



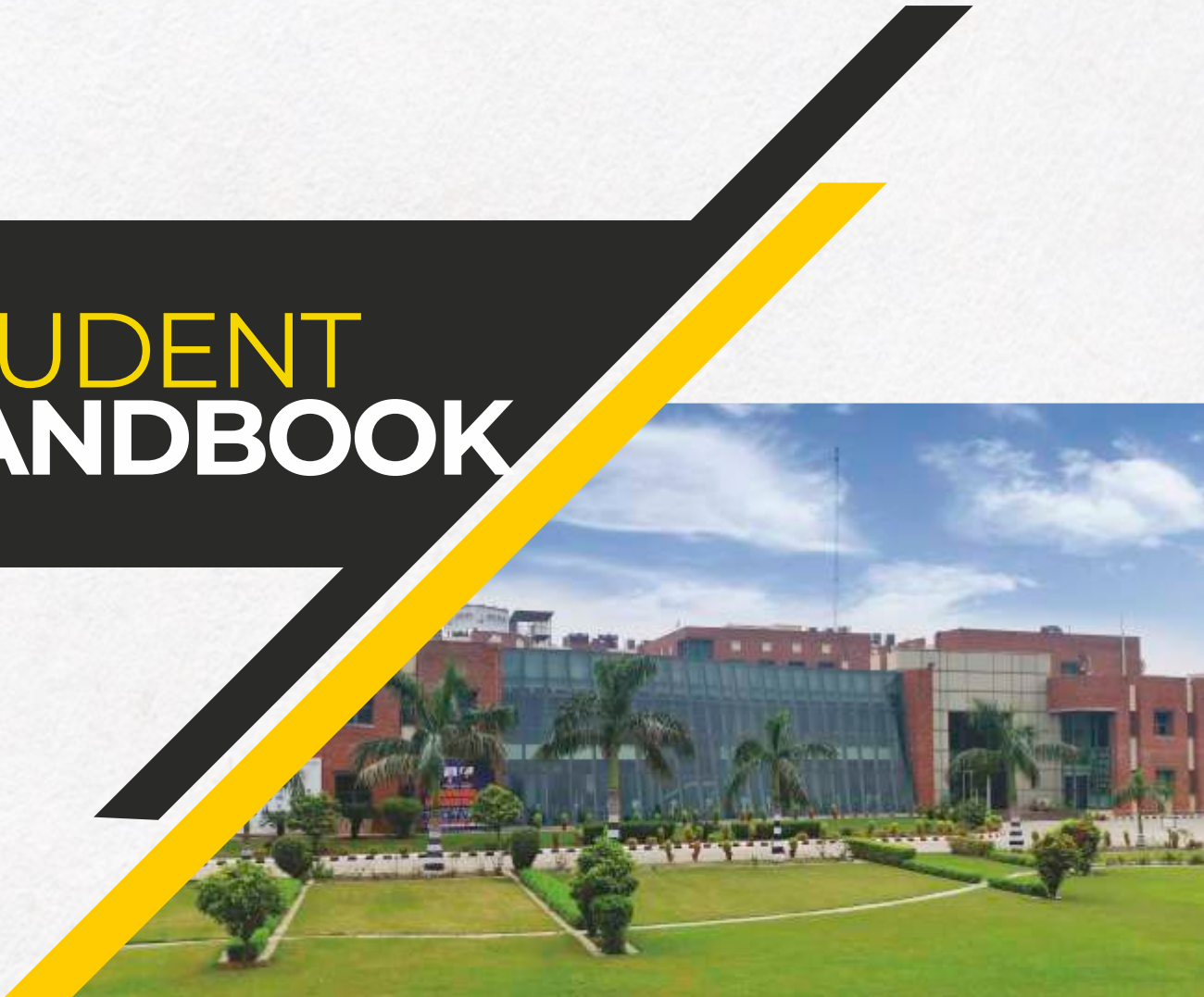
JAIPURIA
INSTITUTE OF MANAGEMENT

LUCKNOW NOIDA JAIPUR INDORE

www.jaipuria.ac.in



STUDENT HANDBOOK



Jaipuria Institute of Management, Noida

2021-23 BATCH

**Post Graduate Diploma in Management
(Marketing)**



Vision

To be an educational institution of choice for all stakeholders, which promotes human well-being through continuous learning.



Mission

To provide learner-centric education that focuses on developing learners as competent, ethical and socially conscious management professionals through continuous improvement in the quality of teaching-learning process and research.



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Message from the Director

Dear Students,

A very warm welcome to Jaipuria Institute of Management, Noida!

It has been a tough time for the humanity, but collective wisdom and hard determination have eventually led us to win the war. All of us had to go through the Covid-19 Pandemic crisis since March 2020, but off and on there have been moments of respite as well as anguish. I hope in times to come, things will be back to normal. This also requires discipline and believing in scientific experts and government Advisory. In this hour of distress and gloom, your determination to pursue higher education deserves compliments! We are confident that your decision to be a part of Jaipuria cohorts will be a great benefit to your professional career and personal goals. Our PGDM programs are accredited by NBA, NAAC, have got equivalence of MBA from AIU, and have been awarded graded II autonomy by AICTE. The institute has embarked on a journey to earn a prestigious global accreditation from AACSB. We are quite confident that in near future we will earn this important quality assurance hallmark.

The Institute has a pool of experienced full-time faculty who hails from both academics and the corporate world definitely will enrich the ecosystem in unlocking the hidden talents in you for excelling in life.

This handbook is a source of all information to facilitate accessing our academic services and is prepared as a handy guide for all of you.

Please go through the Handbook carefully and make sure to use the information for your benefit.

Wish you a happy and pleasant journey of two years at Jaipuria Noida!

Best wishes!

Dr Dayanand Pandey



Message from Dean–Academics



My heartiest congratulations on starting a journey to strengthen your career, which will be filled with the excitement of experiential learning!

My heart goes to all of you at this incredibly challenging time affected by a pandemic. Nevertheless, the tough time teaches us to be agile and adapt. This pandemic is teaching us to become an agile, adaptable and life-long learners. Ultimately our ability to continuously learn and adapt will determine the extent to which we thrive in today's turbulent times.

As a community, we all should strive to achieve some shared goals. The first is to maximize the osmosis or interaction with industry. With the help of technology, top industrialist, industry practitioners, and academic experts from across the world can reach you in your classes. Take the best out of this opportunity. This will help us to reach our second goal, i.e. maximizing the value of the brand Jaipuria. Finally, make sure you engage with the outside world, whether industry experts, fellow students, or local communities, leaving your lasting impression.

Collaborate, Communicate and Create solutions that leave an imprint on this world. Budding managers from Jaipuria should be known for their creativity, hard work, elegance and out of box thinking.

We as an institution will always remain focused in finding ways to support our student community.

Wishing you a comfortable stay full of learning and enriching experiences!!!

Dr Swati Agarwal





About The Handbook

This Student Handbook provides information about the policies, procedures and resources available to students at Jaipuria Institute of Management, Noida. Therefore, every student's responsibility is to thoroughly read and understand the Handbook, abide by the regulations, familiarize themselves with and utilize the available resources.

The expectations from all the students are to maintain standards of personal conduct that are in harmony with the educational and professional ideals of Jaipuria Institute of Management and conduct themselves in a manner that reflects positively on the Institute. Furthermore, we hope that all of you will take advantage of the curricular and co-curricular learning opportunities available on and off-campus.





About Jaipuria

One of India's most respected and dedicated business groups, the House of Jaipuria has acquired a place and stature of its own in the industrial arena. Since its inception in 1942, it has become a benchmark for the latest innovations in technology, efficient management, and philanthropic activities.

Education has been a passion at the House of Jaipuria. Our commitment to the greater good through modern yet rooted education finds wings in the K12 segment and higher learning. Seth M.R. Jaipuria Schools were started way back in 1992, with the first school in Lucknow. It has grown to 42 schools in two decades and is reckoned as a school of excellence for quality education.

Jaipuria has four management Institutes at Lucknow, Noida, Jaipur and Indore in the higher education arena. Each of these campuses has earned distinction as seats of cutting-edge knowledge, shaping, nurturing and redefining management for today and tomorrow.





Section-1

GENERAL INFORMATION AND PROGRAMME CURRICULUM



1.0 About Jaipuria Institute of Management, Noida

Jaipuria Institute of Management, Noida, established in 2004, is a constituent of the Integral Education Society, led by noted textile industrialist Mr Sharad Jaipuria. The Society has the distinction of efficiently managing several educational institutions in India, the first one dating back to 1945. Our sister management Institutes are located in Lucknow, Jaipur and Indore. Jaipuria, Noida offers three AICTE approved two-year full-time Post Graduate programmes: PGDM, PGDM – Services Management, PGDM – Marketing, and a Fellow Programme in Management (FPM).

The Institute has been awarded 'A' grade accreditation by NAAC- the national accreditation body, accreditation by NBA and Equivalence to MBA degree by AIU, for its programmes. In line with our mission of achieving continuous improvements in teaching, research, curriculum development, and student learning, the Institute aims for the prestigious international accreditation AACSB Accreditation. The initial phase of this process has been completed by earning approval for the eligibility application. AACSB Accreditation provides a framework of international standards on which B-Schools assess the quality of their education.

