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**JAIN COLLEGE**

**JGI Knowledge Campus**

# 44/4, District Fund Road, Behind Big Bazaar

Jayanagar 9<sup>th</sup> Block, Bangalore - 560 069

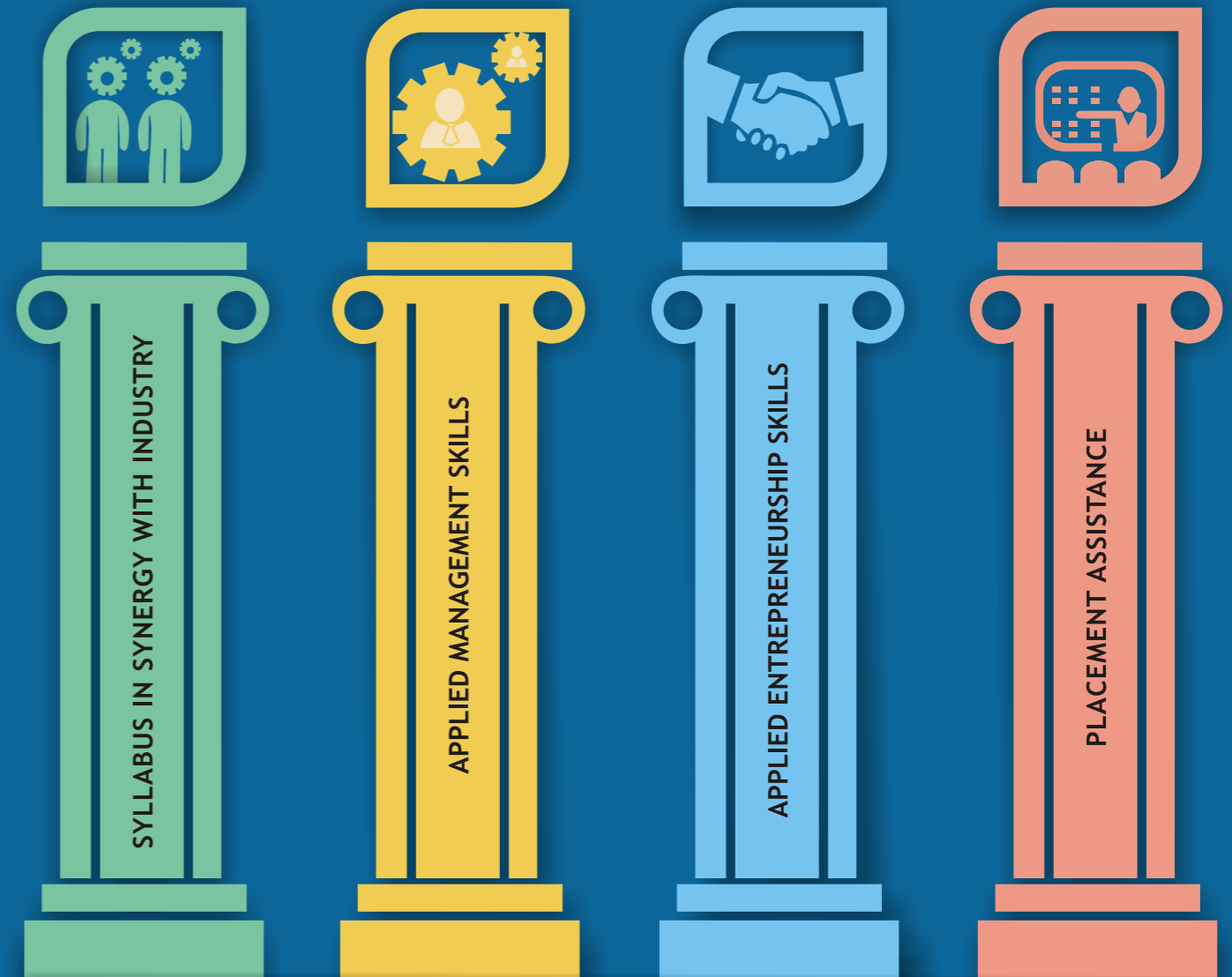
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**JGI JAIN COLLEGE**



