, Vijaybhoomi University, India

## HIGHLIGHTS OF THE CONSORTIUM

**80+**  
 Leading Marketing Faculty

**5**  
 Master Classes

**3**  
 Global Cafes

**∞**  
 Learning Opportunities

# GRADUATING CLASS OF 2021

The 25th Convocation ceremony of the Jagdish Sheth School of Management (formerly IFIM Business School) will take place on the 28th of May 2021. One Hundred and Eighty Eight students of the PGDM 2019-21 batch and Fourteen students of the PGDM Working Professionals Program (WPP) will graduate on the 28th of May 2021.

## CONVOCAION CEREMONY AWARDS

The following awards are conferred on the top students:

### BEST ALL-ROUND PERFORMANCE IN 2-YEAR PGDM AWARD



**Samanth B M**

“There will be times when you are shaken up and that’s the time that you have to decide whether you want to Give Up or Get Going. I always chose to Get Going because I always believed in myself. Excited to see the professional world with a different perspective. Kudos to JAGSoM for giving me this wonderful opportunity!” ~ Samanth B M

### PGDM PROGRAMME TOPPER



**Astha Jangid**

“JAGSoM has made a significant contribution to my personal growth. I’ve established my time management, and teamwork abilities, and I’ve been able to take them to an entirely new level. The best aspect of JAGSoM is the cross-cultural interaction among students from all over the world. The faculty at this business school is responsible for its current success, with an attitude of being ever ready to help.” ~ Astha Jangid

### EXECUTIVE PROGRAMME HONOUR LIST



**Venkata Krishna Reddy Sathi**

## DEAN'S AND DIRECTOR'S 2-YEAR PGDM HONOUR LIST



Astha Jangid



Priyanka Saraswat



Chirag S



Meenaga Manoja



Varnika Garg



Smriti Devendra Tiwari



Arjun H



Jayantika Arora

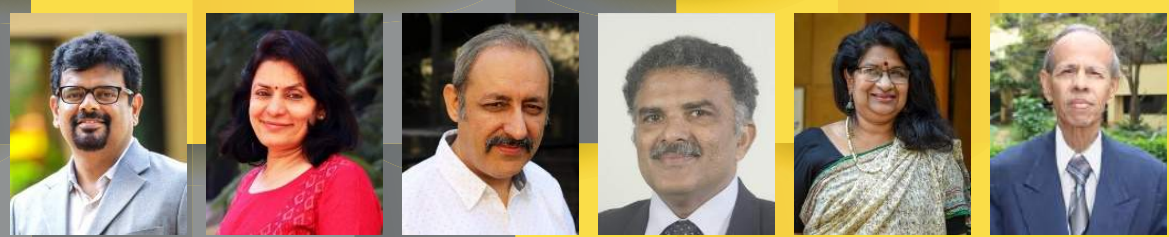
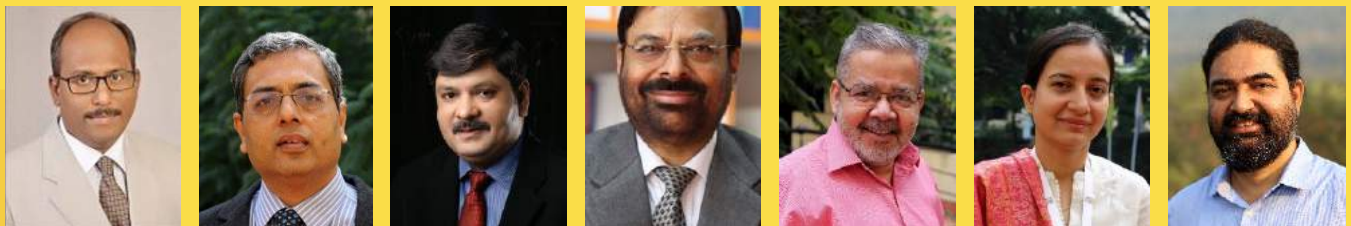


Anjali Krishna S P

# **JAGSoM FACULTY**

THOSE WHO MADE IT HAPPEN !





# ABOUT JAGSoM

BANGALORE AND GREATER MUMBAI

Jagdish Sheth School of Management (JAGSoM) is amongst the first 6 business schools in India to be awarded the AACSB accreditation. JAGSoM PGDM (Marketing Major) and PGDM (Finance Major) were ranked in the 51+ band and the 101+ band respectively in the QS Business Masters Rankings 2021.

## PROGRAMS AT JAGSoM INCLUDE

1. **PGDM:** 2 Year residential Post Graduate Diploma in Management with the option to major in Marketing, Finance, HRM, Analytics & Digital Business.
  - a) **PGDM (Marketing Major)** - For those who wish to pursue a career in Marketing (with option of career tracks in MarTech or Sales & Service).
  - b) **PGDM (Finance Major)** - For those who wish to pursue a career in Finance (with option of career tracks in FinTech, Capital Markets or Banking).
  - c) **PGDM (Analytics & Digital Business Major)** - For those who wish to pursue a career in Business Analytics.
  - d) **PGDM (HRM Major)** - For those who wish to pursue a career in Human Resources Management (with option of career track in HRTech).
  - e) **PGDM (with option of International Immersion)** - For those who wish to pursue studies abroad at our international partner institutions.
2. **PGDM Executive:** For professionals with work experience with option to attend on-campus sessions during weekends or learn from home (LFH) online.
3. **MBA:** 'The Right Brain MBA' for new age professional roles that require creativity, innovation, design thinking and imagination at our picturesque campus at Karjat, near Mumbai.
4. **BBA:** A unique residential program with a curriculum that facilitates the process of self-discovery in the initial years and then preparing for a career in business with the benefit of co-learning with MBA participants and mentoring by faculty and industry practitioners.

Actively engaged in research and consulting, JAGSoM hosts several Centers of Excellence such as AIM-Parasuraman Centre of Service Excellence and Vithala Rao Centre for Business Analytics. JAGSoM is led by eminent board with globally acclaimed scholar Padma Bhushan Prof. Jagdish Sheth as the Chairman.

## JAGSoM HAS FOUR DISTINCT ANCHORS THAT SUPPORT ITS OVERALL EDUCATIONAL PHILOSOPHY:

- Grooming T shaped professionals with a unique curriculum aligned to the needs of industry 4.0
- The program is delivered by domain specialist faculty, with professional experience in the industry.
- Global connects through partnerships with globally acclaimed business schools preparing for career tracks in new-age areas.
- Industry-connect programs to groom "Beyond Tomorrow" professionals.





**JAGSoM**

JAGDISH SHETH SCHOOL OF MANAGEMENT



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