We strive to nurture world-class professionals committed to value enhancement, service mindedness, business leadership, entrepreneurial orientation and societal consciousness. Besides the core courses in general management and various functional areas, our programmes offer many innovative elective courses, thereby providing students with the opportunity to specialize in single or dual streams of management. The Institute has established collaborations with international academic institutions in France, U.S.A, Dubai, New Zealand, United Kingdom etc. Acknowledging the growing thrust of research and consultancy, the Institute engages in research, faculty development programmes, student-driven research, industry integrated consultancy projects, and related activities in almost all areas of management interest. We also promote collaborative research jointly with many leading academic institutions globally. In addition, we have a centre for MDP, which conducts Management Development Programmes across India wherein executives from public and private enterprises participate. The campus is aesthetically designed and elegantly built, with state-of-the-art equipment and Wi-Fi enabled facilities to cater to the ever-growing needs of the students.

The Institute is led by Dr D. N. Pandey, Director, with a strong team of competent full-time faculty comprising of qualified and experienced academicians and practitioners. Jaipuria, Noida has been ranked 69 out of nationally ranked Institutes in All India ranking 2020 by NIRF, Ministry of Human Resource Development (MHRD). All three programmes viz. PGDM, PGDM(M), PGDM(SM) have been awarded equivalence to MBA by Association of Indian University (AIU). All three programmes viz. PGDM, PGDM(M), PGDM(SM) have been accredited by National Board of Accreditation.

- Awarded 'A' grade by NAAC, UGC.
- Granted Category-II graded autonomy in all programmes viz. PGDM, PGDM(SM), PGDM(M) by AICTE.
- 8th among top Eminent B-school of Super Excellence in India by GHRDC B-school ranking survey issued in November 2020 CSR magazine.
- Ranked 43rd among best B-schools across the nation in the 10th edition of MBAUniverse.com. in rankings 2020
- Ranked 73rd position among top B-schools across the country by B-Today ranking survey in October 2020 released magazine.

1.1 Infrastructure



Classrooms

Naturally lighted, large and airy learning centres, within a structure with high ceilings and large corridors, are designed to promote maximum interaction between faculty and students. The air-conditioned learning centres are well equipped with Personal Computers, LCDs, LAN and Wi-Fi connectivity.

Both theatre style and classic learning centres are furnished with specially designed desks for the comfort of students. Classroom learning is captured and disseminated through Impartus Lecture Capture System (an innovative video-enabled learning solution).

Library Resource Centre

The library at Jaipuria Noida, known as Learning Resource Centre (LRC), has one of the best library systems in the NCR region, with active linkages with all other major business school libraries. It is a fully automated library and is rich in both traditional and online resources.

The LRC has a collection of 36576 volumes, including a Book Bank with 13756 different titles. In addition, it subscribes to about 171 national and international printed periodicals. The library also has a vast collection of fiction, biographies and spiritual books.

The library also subscribes to several online databases, including ProQuest ABI Inform, Statista, World E-Library, Capital line and J-Gate Social and Management Sciences. In addition, the library has a National Programme on Technology Enhanced Learning (NPTEL) facility, which has an extensive collection of video lectures by faculty from IITs and other premier institutions. A database of theses and dissertations of the different institutions of the world is also available through ABI INFORM. With these databases, users have access to more than 15000 indexed and abstracted journals and magazines, 4000 + full-text journals and magazines, etc. Furthermore, through World E-library, millions of books, including great classics, can be read online.

Library also subscribes to the Capital line financial database that provides comprehensive financial and economic information of more than 36000 companies.

The library has developed an extensive collection of e-books and other e-resources in PDF format to meet the requirements of students and faculty even remotely, in case of unprecedented incidents such as the current pandemic. Even now, all these facilities can be availed remotely from anywhere in the world.

The library also has a sizeable collection of CDs/DVDs and videos related to management education. In addition, it procures books throughout the year and organizes an annual Book Fair where students and faculty can recommend books of their choice for library purchase.

The Jaipuria, Noida library is a green library illuminated with natural light. It is indeed user friendly and provides various information services to users daily. It has a membership of DELNET, enabling users to avail themselves Inter Library Loan facility. Users can make use of library resources from anywhere using an Internet facility. OPAC terminals have been installed in the library to facilitate the self-learning of students. The library has developed an online institutional repository using DSpace. This repository, previous year batches of dissertations, question papers of earlier exams, institution's publications, reports, magazines etc., can be accessed.

Jaipuria Institute of Management, Noida

The library subscribes to Turnitin's anti-plagiarism tool through which faculty and students can check their research work and assignments for plagiarism. In addition, the anti-plagiarism tool ensures plagiarism-free writing. The library also provides video tutorials to help students and faculty use different library resources.

Computer Labs

Jaipuria, Noida is a Wi-Fi campus with 24 x 7, 150 Mbps leased line internet connectivity. It has more than 150 Lenovo i5, i3 & Core 2 Duo Processor PCs and 60+ Chromebooks, the latest generation of high-end servers, laser printers and scanners. The Institute has a well-equipped central computing facility housed in three computer labs. Apart from a host of routine and special software, the computer labs have the latest operating systems such as Windows, Linux at the Server level and Windows 10 Professional OS & Office 2016 & 2019 at the client level. Data base level includes MS SQL Servers, MySQL. Statistical packages like SPSS are also available.

Business Analytics Lab

The campus is having a state-of-art Business Analytics Lab. The Business Analytics Lab facilitates teaching, research and training in artificial intelligence, machine learning, and deep learning in interdisciplinary areas of business management. The lab is equipped with high-end computing resources with 10th generation CPUs, solid-state drives and graphic processing units (GPUs). In addition, the lab has the latest licensed software required for descriptive, predictive and prescriptive analytics like Tableau, SAS, Power BI, LINGO, EViews, MATLAB, Oracle Crystal Ball, ATLAS.ti, SmartPLS and many others. The lab also has access to a wide range of datasets.

Centres of Advanced Studies

Intending to serve the industry and academia through creation, development and dissemination of knowledge and its applications through education, training, research and consultancy, the Institute has set up the following Centres of Advanced Studies & Research:

- MDP Centre,
- Centre for Entrepreneurship and Incubation,
- Centre for Business Analytics.

Cafeteria

The campus has a modern cafeteria, well-furnished to cater to students' tastes. Besides beverages and snacks, it has a provision for serving meals to day scholars.

Sports facility

The campus offers both indoor and outdoor sports facilities. There is a sports field with facilities for playing badminton, volleyball, basketball and cricket. We also have a Common Room for the students for indoor sports.



Hostel

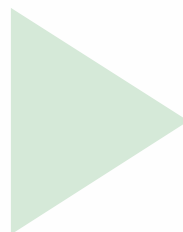
Jaipuria, Noida offers separate accommodation to boys and girls. The girls' hostel is situated within the campus, and the boys' hostel is located close to the campus. Providing an excellent living experience to residents, these hostels are equipped with modern gyms, a common room with television and ample recreational facilities.



Medical & Counselling Facility

Besides a readily available first aid facility, the Institute also has a Medical Room. Experienced doctors, including a male doctor, visit the campus five days a week in addition to being available on-call round the clock. Furthermore, a Counsellor is available to the students twice a week and on-call to counsel students on psychological issues. Students are also offered protection under a limited accidental insurance policy. In addition, there is a tie-up for ambulance service with Kailash, Max, Prakash and Shanti Gopal Hospitals in case of any emergency. The Institute vehicle is also available in the daytime and at nights on short notice for any medical emergency.

1.2. Academic Calendar and Programme Curriculum



1.2.1 Academic Calendar



Jaipuria Institute of Management, Noida
Academic Calendar 2021-22*
PGDM/PGDM-SM/PGDM-M 2021-23 Batch

Details	Dates (Days)
Registration Online Mode (Moodle-based)	Monday-Saturday, July 19th- 23rd, 2021
Induction (Online Mode)	Monday- Saturday, July 26th – August 7th, 2021
Commencement of Classes (Term I)	Monday, August 9th, 2021
Independence Day Celebrations	Sunday, August 15th, 2021
Muharram (Holiday)	Thursday, August 19th, 2021
National SIP competition	Saturday, August 28th, 2021
Janmashtami (Holiday)	Monday, August 30th, 2021
General Management Conclave	Saturday, September 11th, 2021
Coffee with Alumni - Talk	Saturday, September 25th, 2021
Decision Sciences Conclave	Friday, October 1st, 2021
Gandhi Jayanti (Holiday)	Saturday, October 2nd, 2021
Marketing Conclave	Saturday, October 9th, 2021
Durga Navami	Thursday, October 14th, 2021
Dussehra (Holiday)	Friday, October 15th, 2021
Jaipuria Sports Meet	Saturday-Sunday, October 16th-17th, 2021
HR Conclave	Saturday, October 23rd, 2021
End-Term Examination (Term I)	Monday-Friday, October 25th – 29th, 2021
Spot Evaluation End Term (Term I)	Monday - Tuesday, November 1st-2nd, 2021
Chhoti Diwali (Holiday)	Wednesday, November 3rd, 2021
Diwali (Holiday)	Thursday, November 4th, 2021
Govardhan Puja (Holiday)	Friday, November 5th, 2021
Bhaidooj (Holiday)	Saturday, November 6th, 2021
Commencement of Classes (Term II)	Monday, November 8th, 2021