**THE PILLARS OF OUR PG PROGRAMME**

**PGDBM + MBA**

18 months full time PGDBM programme offered by EDII, Ahmedabad PLUS 6 months IIAM / IIAB (Industry Integrated Applied Management / Business) Programme & MBA from a top rated UGC recognized University at 9<sup>th</sup> Block, Jayanagar campus

[www.jaincollege.ac.in](http://www.jaincollege.ac.in)



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To keep pace with the future and prepare the students to face the challenges and demands of the Business and Corporate world, Jain College offers a unique management programme - A Full Time 18 Months Post Graduate Diploma in Business Management (PGDBM) with Dual Specialisation in Marketing and Finance or HR offered by The Entrepreneurship Development Institute of India (EDII), Ahmedabad PLUS 6 Months IIAM / IIAB Training Programme.



**Ranked** one of the top four B-School for Entrepreneurship in India.  
(As per the 'Entrepreneur' Magazine July 2011 Issue)

## ABOUT EDII

The Entrepreneurship Development Institute of India (EDII), an autonomous body and a not-for-profit registered institute was set up in 1983. EDII is a globally recognised premier Institute in Entrepreneurship and Management Education. EDII has taken approval from AICTE for its residential PG programme which is equivalent to MBA as per AIU. It is sponsored by apex financial institutions, namely the Industrial Development Bank of India (IDBI), the Industrial Finance Corporation of India (IFCI), the Industrial Credit and Investment Corporation of India (ICICI) and State Bank of India (SBI) and it is also supported by the Government of Gujarat. The institute is registered under the Societies Registration Act 1860 and the Public Trust Act 1950.

## ABOUT JAIN COLLEGE

Jain College is the flagship institute of the prestigious JGI Group headquartered at Bangalore. The JGI Group represents a cluster of 85 educational establishments that are home to over 51600 students from across the world & over 6450 staff members engaged at the P - 1 2, undergraduate & postgraduate levels across 64 campuses and centers of excellence. Jain College pioneered into commerce and management education in the year 1990. It brings in thought leadership with a blend of academic rigour & hands on applicability to real-world issues. The institution has been conferred Grade - A with a CGPA of 3.8 on a scale of 4.0, the highest all India rating given to a college by NAAC.

## EDII GOVERNING COUNCIL

### Shri M S Raghavan

President EDII, Chairman and Managing Director  
IDBI Bank Ltd., Mumbai

### Dr. Yoginder K Alagh

Vice Chairman & Professor, Emeritus Sardar Patel  
Institute of Economic & Social Research, Ahmedabad

### Mrs. Vijayalakshmi Das

Managing Director, Ananya Finance for Inclusive  
Growth Pvt. Ltd., Ahmedabad

### Shri Anand T Kusre

Nominee Member of ICICI Bank Ltd., Mumbai

### Dr. Shailendra Narain

Chairman, Centre for SME Growth & Development  
Finance, Navi Mumbai

### Shri Arvind Agarwal, IAS

Additional Chief Secretary, Govt. of Gujarat  
Industries & Mines Department, Gandhinagar

### Dr. Sunil Shukla

Director, Entrepreneurship Development Institute of  
India, Ahmedabad

### Shri Malay Mukherjee

Chief Executive Officer and Managing Director  
IFCI Limited, New Delhi

### Dr. Kshatrapati Shivaji

Chairman & Managing Director  
SIDBI, Lucknow

### Dr. P S Shenoy

Ex-Chairman, Bank of Baroda, Gandhinagar



## PROGRAMME HIGHLIGHTS & FOCUS AREAS

### Job Integration & Mapping

The counseling of students on their future job aspirations are mapped during the first term itself thereby enabling students to choose their choice of specialization, industry and job profiles upfront and then groom them for those jobs.

This initiative is the first ever in the education sector where students are integrated to their desired jobs at the entry level itself.