Jaipuria Institute of Management, Noida

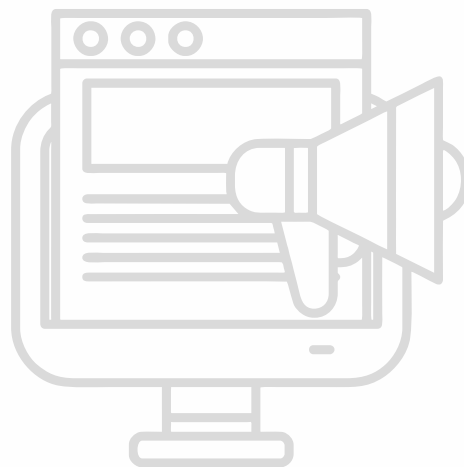
Details	Dates (Days)
Submission of Complete OCE sheet (Term I)	Thursday, November 11th, 2021
IDP I	Friday-Saturday, November 12th -13th, 2021
Declaration of Term I Result	Wednesday, November 17th, 2021
Guru Nanak Jayanti (Holiday)	Friday, November 19th, 2021
Reappear Exam (Term I)	Tuesday-Thursday, November 23rd -25th, 2021
Cultural and Management Event (Gravity-2021)	Friday-Saturday, December 3rd-4th, 2021
Final Declaration of Term I Result	Monday, December 6th, 2021
Jaipuria Annual Management Conclave (JAMC)	Saturday, December 11th, 2021
International Model United Nations	Saturday-Sunday, December 18th -19th, 2021
Christmas (Holiday)	Saturday, December 25th, 2021
New Year Day (Holiday)	Saturday, January 1st, 2022
Finance Conclave	Saturday, January 8th, 2022
Jaipuria Youth Award	Monday, January 10th, 2022
End-Term Examinations (Term II)	Monday - Saturday, January 24th-29th, 2022
Republic Day Celebrations	Wednesday, January 26th, 2022
Spot Evaluation End Term (Term II)	Monday-Tuesday, January 31st-Feb.-1st, 2022
Commencement of Classes (Term III)	Wednesday, February 2nd, 2022
Budget Session/Economics Conclave	Saturday, February 5th, 2022
Submission of Complete OCE sheet (Term II)	Thursday, February 10th, 2022
Alumni Meet - (Punarsangam)	Saturday, February 12th, 2022
Declaration of Term II Results	Thursday, February 17th, 2022
E-week	Friday-Sunday, February 18th-20th, 2022
Reappear Exam (Term II)	Tuesday-Thursday, February 22nd-24th, 2022
Maha Shivaratri (Holiday)	Tuesday, March 1st, 2022
International Management and Research Conference (IMRC) 2022	Friday-Saturday, 4th -5th March, 2022
Final Declaration of Term-II Result	Monday, March 7th, 2022
Business Communication Conclave	Saturday, March 12th, 2022

Details	Dates (Days)
Holi (Holiday)	Friday, March 18th, 2022
SIP Workshop	Thursday-Friday, March 24th -25th, 2022
Oath Taking Ceremony by Student Council	Saturday, March 26th, 2022
Ambedkar Jayanti Holiday	Thursday, April 14th, 2022
Good Friday Holiday	Friday, April 15th, 2022
End-Term Examination (Term III)	Monday - Friday, April 25th -29th, 2022
Spot Evaluation End Term (Term III)	Monday -Wednesday, May 2nd - 4th, 2022
Eid-ul-Fitr Holiday	Tuesday, May 3rd, 2022
Submission of Complete OCE sheet (Term III)	Tuesday, May 10th, 2022
Declaration of Term III Results	Tuesday, May 17th, 2022
Reappear Exam (Term III)	Friday-Monday, May 20th-23rd, 2022
Final Declaration of Term III Result	Tuesday, May 31st, 2022

**Management reserves the right to change these dates at any time without prior notice.*

1.2.2 Programmes offered at Jaipuria Noida

Jaipuria, Noida offers three AICTE approved, NBA accredited and AIU equivalent two-year full-time PGDM Programmes, namely, PGDM, PGDM (Service Management), PGDM (Marketing) and a Fellow Programme in Management (FPM). Each academic year consists of three academic terms of approximately three months each. In addition, year one of the programmes includes a summer internship of two to three months.



1.2.3 Programme Structure of PGDM (MARKETING)

Post Graduate Diploma in Management-marketing PGDM (M)



Jaipuria Institute of Management Noida's Post Graduate Diploma in Management (Marketing) is an AICTE approved, AIU equivalent and NBA accredited two-year full-time program. The programme is recognized by AIU as equivalent to MBA and is designed to develop world-class marketing professionals with a strong value system. PGDM (Marketing) is a well-established program, perfected over a period of time. Its industry-oriented syllabi and curriculum are constantly updated to remain contemporary and futuristic in orientation to groom professionals to be ready to meet the ever-changing demands of global business.

Programme Structure

PGDM (Marketing) is a professional management course spread across two academic years. An academic year is divided into three academic terms. The programme comprises 23 core courses and 15 elective courses. Out of these 15 elective courses, 2 elective courses will be offered in the first year. 13 electives will be offered in the second year.

Jaipuria follows a continuous system of assessment and evaluation for measuring students' learning outcomes. Each course, therefore, assesses student learning through different pedagogical interventions continuously. The curriculum ensures that the first-year core courses are covered to strengthen basic functional management knowledge for a holistic perspective of general management. In addition, there are two elective courses in the Third trimester (One each from Programme Specialization and Area Specialization) which are named as specialization core. After completing three trimesters, students undergo a summer internship to gain first-hand experience working in the real business world and applying classroom learning. The second-year provides students courses in the area of specialization of their interest. The three trimesters in the second year ensures in-depth conceptual understanding and practical application. (Details of Second year elective courses will be shared separately)

Number of Credits in PGDM (M) Programme

The PGDM (M) programme has 110 credits, of which 59 credits correspond to core courses, 45 credits correspond to elective courses and 6 credits for the summer internship project. 39 credits would be allocated to second-year elective courses, and 6 credits are allotted to third-term electives in the first year.

Pedagogy

The learning pedagogy has been widely acclaimed and has made Jaipuria Noida students stand out. It equips them to deliver high performance across businesses and geographies. Time-tested and carefully chosen pedagogical tools like classroom discussions, case studies, quizzes, assignments, etc., are used for effective class room delivery. But along with above mentioned pedagogical tools, other tools that increase

Jaipuria Institute of Management, Noida

students' exposure are business simulation games, lab exercises, real-time data collection using databases, live projects, field visits, expert interviews, and industry visits. Such regular interventions allow the students to understand, learn, grow and evolve into industry-ready professionals.

Intended Outcomes

- PE01:** Attain managerial positions in their organizations.
- PE02:** Provide innovative and sustainable solutions to complex problems.
- PE03:** Demonstrate emotional intelligence in socially and culturally diverse teams and settings.
- PE04:** Engage in life-long learning to stay relevant in a dynamic business environment.
- PE05:** Display entrepreneurial mind set
- PE06:** Effectively leverage technologies
- PE07:** Demonstrate ethical behaviour

Program Goals

- PG1: Professional Proficiency:** Proficient in current business theory and practice, effective communication, use of key technological tools and resources and breadth and depth of knowledge in key business disciplines.
- PG2: Teamwork:** Adept at working in teams with people from diverse backgrounds.
- PG3: Social Responsibility:** Knowledge of moral and practical obligations and the commitment to sustainable practices of market participants to contribute in positive ways to society.
- PG4: Creativity:** Address organizational issues using innovative, imaginative and unorthodox approaches.

Programme Level Outcomes

The graduates of the programme will be able to:

- PL01:** Communicate effectively
- PL02:** Demonstrate the ability to work in teams to achieve desired goals
- PL03:** Reflect on business situations applying relevant conceptual frameworks
- PL04:** Comprehend sustainability issues
- PL05:** Apply relevant technological tools for marketing decisions
- PL06:** Exhibit innovative and creative thinking

1.2.4 Curriculum Architecture



TRIMESTER – I Core Courses

No.	Courses	Credits	Sessions	Hours
1	Accounting for Business	3	20	30
2	Managerial Economics	3	20	30
3	Statistics for Management	3	20	30
4	Organisational Behaviour	3	20	30
5	Critical Reading and Writing	3	20	30
6	Marketing Management-I	3	20	30
7	Entrepreneurship	1.5	10	15
8	Integrated Industry Analysis*	1	7	10.5
	Total	20.5	137	205.5

TRIMESTER – II Core Courses

No.	Courses	Credits	Sessions	Hours
1	Marketing Management-II	3	20	30
2	Corporate Finance	3	20	30
3	Managing Human Resources	3	20	30
4	Operations Management	3	20	30
5	Emerging Economic Environment	3	20	30
6	Public Speaking and Persuasion	3	20	30
7	Design Thinking for Entrepreneurship	1.5	10	15
8	Social/Rural Internship	2	-	-
9	Integrated Industry Analysis*	1	7	10.5
10	IDP-I	0	-	-
	Total	22.5	137	205.5



TRIMESTER – III Core + Elective Courses (Specialization Core)

No.	Courses	Credits	Sessions	Hours
1	Business Research Methods	3	20	30
2	Financial Statement Analysis	3	20	30
3	Sales Management and Business Development	3	20	30
4	Business Ethics and Sustainability (Simulation-based)	1.5	10	15
5	Emotional Intelligence	1.5	10	15
	Integrated Industry Analysis*	1	6	9
9	Programme Specialization**	3	20	30
10.	Area Specialization** Marketing Management / Finance / Human Resource Management / Operations Management / Business Analytics	3	20	30
	Total	19	126	189

*Integrated Industry Analysis is a comprehensive course distributed in three trimesters. Hence Classroom contact hours will be as per the prescribed course outline.

**Electives have to be chosen from any of the two Specializations-Programme Specialization and Area (functional Specialization) that the student intends to undertake.