### Industry Synergy

Classroom learning is essential, but learning practical aspects are vital to acquire applied knowledge, hence Jain College brings the industry eminent people into the campus to train and orient the fresh and aspiring minds. We regularly have renowned companies and brands on our campus who share the latest industry requirements and trends with the job aspiring students.

Some of the companies were - DELLOITE (US Taxation), AMAGI (Media), HSBC Global (Operations), VIDEOCON INDS. (Consumer Goods), CRISIL (Rating Agency), STRIDES ARCOLAB (Pharma), IDFC ASSET MANAGEMENT Co. (Financial Services), DHANLAXMI BANK (Banking)

### Internships

Internships are facilitated based on students' specific industry & job identification done during their initial terms. An intensive 8 weeks on-the-job learning in real-time environment would help them to start fine-tuning for their future jobs. It would also make them to understand the intricacies of the corporate world beyond the four walls of a classroom.

### Student Activity

Adventure & outbound activities keep the young minds healthy

lthy, competitive, energetic and enthusiastic. Jain College conducts several indoor and outdoor activities through the 18 month program by engaging students in such activities that are beyond lectures.

### Faculty

The faculties are par excellence; each handpicked faculty comes with strong industry background, experience and expertise in respective fields of subjects. Besides teaching they groom, guide, lead and assist the students by constantly mentoring and handholding them through all the terms up to placement.

### Skills

Skills are as important as procuring subject knowledge hence students are put on intense training across skills such as Personality Development, Presentation Skills, Communication Abilities, Interview Skills and more through our Skilled Trainers who are specially hired to train on these very significant aspects that would boost their job securing possibilities and also the survival tactics in the corporate world.

### Placement Assistance

You as a student and we as an education institution have a common destination & objective which is assisting you in your placement. The culmination of all learning and activities through the 18 + 6 months of your association with us is to help you secure a job of your choice and we will assist you through the rigorous placement process with the help of our proactive placement team & enviable industry partners.

## OPTIONAL LEARNING OPPORTUNITIES

### Global Educational Trips

International exposure adds value to the learning. Jain College facilitates students on global trips that are educational plus enjoyment which meets both the requirements - new learning and fun. These trips are arranged based on the student interest and the expenses paid for separately (cost not included in the college fees).

### Foreign Languages

Students aspiring to learn one additional language besides English are facilitated with foreign language courses in French, German and Spanish.



EDII, Ahmedabad



## ELIGIBILITY CRITERIA

- MAT Score (composite score of 500 or 60th percentile in CAT/XAT/ATMA/JET/KMAT or score of above 500 in GMAT or entrance test conducted by EDII)\*
- UG Marks / Grades (50% and no backlogs)\*

\* Percentages secured would be reviewed by our admission team before admission process

### Eligible for Doctoral Programmes & Govt. Jobs

The MBA from Pondicherry University + PGDBM from EDII-Jain College allows students to enroll for PhD & M.Phil programs and also would be eligible to secure Central & State Government jobs as per regulations stipulated by statutory bodies from time to time.

## TWINNING PROGRAMME

Jain College has entered into Twinning Programme MoU with Pondicherry University, a Central University that is ranked as one of the top 10 universities in India based on the survey conducted in 2013 (India Today, 2013) to provide MBA to eligible students.

The marked difference between the conventional Distance Education Programme and Twinning Programme is that the classes for the distance education programmes are conducted on contact sessions basis while the classes for Twinning Programme are conducted on a regular basis at our college premises by our own faculties. The classes would be conducted simultaneously along with Jain College's EDII - PGDBM programme.