TRIMESTER – IV Core + Elective Courses (Specialisation Core)

No.	Courses	Credits	Sessions	Hours
1	Strategic Management	3	20	30
2	Five (5) Elective Courses (Programme and Area Specialisation)	5*3=15	100	150
2	IDP-II	0	0	0
	Total	18	120	180

TRIMESTER – V Elective Courses

No.	Courses	Credits	Sessions	Hours
1	Five (5) Elective Courses	5*3= 15	100	150
	Total	15	100	150

TRIMESTER - VI Elective courses

No.	Courses	Credits	Sessions	Hours
1	Three (3) Elective Courses	3*3=9	60	90
	Total	9	60	90

Total Credits	110 credits
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Specializations Offered*

The list of elective courses offered under different specializations are given below:

A) Programme Specialization Courses:

- Consumer Behaviour (Programme Specialization Core - Trimester 3)
- Digital Marketing
- Brand Management
- Distribution & Channel Management
- Marketing Research
- Customer Relationship Management
- Global Marketing
- Integrated Marketing Communication
- B2B Marketing
- Strategic Marketing
- Marketing Analytics
- Services Marketing
- Retail Marketing
- Rural Marketing

B) Track Specializations:

1. Sales and Business Development

- Distribution and Channel Management
- Retail Marketing
- B2B Marketing
- Rural Marketing

2. Digital Marketing

- Digital Marketing
- Marketing on Internet, Social Media & Mobile
- Online Branding & Reputation Marketing
- Marketing of Search Engine & Web Analytics

3. Relationship Marketing

- Services Marketing
- Customer Relationship Management
- Technology in Marketing
- Marketing of Financial Services

4. Research and Analyst

- Brand Management
- Integrated Marketing Communication
- Marketing Research
- Marketing Analytics

**Note: The tracks offered under Programme Specialization may be added or deleted, depending upon industry requirements and feedback.*

C) Area Specialization Courses

Human Resource Management

- Advanced Human Resource (Specialisation Core)
- Talent Acquisition (Specialisation Core)
- Industrial Relations & Labour Laws
- Performance Management System
- Compensation Management
- HR Analytics
- Learning & Development
- Competency Mapping And Assessment Centres
- Leadership & Team Building
- Organisational Change and Development
- International Human Resource Management
- Human Resource Information System

Finance

- Advanced Corporate Finance (Specializations Core)
- Corporate Valuation
- Financial Derivatives and Risk Management
- Financial Markets and Services
- Investment Management
- Project Finance
- Wealth Management
- International Finance
- Risk Management in Commercial Banks
- Financial Modelling & Analysis
- Corporate Tax Management
- Fixed Income Securities
- Corporate Restructuring
- Microfinance
- Banking Operations and Credit Analysis
- Financial Econometrics
- Behavioural Finance

Operations Management

- Operations Research (Specialization Core)
- Supply Chain Management (Specialization Core)
- Managing Service Operations
- Optimization Techniques in Business Operations
- Project Management
- Materials and Inventory Management
- Business Forecasting
- Logistic Management
- Total Quality Management
- Operations Strategy

** Note: To run a particular specialization combination, a minimum of 50 students should have opted for it. In addition, for an elective to be offered, there has to be a minimum of 20% of the total students of that specialization. However, there may be certain exceptions based on the approval received from the Director/Dean (Academics).*

D. Open Electives

Open elective (from Programme, Track and Area (listed above) specialisation) may be chosen. The specific courses within this basket would be decided before starting every academic year.

E. Liberal Arts Basket:

- Career Advancement through Personal Effectiveness
- Language Spanish
- Digital Story Telling
- 21st Century Life Skills & Mental Health in the Uncertain Times
- Creative Wellness through Theatre & Poetry
- Women Studies: Diversity and Inclusion
- Happiness and Wellbeing

Note: The courses offered under each specialization may be added or deleted, depending upon industry requirements and feedback. The updated list will be provided at the end of the first year.

Business Analytics

- Essentials of Business Analytics (Specialization Core)
- Data Visualization (Specialization Core)
- Web and Social Media Analytics
- E-Commerce
- Programming for Business Analytics
- Machine learning
- Social & Network Analytics
- Algorithmic Trading
- Artificial Intelligence
- Consultancy Management
- Big Data and Natural Language Processing
- Supply Chain Analytics
- Business Intelligence

Economics & International Business

- Business forecasting
- Money Banking and Finance
- Public Policy for Managers
- Environmental Economics
- International Business
- Renewable and Clean Energy Management
- Export-Import Procedures and Documentation



Section-2

TEACHING AND LEARNING PROCESS



2.0 Teaching-Learning Process

Teaching is an active process in which an instructor shares knowledge with students and facilitates their thinking about behavioural changes. Learning is the process of thinking and assimilating information with a resultant change in behaviour. The teaching-learning process is, thus, a planned interaction that promotes behavioural change, which is not a result of maturation or coincidence. The instructor is the prime mover of the teaching-learning process. They direct the flow of the process and facilitates learning. While the instructor serves as the central control, the learner is considered the critical participant in the teaching-learning process. They are regarded as the primary subject. Therefore, a student has to become more responsible for their learning. Assuming the onus of learning is on them, the student must "pull" out the information they are seeking from the process facilitated by the instructor and think actively to develop a new perspective of reality.

2.1 Expectations from the Student

- I. The student shall be responsible for their learning, actively engaging in various learning activities and continuously monitoring their learning and development. The student shall review, revisit and regulate their learning daily. When students find that they have not understood something, they shall promptly seek the support of classmates and the concerned faculty to clarify their understanding of the subject content.
- II. Each student shall do pre-reads (content, cases, chapter, reading) without fail and discuss them with members of their study group. In addition, for every contact hour in a class, they shall invest two hours for preparation, assignment, and learning review.
- III. Each student shall learn collaboratively, participate in group learning exercises, be an active member of the study group, take the initiative in classroom learning processes and support classmates to learn, grow and excel.
- IV. The student should not plagiarise in assignments/ reports/ projects/ SIP synopsis and reports, etc.
- V. The students shall ensure attendance and active participation in industry visits, industry mentoring sessions, guest sessions, workshops, conclaves, conferences, and club/committee activities organized by the Institute to enrich student learning.
- VI. Each student shall value diversity in perspectives, reasoning and background of classmates. Furthermore, the student shall realize that they aim to achieve excellence in individual learning and learn from fellow students and support them in their learning.
- VII. The student shall vigorously hone their critical, analytical, creative and integrative thinking skills through initiation, participation, questioning, thoughtfulness, curiosity, experimentation, etc.
- VIII. The student shall actively participate in co-curricular and extra-curricular activities to develop a personality and contribute to institution building.
- IX. The student shall take assessment components seriously and attempt all components with the utmost integrity. Furthermore, they shall pay maximum attention to collective and individual feedback given by the instructor. Suppose they have some dissatisfaction with the concerned instructor or concerned officials, as mentioned in assessment grievance system. In that case, the Institute shall resolve their grievance without compromising on academic standards.

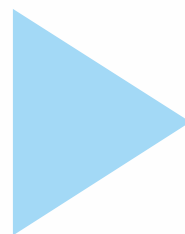
- X. Students may improve teaching-learning and assessment processes to the Programme Director and the Director of the Institute to enhance the quality of education at the Institute. The Institute shall take them with utmost sincerity. Working upon them, however, requires collective consideration and judgment.
- XI. To continually upgrade and upscale the learning pedagogy, a student offers formal feedback, which is submitted online on the dates advised by the Programme Office, failing which the student may be debarred from taking the exam. Therefore, the student should take utmost care to fill the feedback and give unbiased views on various components as sought in the feedback form.

2.2 Expectations from the Study Group

A study group comprises 5 to 6 students actively engaged in mutual support, collaborative learning and team development. The study group has its norms, values and processes, aimed at benefitting its members. Fortunately, the study group members will be of the same PGDM programme and the same section.

The expectations from the study group are as follows:

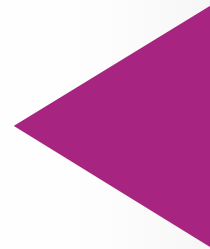
- I. A study group meets at least three to four times a week as per mutually decided timings. Meeting entails sharing ideas and understanding instructional materials, debating diverse viewpoints and planning group assignments.
- II. Each study group is assigned a faculty mentor for guidance. Subsequently, an industry mentor would also be available in the latter part of the course. Study group members are partners in learning and development. They shall take full advantage of the mentoring process. If they do not benefit from it, they shall share their concerns with their Programme Director, who will address them suitably.
- III. A study group monitors its processes and deadlines and ensures that its members do not follow dysfunctional group processes such as social loafing. Its members shall resolve such issues internally. However, if they fail to handle the same, they shall take the help of their faculty mentor.
- IV. A significant expectation from the study group is that its members will sharpen their teamwork, negotiation, conflict resolution and communication skills. Thus, team members should treat their group issues as opportunities to improve their effectiveness in future organisations.
- V. Group assessment of learning (20%-30%) is a substantial part of the assessment. Each study group member usually should try to contribute equally to the group assignments or assigned projects. The members should not divide responsibility for doing tasks for different subjects. The instructor may punish individuals or the whole group if only a few students do the assignment. If they find it challenging to complete such assignments collectively, then group members must bring this to the notice of their mentor in advance.





Section-3

ACADEMIC RULES & REGULATIONS



3.0 Attendance Rules

The Institute follows a comprehensive approach towards supporting and evaluating the academic performance of students. Such an evaluation system encompasses the provision of disincentives to abstain from classes and concurrent academic assessment in the form of quizzes, assignments, projects etc. This is in addition to centralized mid-term and end-term examinations.

- i. The Institute requires punctuality and regular attendance from all students in all classes.
- ii. Coming late to class is a serious breach of discipline. Students will not be permitted to leave early or come late to the class. In any case, no student is allowed to leave the classroom without permission from the faculty. The faculty shall have the right to cancel attendance for the particular period during which he/she engages, for indifference or late coming without a valid reason by students.
- iii. Indifference to studies shall be considered a violation of order and discipline. Absence from tests, examinations, non-submission of exercises/assignments in time and coming late to classes without valid reasons shall be considered indifference to studies.
- iv. No student(s) shall in any manner prevent any other student or student from attending his/her class(es) or doing his/her/their lawful duty.
- v. Parents/guardians are expected to watch their wards' attendance, frequently posted on Moodle by the Programme Office.

3.1 Attendance Rules



3.1.1. Academic Leave/Out Duty (OD)

In order to avoid any sub-grading in the course, a student must maintain at least 80% (16 out of 20 sessions of 90 minutes each) attendance in a course. It means that a relaxation of 4 sessions out of 20 prescribed sessions has been given in a course that a student may miss due to valid and legitimate reasons (if it is INEVITABLE). Such absences from classes should only be due to exceptional reasons as mentioned below:

- I. Sickness of self (Any sick leave applied for any number of days will be first deducted from the provisioned four sessions);
- II. Death in the close family;
- III. Appearing at an examination (Graduation) which makes the student eligible for Jaipuria's PGDM programme;
- IV. Exigencies at home;
- V. For miscellaneous untoward cases (such as Natural Calamities), the student must apply in Moodle for approval. Maximum number of ODs permissible for a student is only three. The maximum of all other leaves, including medical, personal etc., is four. Any leave exceeding four will be treated as an exception and will require rigorous documentary evidence for justifying the leave which will have to be submitted and the leave application for approval (only medical certificate will not suffice). For out duty leaves, prescribed signing authorities are given below.
 - For Out Duty (OD), the signing authority will be Activity Head and Dean Academics.
 - For medical and other leave, signing authority is Programme Director and Dean Academics.

- For placement leave, signing authority is Placement/CRC members and Dean Academics.

Any approval notified on Moodle is temporary unless it is finally notified by the respective programme coordinator (PMC). Initial approval may be reversed in case PMC finds data inconsistency in the leave form application filled by the student.

Students are strictly advised to remember the above-mentioned reasons for utilizing relaxation of four sessions. The Institute does not encourage or allow anyone to misuse this provision. Additional leave will lead to sub-grading in the respective courses. Hence, not abiding to 'attendance rules' on the part of a student may qualify for sub-grading. Therefore, students are advised that during the current term or at the beginning of the next trimesters, the provision must be used judiciously.

We look forward to your commitment to maintaining the highest standards of academic norms and working with the Institute to shape yourself as an industry-ready management graduate. If absence from classes of a course exceeds 20%, the student will be subjected to grade drop (though maximum grade drop can only be up to Grade D instead of F unlike the previous academic years 2019-20) in accordance with the 'penalty for not-fulfilling the minimum attendance criteria' specified in Table 3.1. However, these rules are only applicable to the academic year 2021-22 and are subject to revision in the following academic year.

**Table 3.1: Penalty for not Fulfilling Minimum Attendance Criterion
(in a 3 Credit Course/ 20 sessions of 90 minutes each)**

ATTENDANCE IN CLASSES	ABSENCE FROM CLASSES	PENALTY
60% < Attendance < 80% (12-15 nos.)	>20% or <40% (5-7 nos.)	One Grade Drop (e.g., A+ to A)
Less than 60% (<12 nos.)	More than 40% (>7 nos.)	'FA' grade (equivalent to 'F' grade) will be awarded in the course. Students will not be allowed to appear in End-Term Examination of the course; however, he/she will be eligible to appear in Improvement Examination.

If absence from classes of a course is >40% (more than 7 nos. out of 20 sessions), a student will be awarded an 'FA' grade in the course, in accordance with the 'penalty for not-fulfilling the minimum attendance criteria' specified in Table 1 and will not be allowed to appear in the End-Term Examination of that course. However, such student will be eligible, according to the provisions of the section 3.2.6.2 (ii), to appear in the Improvement Examination of the concerned course with an upper limit of 'C+' on the final grade in the course awarded after the Improvement Examination.

- However, if such absence from classes is due to exceptional reasons such as sickness of self, death in close family etc., a student may apply for waiving off the grade drop by submitting a written application to the concerned Programme Director. Such application should be submitted within 7 calendar days or latest by the last day of classes in the trimester, whichever is earlier. The application should be supported by adequate documentary evidence. The Programme Director shall put the case before Programme Committee for review and the latter shall forward its recommendation to the Director for decision. On approval by the Director, leave of absence from classes shall be sanctioned post facto for the requested/reasonable period and grade drop shall be waived off.
- However, for such applications, the leave granted will be inclusive of 20% leave of absence. This applies to medical and academic leave.

3.2. Assessment Structure

The Institute follows a continuous assessment system using multiple assessment methods to monitor student's academic progression. The evaluation focuses more on higher-order thinking skills such as comprehension, analysis, synthesis, evaluation, creative thinking, and practical insight in postgraduate programs. The purpose of assessment is to measure students' knowledge, skills, and application abilities concerning the intended learning outcomes in the course

3.2.1 Assessment Techniques/ Tools

Various techniques/tools used for the assessment of the academic performance of students consist of a basket which includes end-term examinations and a variety of components of continuous evaluation such as,

- a. Classroom Participation
- b. Quiz (Announced or Unannounced)
- c. Take-Home Assignments
- d. Project Assignments
- e. Individual / Group Presentations
- f. Oral Examinations (VIVA)
- g. Essay Writing
- h. Classroom Exercises
- i. Case Analysis
- j. Hall Examination (offline or online)

3.2.2 Assignment of Weightage to Assessment Components

The Course outlines of the respective courses specify the weights of each assessment component.

3.2.3 Duration of Centralized Examinations

The duration of the end-term examination (online or Hall Examination) shall be 120 minutes.

3.2.4 Project and other assignments in courses

All project reports and course-related assignments etc., shall be submitted to the concerned instructor/s as per dates announced by the instructor/s.

3.2.5 Grading System

- (i) If the batch size is up to 30, Grading shall be done based on the absolute grading system.
- (ii) If the batch size is more than 30, Grading will be done based on the Relative Grading System, considering the minimum (but not less than 35) and maximum marks of the course.
- (iii) A student who accumulates more than two permanent 'F' equivalent (even after Improvement Examinations) at any point during the first year will be subject to academic dismissal from the Programme/Institute. It implies that a student can carry two permanent 'F' equivalent to the second year. An 'F' equivalent is computed by adding 'number of permanent F grades x 1' and 'number of permanent D grades x 0.5'.

- (iv) A student who accumulates more than three permanent 'F' equivalents (i.e., including up to two permanent 'F' equivalents carried from the first year) at any point during the second year will be subject to academic dismissal from the Programme/Institute. It implies that a student who carries one permanent 'F' equivalent from the first year can accumulate a maximum of two permanent 'F' equivalents in the second year; one who carries two permanent 'F' equivalents from the first year can accumulate a maximum of one permanent 'F' equivalent in the second year.
- (v) A student who gets a permanent Trimester Grade Point Average, TGPA, (even after the Improvement Examination) of less than 2.75 at the end of the first trimester will be subject to academic dismissal from the Programme/Institute.
- (vi) A student who gets a permanent CGPA (even after the Improvement Examination) of less than 3.00 at the end of the second /third trimester will be subject to academic dismissal from the Programme/Institute.
- (vii) The grading system gives the course instructor sufficient freedom to decide the evaluation pattern based on the concurrent evaluation. However, the instructor will ensure that at least 40% of the total assessment is through examination mode (End-Term). Hence, a maximum of 60% of the complete evaluation through the 'Continuous Evaluation' components.
- (viii) The respective course instructors award numeric marks to each of the evaluation components. The total score is obtained by taking a weighted average of the numeric marks of various components as specified in the course outline. Total marks thus received are converted to a letter grade based on the relative performance of the student. The letter grades are assigned on a 10-point scale, with the grade 'A+' being the highest and 'F' or fail grade being the lowest.
- (ix) Conversion of numeric marks to letter grades: There is no fixed formula for converting numeric marks to letter grades; however, Course Instructors will consider the following points while assigning slabs for letter grades in the final mark sheet.
 - a. A student who scores less than 35% numeric marks (overall) will be given an 'F' grade in the course.
 - b. The cut off numeric marks for all other grades (other than grades F, FA, and I) will be decided by the Exam Cell.
 - c. The total number of 'A' grades awarded (A-/A/A+) will not be more than 20% of the students in the course. The number of C+ grade and below will at least be 10% of the students in the course
 - d. Based on the grade slab thus provided by the Course Instructor, the Examination Cell shall finalize the grades for each student under the course, subject to any moderation, as per process.
- (x) Each letter grade assigned has a grade point associated with it. The grade point model is described in Table 3.2.
- (xi) Trimester Grade Point Average (TGPA): Performance of a student in a particular trimester is measured by Trimester Grade Point Average (TGPA), which is a weighted average of the grade points secured in all the courses taken in the trimester and scaled to 10. TGPA is computed up to two decimal places.