## PROGRAMME CURRICULUM

### SYLLABUS - PGDBM

#### TERM 1

- Management Concepts & Practices
- OB & HRM
- Business Economics
- Managerial Communication & Leadership
- Accounting for Managers
- Quantitative Techniques
- Statutory Compliances for Business Organisations
- Business Oriented Computed Applications

#### TERM 2

- Business Finance
- Financial Markets, Instruments & Services
- Advanced Cost & Management Accounting
- Management Information System & ICT
- Marketing Management
- Strategic Business Management
- Sales & Distribution Management
- Research Methodology
- Operations Management

#### TERM 3 (Specialisation)

##### Common Papers

- Indian Economic Environment
- Banking Products & Services

##### Marketing Specialisation

- Marketing Communication & Brand Management
- Retail Marketing
- Services Marketing
- Digital Marketing

##### Finance Specialisation

- Investment Analysis & Portfolio Management
- Wealth Management & Financial Planning
- Data Analysis & Business Modelinge
- Strategic Finance

##### HR Specialisation

- Recruitment & Selection
- Training & Development
- Legal Environment & Industrial Legislations
- Strategic HRM

##### Internship - 8 Weeks

#### TERM 4

- Introduction to Entrepreneurship
- Corporate Entrepreneurship - Theory & Practice
- Business Plan
- Business Negotiation

#### TERM 5

##### Marketing Specialisation

- Consumer Behaviour & CRM
- B2B Marketing
- International Business & Marketing

##### Finance Specialisation

- International Finance
- Financial Risk Management
- Business Taxation

##### HR Specialisation

- Organizational Development
- Employee Relations
- Compensation Management

##### IIAM / IIAB Certification

## ADDING VALUE TO THE PG COURSE

### Business English Certificate (BEC)\*

The Business English Certificate, a University of Cambridge (UK) examination offered in India by British Council is an internationally recognized English language qualification for learners wishing to use English for the purpose of conducting various local & global businesses. This certificate is commonly asked by recruiters while hiring.

### Microsoft Office Specialist\*

A Microsoft Office Specialist (MOS) certification helps validate proficiency in using Microsoft Office and meets the demand for the most up-to-date skills on the latest Microsoft technologies. Candidates securing this certificate are considered more employable by recruiters.

### NCFM & NISM Certification\*

An online testing & certification programme conducted by the National Stock Exchange Ltd. and National Institute of Securities Market (both approved & recognized by SEBI, the securities market regulator) that tests the practical knowledge and skills required to operate in the

financial markets. Mandatory programmes for those who seek opportunities in the financial services industry (investment advisory streams).

### E-Goal

This programme is designed to assist students in their preparation for recruitments. Quantitative Ability, Analogies, Reasoning Ability, Coding & Decoding and Syllogisms & Solving Puzzles are a few areas of training.

### Leader Ladder

This programme is designed to assist students in their preparation for cracking interviews. Group Discussion, Verbal Ability, Presentation Skills, Dressing Sense, Personality Development among others is a few areas of focus.

\*Respective examination fee is to be paid by the students, training would be facilitated by the college at no additional cost.

## STATE-OF-THE-ART INFRASTRUCTURE FACILITIES

### Fully-equipped Classrooms

The classrooms are wide and fully equipped with audio-visual facilities such as multimedia equipment, LCD projectors and screens with good air and lighting. It creates a great learning environment besides harmonious ambience.

### Widely seated Auditorium & Conference Halls

The college is equipped with three fully air-conditioned conference halls, two on the ground floor and one on the second floor that can seat about 500 guests. Corporate events, conferences, students presentations, pre-placement talks are a few events that are regularly held here. The conference rooms are well-appointed with LCD screens and projectors. The ergonomics and acoustics are well planned for students' convenience.

### Hi-tech Computer Lab

Jain College fosters technology enabled learning environment in which research & development are integrated into student's erudition. The hi-tech lab comprises of 15 inch TFT monitors, high resolution desktops, 24x7 Wi-Fi connectivity and network data storage facilities.

### Library

The college provides conducive learning atmosphere with state-of-the-art library facility that nurtures research and development along with comprehensive national and international print journal collection. Experienced librarians provide training on researching techniques, individual consultations and email reference assistance to help students make the best use of library resources.



## EMPLOYABILITY V/S EMPLOYMENT

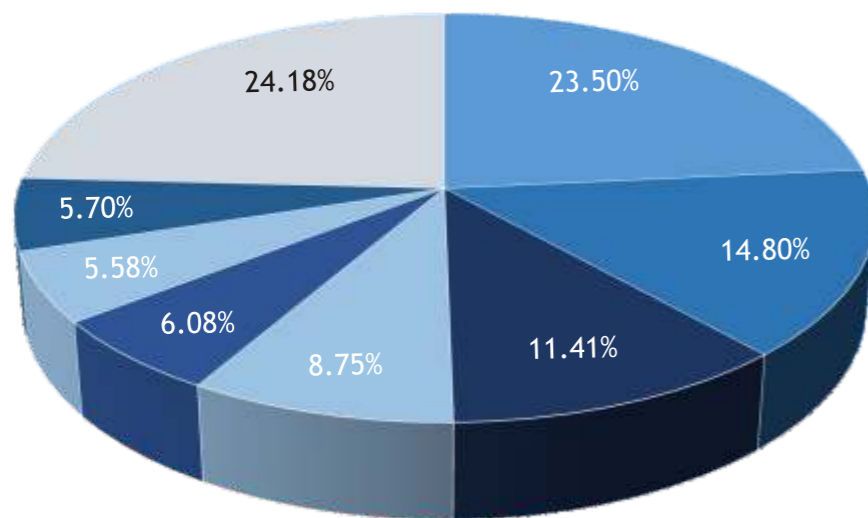
Employability is to have the potential to acquire a job while employment is just to seek a job. Since the dynamics of business world-over is changing rapidly in line with the changes in the consumer behaviour and also changes in the usage of technology the focus has shifted on hiring “employable students” rather than educated students. The term “fresher” is to be replaced with the term “industry-ready”. Students are to be equipped with industry integrated

knowledge, skills and also should be well groomed to take up new challenges and convert them into business opportunities.

The full-time PGDBM + MBA programme at Jain College prepares students for such challenges and opportunities in the areas of Finance, Marketing & HR.

## INDUSTRY-WISE PLACEMENT STATISTICS

- Information Technology & Knowledge Processing
- Banking, Financial Services, Insurance & Risk Management
- Research & Consulting
- Real Estate
- E-Commerce
- Media & Advertising
- Recruitment (HR Consultants)
- Others



## OUR TOP RECRUITERS

### Banking & Financial Services



### Consumer Durables



### e-Commerce



### FMCG



### IT & ITES



### Media, Advertisement & Entertainment



### Retail



### Telecom



## PROGRAMME FACILITATORS

### Dr. Easwaran Iyer - Dean

B.Com (Hons), M.Com, LLB, PGDBM  
PGDPM, M.Phil, EEC (IIM-B & Stanford)  
Industry & Academic Experience: 34 years  
easwaran.iyer@jainuniversity.ac.in

### Dr. Dhimant Ganatra - Associate Dean

BE, MBA, Ph.D.  
Industry & Academic Experience: 17 years  
dhimant.ganatra@jaincollege.ac.in

### Prof. Balaji Rao DG - Associate Dean

B.Com, MBA, PGDMM, PGDFA, (Ph.D.)  
Industry & Academic Experience: 28 years  
balaji.rao@jaincollege.ac.in

### Prof. Hemanth Kumar S

BE, MBA, PGDSM, (Ph.D.)  
Industry & Academic Experience: 17 years  
hemanth.kumar@jainuniversity.ac.in

## INSPIRATIONAL PERSONALITIES ON CAMPUS



Dr. KIRAN BEDI



Mr. NARENDRA DAMODARDAS MODI



Mr. AZIM H PREMJI



Dr. A P J ABDUL KALAM



Dr. KUMAR MANGALAM BIRLA



Mr. NANDAN NILEKANI



Mr. STEVE WAUGH



Mr. MAHESH BHUPATHI

## STUDENT ACHIEVEMENTS



Overall Champions at  
'Insignia'  
Aloysius Institute of Management &  
Information Technology



Overall Champions at  
'Optimus Empresario'  
St. Philomena's College



Overall Runners at  
'Concentus'  
Kristu Jayanti College



Overall Champions at  
'AURA'  
IFIM Business School