Example: Suppose a student is registered for four 3-credit courses and two 1.5-credit courses during a trimester (that is, a total of 15 credits), and he/she secures A, B+, B, C+, A+, C grades respectively in the particular courses, his/her TGPA will be computed as follows:

$$\text{TGPA} = \frac{9 \times 3 + 7 \times 3 + 6 \times 3 + 4 \times 3 + 10 \times 1.5 + 3 \times 1.5}{15} = \frac{97.5}{15} = 6.50$$

- (xii) Cumulative Grade Point Average (CGPA): Cumulative Grade Point Average is computed up to two decimal places, taking into account the performance in all courses subscribed by a student up to the trimester for which results are last available.
- (xiii) Conversion Formula for CGPA to Percentage of Marks:
Conversion formula for CGPA to percentage of marks shall be, $\text{Percentage} = (\text{CGPA} - 5) * 8 + 60$.
It is to be construed that a CGPA of 5.00 is equal to 60%.

Table 3.2: Grade Point Model

Letter Grade	Grade Point	Remark
A+	10	---
A	9	---
A-	8	---
B+	7	---
B	6	---
B-	5	---
C+	4	Eligible for Improvement Examination (with an upper limit of B+ on final grade)
C	3	Eligible for Improvement Examination (with an upper limit of B+ on final grade)
C-	2	Eligible for Improvement Examination (with an upper limit of B+ on final grade)
D	1	Eligible for Improvement Examination (with an upper limit of B+ on final grade)
F	0	Eligible for Improvement Examination (with an upper limit of B+ on final grade)
FA	0	Eligible for Improvement Examination (with an upper limit of C+ on final grade)
I	0	Awarded in case of absence from the End-term Examination if the decision on final grade is pending

3.2.6 Examinations

- (i) The Institute believes in and practices continuous feedback on performance and follows a system of continuous assessment. The course instructor shall use at least three continuous assessment components. In addition, end-term examinations are compulsory in all courses.
- (ii) The Office of Controller of Examination (OCE) will conduct hall examinations (End-term) and process the results under the guidance of the Dean (Academics). Given the recent past of pandemic trends and due to some unforeseen reasons, the hall examinations may be replaced with online examinations on Moodle or other platforms with strict norms and SOPs.

- (iii) There will be an Examination Committee with Controller of Examinations (CoE) as its chairperson, Dean-Academics and Programme Director(s) as ex-officio members.
- (iv) The slots for hall examinations, i.e., end-term examinations, will be published in the academic calendar. The schedule for end-term examinations shall be announced by the Office of Controller of Examination (OCE). At the same time, the Instructors of the respective courses shall decide the dates for other continuous assessment components. Usually, the thirteenth week of the term shall be the week for end-term examinations. In addition, towards the end of each term, the OCE shall publish dates for end-term examinations for different subjects being offered during that term, along with the format (hall exam or online).

3.2.6.1 End-Term Examinations

- (i) Appearing in End-Term examinations is mandatory for all the courses subscribed by a student during a trimester.
- (ii) Suppose a student misses the End-Term examination of a course. In that case, he/she shall be liable to be awarded a 'Permanent F' grade and shall not be allowed to appear in the Repeat Examination, except under the provisions of Section 3.2.6.2

3.2.6.2 Repeat Examination

- (i) Repeat examination will be held within 15 days of declaration of the Provisional (pre-improvement examination) Trimester Result. Usually, the Repeat Examination shall be combined with the Improvement Examination mentioned under Section 3.2.6.3
- (ii) No fee will be charged for appearing in the Repeat Examination.
- (iii) Repeat Examinations will be held only for end-term examinations. However, students who could not appear in the end-term examination may be permitted to appear in Repeat Examination, subject to the following pre-approved conditions:
 - a. Student's participation in his/her placement process;
 - b. Being on duly approved official/institutional duty.

Under rare circumstances, the application for Repeat Examination may be considered with due approval of the Dean Academics and Program Director due to personal reasons such as:

- c. Significant sickness of self;
- d. Death in the close family etc.
- (iv) In case of (a) and (b) above, the student must submit a written application, duly endorsed by the concerned faculty/task head, to the Programme Director within seven calendar days of completing the end-term examination. Then, subject to approval from the Director, such students will be permitted to appear in the Repeat Examination. Otherwise, the 'Permanent F' grade assigned to the student in the particular course, in accordance with Section 3.2.6.2 (ii), shall stand awarded.
- (v) In case of (c) or (d) above, the student must represent his/her case in writing to the Programme Director, along with supporting documents, within seven calendar days of completion of the end-term examination. The Programme Director shall put up the case before the Programme Committee. The Programme Committee shall examine the case to assess its merit/ authenticity.

If satisfied, the Programme Committee may, subject to approval from the Director, allow the student to appear in the Repeat Examination. Otherwise, the 'Permanent F' grade assigned to the student in the particular course in accordance with Section 3.2.6.2 (ii) shall stand awarded.

- (vi) If a student chooses not to appear in the Repeat Examination permitted under Section 3.2.6.2, the 'Permanent F' grade awarded to him/her in the particular course in accordance with Section 3.2.6.1 (ii) shall stand awarded.
- (vii) Normal grade drop due to attendance criterion shall be applicable to repeat examination under all circumstances.

3.2.6.3 Improvement Examination

- (i) If a student gets 'C+/C-/D' or 'FA' grade in any course in a trimester, they shall be eligible for appearing for the Improvement Examination in the concerned course.
- (ii) However, a student may appear in a maximum of three courses (per trimester) of his/her choice for the Improvement Examination.
- (iii) Students appearing in the Improvement Examination of a course shall be understood to have surrendered the grade obtained in the end-term examination for that course, and the end-term marks originally obtained by him/her will be treated as null and void.
- (iv) The grade obtained by him/her after the Improvement Examination shall be awarded as his/her permanent final grade without recourse.
- (v) The OCE shall notify the Programme Office to communicate the list of eligible students for Improvement Examination and the timeline for submitting a written application and the requisite fee on the official batch email IDs.
- (vi) The application for appearing in Improvement Examination must be accompanied by a written application and deposit of a fee of ₹2500/- (Rupees Two Thousand Five hundred only) per course, on or before the timeline notified by the OCE.
- (vii) The OCE shall announce the schedule of Improvement Examination, which shall be the same as the schedule for Repeat Examinations referred in Section 3.2.6.2
- (viii) Marks obtained by a student in a course after the Improvement Examination will be considered final and 'permanent' to assign the grade earned.
- (ix) Suppose a student does not apply and/or submit the requisite fee for Improvement Examination on or before the due date or fails to turn up for the Improvement Examination after submission of fee. In that case, it shall be assumed that he/she is not interested in appearing in the Improvement Examination, and the marks and grade originally assigned shall stand awarded as final.
- (x) The resulting marks earned due to taking the Improvement Examination shall be added to the marks originally scored in the continuous evaluation components to arrive at the final total marks and grade. These shall be used to calculate the TGPA or CGPA.

Example: Assume that a course has the following weights for evaluation purposes: Quiz: 20%; Project: 20%; Assignment/Case Analysis: 20%; End-Term: 40%. Suppose a student scores the following weighted marks in different components of the course: Quiz: 4/20; Project: 10/20; Assignment/Case

Analysis: 6/20; End-Term: 14/40. His/her total marks will be 34/100, and he/she will be awarded an 'F' grade in the course. Suppose the student appears in the Improvement Examination of the course and scores 20/40. His/her final marks in the different components will be: Quiz: 4/20 (Same); Assignment/Case Analysis: 6/20; Project: 10/20 (Same); End-Term: 20/40. His/her total marks will be 40/100, and he/she will be awarded the appropriate grade per the original grading slabs as proposed by the course instructor in the mark sheet of that course.

- (xi) TGPA obtained by a student after the Improvement Examination will be treated as the final and 'permanent' TGPA in the trimester. If a student does not apply/appear for Improvement Examination, the original TGPA obtained by him/her in the main/repeat examination will be treated as final and 'permanent' TGPA in the course.
- (xii) Grade drop due to attendance criteria will not be applicable in case of Improvement Examination; however, the highest grade that a student can earn in an Improvement Examination shall be capped at B+.
- (xiii) However, if a student appears in the Improvement Examination due to 'FA' grade earned originally in a course, the upper limit of 'C+' on the final grade in the course shall be applicable.

3.2.6.4 Responsibility of the student to share his/her academic performance and related matters with his/her parents/guardian:

It is the student's responsibility to regularly share his/her academic performance, including results and notices issued by the Institute, with his/her parents/guardian.

3.2.6.5 Parents are also responsible for updating themselves with information about their ward's performance through regular access to Moodle and other interfaces provided by the Institute.

3.2.6.6 Feedback

The Institute follows a policy of continuous assessment and feedback. The purpose of feedback is to enhance learning and to help the student to reflect upon his/her learning habits and style. It should strengthen a student's ability to learn. The instructor shall promptly respond to queries related to feedback.

3.2.6.7 Schedule of Examination

Two weeks before the commencement of each end-term examination, the Office of Controller of Examination shall prepare and publish a schedule of examinations for each course conducted by the Institute.

3.2.6.8 Examinations: Code of Conduct

The Institute will notify in writing a code of conduct during examinations for students; it will be mandatory for students to abide by it.

3.2.6.9 Academic Integrity at Examinations/ Tests/ Assignments(offline/online Mode)

- (i) Students enrolled at the Institute shall maintain the highest standards of academic honesty. They are responsible for making known academic dishonesty to their course instructors and, if necessary, to the Programme Director.
- (ii) Academic dishonesty includes, but is not necessarily limited to, the following:

- a. Cheating - Giving or receiving unauthorized assistance in any academic exercise or examination, including using or attempting to use any unauthorized materials, information, or study aids in an examination or an academic activity.
 - b. Plagiarism - Representing ideas, language, any other material or works of art of others as one's own, reproducing copyrighted material or results without due written permission.
 - c. Falsification - Falsifying or inventing any information, data, or citation, without adequate grounds, in an academic exercise.
 - d. Multiple Submission - Submitting substantial portions of any academic exercise more than once for credit without prior authorization and approval of the current instructor.
 - e. Complicity - Facilitating any of the above actions, or performing another student's work, then presenting as his or her assignment.
 - f. Interference - Interfering with the ability of a student to perform his or her assignments.
- (ii) If a situation of academic dishonesty arises that is not covered in the above Section [Section (ii)], the Examination Committee shall recommend the Dean Academics. They, in turn, shall initiate necessary action.

3.2.6.10 Handling of Cases of Unfair Means in Hall Examinations (also in Online Mode)

- (i) Any suspicious activity observed by the invigilator shall qualify for being put up to the Examination Committee under the Unfair Means Policy.
- (ii) The invigilator shall seize all the incriminating material/evidence from the candidate and then obtain a written statement duly signed by the candidate. The invigilator shall then issue a new answer script and allow the student to continue to write his/her answers for the remaining period of that examination. Finally, the matter shall be reported to the Controller of Examination with all relevant documents on the same day, which, in turn, will refer it to the Examination Committee.
- (iii) The student shall be given a fair opportunity to defend his/her case in front of the Examination Committee, as per the date announced by the CoE.
- (iv) The student reported for having used unfair means / possessing incriminating materials will then be allowed to appear in subsequent examinations of that term. However, suppose the same candidate is again found guilty of indulging in misconduct or malpractice during following examinations; in that case, she/he shall face harsher consequences that can go up to expulsion from all remaining examinations or the Institute.
- (v) The Examination Committee at the Institute shall determine its inquiry procedure in each case. After necessary investigation and inquiry will submit a report with recommended punishment to the Dean (Academics) and on approval will issue the required order of punishment.
- (vi) In case of academic dishonesty in tests/ quizzes/ assignments, etc., the concerned instructor shall report the incident to the Dean (Academics), who, in turn, will initiate action.

3.2.6.11 Sanctions

- (i) Any student found guilty of academic dishonesty may, for the first offence, receive anyone, or a combination, of the following penalties:
 - a. Failure for the academic exercise in component for which academic dishonesty was found.

- b. Grade drop in the course.
 - c. Any other punishment recommended by the Examination Committee.
- (ii) For the second offence of academic dishonesty, a student may be subject to any combination of the above penalties and, with the concurrence of the concerned authority, suspension from the Institute for one year.

3.2.6.12 Feedback, Fairness and Grievance Redressal

- (i) The student's grievance shall be taken sympathetically, and the student shall be given a fair chance to state his/her viewpoint. If the grievance is found to be genuine, it shall be redressed immediately. If an instructor feels that she/he needs time to reconsider her/his decision, the student shall be informed accordingly.
- (ii) Any grievance related to assessment shall be first reported verbally by the aggrieved student to the course instructor. It is expected that most grievances shall be redressed at this level. The duration of grievance redress at this stage is one week.
- (iii) In case the student is not satisfied with the response forwarded by the course instructor, she/he may then report the matter in writing to the concerned Programme Director, who shall then mediate and speak with the concerned instructor and if required, with Dean (Academics). It is expected that the remaining grievances shall be redressed at this stage. The duration of grievance redress at this stage is one week.
- (iv) If the issue is not resolved to the student's satisfaction, he/she may approach the Director and submit the grievance in writing. The Director shall respond to it in writing within two weeks. The Director's decision in the matter shall be final and binding.
- (v) In addition to the internal Grievance Redressal mechanism, students may share their grievances by writing to ombudsman.noida@jaipuria.ac.in as per Clause 1 of Section 23 of AICTE Act, 1987.

3.2.7 Declaration of Results

- (i) The Office of Controller of Examinations will declare the Provisional Trimester Result within 30 days of the last day of end-term examinations.
- (ii) Result of repeat examination and improvement examination will be declared within seven days of the last day of repeat or improvement examinations in the form of final and permanent course grades.
- (iii) The Office of Controller of Examinations will declare the Final Trimester Result (after incorporating the result of repeat and/or improvement examination in the Provisional Trimester Result) within seven days of declaration of result of repeat and/or improvement examination.
- (iv) At the end of each trimester, an 'Academic Performance Summary' of that trimester will be given to the student by the Institute.
- (v) At the end of the programme, the Institute shall declare the Composite Result (including course grades and TGPA of all the six trimesters along with CGPA) and issue an official grade sheet of his/her performance to the student.

3.2.8. Completion of The Program

The normal period to complete the requirements for the PGDM is two years. However, students who fail to meet the minimum academic requirements may be allowed to complete the programme in one more year on account of extenuating circumstances. In any case, such students must complete the requirements before 30th June of the extended year.



3.3 Summer Internship

Summer Internship Project (SIP) is a six-credit course undertaken by students for two to three months. All the students must undergo Summer Internship in the intervening period between the close of Trimester III and the commencement of Trimester IV to complete the Diploma program. Students must submit a certificate of completion of the Summer Internship before Registration for the second year. In case of delay in submitting the certificate of completion of the summer project, the Programme Director may permit provisional registration to the second year, subject to obtaining the certificate within a specified period.

SIP workshop is conducted in the third trimester to sensitize students about the requirements and intricacies of Summer Internship, which has twin objectives of doing a practical internship and producing a conclusive research report. During the summer internship, the project will be assessed by faculty mentors, industry mentors, and a faculty panel. Students shall submit the report after five days of completion of summer training or one week before joining the second year, in case completion is delayed. During the first week after re-orientation for the second year, the student will make presentations to a Faculty Panel. Industry mentors will share their feedback with the Institute on the student's performance through a prescribed format after completing the project. Various components of the SIP evaluation are as follows:

Component	Marks
Summer Project Proposal	20
Final Project Report Faculty Guide Evaluation	20
Presentation to Faculty Group	60
Industry Mentor Evaluation	100
Total	200





Section-4

STUDENT ENGAGEMENT AND SUPPORT



4.0 Student Engagement and Support

4.1 Student Excellence Council and Clubs

Students are encouraged to involve in managing various cultural as well as corporate events. The institute organises several annual events such as Jaipuria Annual Management Conference (JAMC), Conclaves (functional area conclaves), 'GRAVITY' (Entertainment, Management and Sports Annual festival) and other smaller gatherings such as the "Talent-Hunt", fresher's party etc. Various activities, for example, national-level music, drama, poetry competitions and appreciation of the rich Indian cultural heritage, are also envisioned for students through a series of programmes organised on the campus every year in association with SPIC MACAY, Art of Living, Aurobindo Society, etc. In addition, students are nominated for participation in co-curricular and extracurricular activities of other institutes and professional bodies. All clubs and committees plan events specific to their theme and interest.

4.1.1 The Student Excellence Council (SEC)

Members of the Student Excellence Council (SEC) are the main driving force for the success and growth of any institute. Therefore, the Student Excellence Council plays a critical role. The SEC comprises elected/selected student leaders who represent all students. They are a link and bond between the management, staff and students. Committee coordinators are chosen from amongst the final year students through an election (voting by the students) and selection (selection panel comprising of Senior Faculty) process.

Various categories and associated responsibilities for which the students are selected under SEC are described below:

4.1.1.1 Roles and Responsibilities of various position holders in Clubs/Committees

President SEC 2021 (Second Year)

- He /she will be responsible for the overall smooth functioning of the Clubs/Committees and all the activities connected with them.
- He /she will be directly responsible to the faculty coordinator of the Clubs/Committees and respond promptly to instructions/directions given from time to time.
- He /she will be responsible for choosing /selecting guest(s) for a particular activity/event in consultation with the faculty coordinator. He / she will ensure proper dispatch of invitation, and check its receipt from the guest on phone/mobile and confirm to the faculty coordinator.
- He /she will prepare estimates of fund requirement for each activity under the guidance of the faculty coordinator.
- He /she will be the 'Master of Ceremony' for any particular event/activity of the Clubs/Committees, assisted by the member(s) nominated for the purpose.
- The President, SEC 2021, has to coordinate four significant events that fall under SEC 2021 (e. g., GRAVITY, JSM, JAIPURIA AWARDS, FRESHERS etc.)
- The entire working and performance of Club/Committees will be the responsibility of the President SEC 2021.
- SEC Office must share fortnightly reports of the meetings.

President Academic/Non-Academic Committee /Club 2021 (Second Year)

- He /she will be responsible for the overall smooth functioning of the Club/Committee and all activities connected with it.
- He /she will be directly responsible to the faculty coordinator of the Club/Committee and respond promptly to instructions/directions given from time to time.
- He /she will be responsible for choosing /selecting a guest(s) for any particular activity/event in consultation with the faculty coordinator and will ensure proper dispatch of invitation, and check its receipt from the guest on phone/mobile and confirm to the faculty coordinator.
- He /she will prepare estimates of fund requirement for each activity under the guidance of the faculty coordinator.
- He /she will be the 'Master of Ceremony' for any particular event/activity of the Club/Committee, assisted by the member(s) nominated for the purpose.
- Detailed budget and blueprint have to be shared with the SEC Office before any event.
- All the events and activities organised by any Committee/Club must be informed to the complete SEC 2021 group and formal invitation to all the office-bearers.
- President SEC 2021 should be informed about any activity or event beforehand.

Vice President Academic/Non-Academic Committee/Club 2021 (Second Year)

- He /she will be directly responsible to the President of the Club/Committee and ensure proper attendance of all the members during all the activities of the Club/Committee.
- Attendance thus taken during an activity will be put up by him/her for the President and faculty coordinator's counter signature and then forwarded to Examination Department for credit points.
- He /she will be responsible for receiving and seeing off the guest(s) for all the activities conducted by the Club/Committee and will be assisted by designated members.
- Detailed budget and blueprint have to be shared with the SEC Office before the event.
- All the pre-event and post-event responsibilities have to be disseminated to all the first-year coordinators, and follow up has to be done.

SEC Coordinators (First & Second year) (They will act as backup on a need basis.)

- They will be responsible to the President SEC 2021 for the preparation of each activity. They must work and coordinate in all the events that fall under SEC 2021.
- He / she will be the chief coordinator of all the activities that fall under SEC 2021 events (procurement of items, prizes, distribution, Audi arrangements with seating, audio-video settings, bouquet presentation, etc.). He / she will be directly responsible to the President and faculty coordinators.

Senior Coordinators (Second Year)

- They will be responsible to the President, Vice President for the preparation of each activity. They must attend all the events of Clubs/Committees and motivate others to participate in their Club/Committee events.

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- They will support their Club/Committee for smooth functioning and inform the President about any issue and noncompliance.
- Attendance and duty allocation of all the meetings must be recorded and managed, along with the respective badge holder.

Junior Coordinators (First Year)

- They will be responsible to the President, Vice President for the preparation of each activity. In addition, they must attend all the events of Clubs/Committees and motivate others to participate in their Club/Committee events.
- They will support their Club/Committee for smooth functioning and inform the President about any issue and noncompliance.
- All the pre and post-event work and plans have to be executed and further displayed.
- Attendance recording has to be managed for credit score.

4.1.2 Academic Committees and Clubs

Academics Programme Committee

Academic Programme Committee is a vital organ of Jaipuria Institute of Management. The Committee main objective is to ensure a healthy academic atmosphere and enhance the learning experience for students. It monitors students' academic experience and reviews the courses as and when required. It constantly looks at the latest changes that are coming up in management and provides recommendations to the Programme Office for reflecting these changes in the curriculum to make students academically prepared to meet industry demands. It provides an interface between the student community, faculty, and the institute's management, to address issues faced by students. This committee plays an essential role in guiding students in choosing the electives. It organises course-related workshops to help in making students familiar with the electives. The Academic Programme Committee also arranges sessions to help the students cope with their studies and overcome any problems they may be facing. This committee manages classroom infrastructure, academic content availability, open house planning, facilitating regular & guest sessions and supporting the Programme Cell. It also felicitates trimester toppers through an award ceremony.

Research and Publication Committee

The objective of the Research Committee is to build research capacity and enhance both quality and quantity of academic research to be regarded as a leading Institute across the globe. Research Committee provides a conducive platform for students to enhance their knowledge and stay competitive. The committee also encourages students to write research papers and provides them with the necessary assistance to get them published/ presented at various conferences. The committee also organises a national level SIP competition for students.

HR Club: IPSA

The HR Club – IPSA at Jaipuria Institute of Management, Noida is one of the academic clubs of the Student Excellence Council (SEC) and is led by a President, Vice President, and dedicated first and second-year students. The club should actively collaborate with NHRDN, NMA, AIMA and other professional management associations to learn, promote and drive the Human Resource (HR) movement in Delhi/NCR.

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In the pursuit of bridging the gap between academia and industry, IPSA organises regular industry guest sessions, Intra college and intercollege competitions for management students across Delhi/NCR. With students' efforts, support from CRC of the Institute and HR faculty members, members of the club invite seasoned HR professionals and established academic experts to help students map and shape their HR aspirations. IPSA also tries to facilitate opportunities of live projects, SIP and mini-projects in the HR domain.

Marketing Club

Marketing Club brings together some of the brightest minds, interested in exploring the fast changing dynamics of market. The club aims at keeping members abreast of the latest on marketing while integrating the vast experience of its members across functions and industries such as advertising, research, sales, branding communication and digital marketing, to name a few. Marketing Club is largely a student-driven club. It tries to bring out in students a marketing acumen through various activities. Marketing Club organises speaker sessions, debates, talks, discussions, workshops and seminars, to provide industry and functional exposure to students. The club aims to create a good learning environment and enhance the skill sets of the students in the area of their interest.

Finance Club

This is an academic club which focuses on developing interest of the students in the finance domain. This is a student driven club, led by a President, Vice President, and includes coordinators and members across first year and second year, under the supervision of a faculty. The club organises activities such as guest talks, workshops, trading games, finance quizzes etc. It also publishes an annual magazine named 'Crunch'.

Operations Club

Club ITOPS, the official information technology and operations club of Jaipuria Institute of Management Noida, has the vision to be one of the leading clubs in the B-school fraternity by acting as an interface between academics and industry best practices. The club conducts several activities such as guest sessions, case study competition, Business quizzes, simulation event, games through inter-college and college-level events. The club organises industry guest sessions, Selfie and Dubsplash Competition, Cyber Gaming Event, Business Idea Presentation on Mobile App, etc.

Communications Club

The Communications Club at Jaipuria, Noida, has been established to hone debating skills in students. The club helps members in enhancing language proficiency and communication skills.

- The club's primary focus is to promote appreciation for literature, besides developing the students' reading, writing, and listening skills.
- The objective of the Communications Club is to facilitate members to gain knowledge and develop skills from an unbiased learning and thinking process and participation in the knowledge-based society.
- The club strives to achieve these objectives by encouraging members to discuss trending news articles, read good literature and share it with Club members. Besides providing vent to the thinking minds, club activities aim to improve communication skills, diction, and speech delivery through public speaking.

4.1.3 Non-Academic Committees and Clubs

Events Committee

This committee organises GRAVITY, the annual fest of the institute, in coordination with Dean (SA) and faculty members. This committee also takes charge of sending students for participation to various Academic, Management and Cultural events (inter-college events) outside the institute. It also informs students about upcoming events via e-mails, word of mouth, use of digital platform, and collects nominations at least 10 days in advance.

Admission Committee

The Admissions Committee is driven by the cooperation of both faculty and students and seeks to bring in diversity as well as improve quality of future batches through different activities that the committee conducts to promote the Jaipuria brand. The committee facilitates and coordinates the admission process across various centres in India. It also gives a chance to the members to meet, interact and guide the applicants in person. This committee also organises BOP competition for new students. The committee acts as the face of the institute for prospective aspirants, and it makes an effort to facilitate admissions seamlessly.

International Relations Committee



International linkages are critical for innovation, as it brings powerful learning opportunities and supports flourishing of ideas. Jaipuria's International Relations Centre (JIRC) is a thriving knowledge hub, a platform to seek more external connections and networks. It enables the pooling of competencies and helps inculcate innovative business practices in the curriculum.

The committee engages with a broad range of academic institutions and organisations around the world. The International Relations Centre (IRC) assists in developing sustainable and multi-faceted partnerships that deliver quality global educational outcomes. The dynamic curriculum encourages exchange programs with international institutions. IRC has further strengthened the understanding of the global scenario and has empowered students with global views and comprehensive skills set through joint research, knowledge transfer, skill enhancement, and facilitated international exposure.

E Cell and Centre for Entrepreneurship and Incubation (CEI)

The E-cell at Jaipuria, Noida is a student-driven body run by a core team of enthusiastic students, intending to promote and develop an entrepreneurial mindset within the Jaipuria community. In conjunction with the CEI, the E Cell conducts various events such as workshops, ideation and business plan competitions, interactive games, speaker and demo sessions, among others. The aim is to inspire and assist young minds in their journey to the corporate world. CEI offers entrepreneurship-focused internships to select students and provides an opportunity for incubation for selected ideas. The Centre works closely with National Entrepreneurship Network (NEN).

CSR Committee

The CSR Committee drives continuous commitment to act ethically and contribute to economic development while improving the quality of life of the workforce and their families and the local community and society at large. Only social welfare promoting actions performed over and above the financial and legal requirements in a country qualify as Corporate Social Responsibility. The CSR Committee encourages students to handle events as socially responsible citizens of India. It includes events such as Blood Donation Camps, Social awareness programs, candle march as a tribute to Martyrs, public awareness programs on streets (street plays), Children's Day celebration at an orphanage, raising funds for helping people during natural calamities, donation of old clothes and books etc. They may also adopt a village and organise Social Development Projects (SDPs) etc.

Alumni Relationship Committee

The Alumni Relationship Committee of Jaipuria Institute of Management, Noida is a platform to bring together innumerable leaders, entrepreneurs, artists, and managers created by Jaipuria, Noida, and to strengthen the relationship between the students and the alumni. In an endeavour to serve, culminate and promote this relation, the Alumni Relations Committee undertakes several initiatives to engage esteemed alumni and current students of Jaipuria successfully, Noida. The committee aims to nurture an ever-growing collaboration between the alumni and the institute to build Brand Jaipuria. With the intent of achieving these objectives, the committee initiates various meets, conducts programs and creates platforms to promote interactions for mutual benefit. The committee contributes to strengthening the relationships between alumni, students, faculty, and staff by spreading awareness and encouraging participation in the institute's affairs.

Disciplinary and Grievance Redressal Committee (including Anti Ragging Committee)

This committee has the responsibility of maintaining students' proper conduct on-campus and off-campus. Disciplinary issues in the hostel would be dealt by the Hostel Warden and the Hostel Affairs Committee. Serious disciplinary problems are referred further to the Disciplinary Committee. This committee's primary goal is to handle students' grievances/ issues and review/revise students' code of conduct. The committee is also a part of Enquiry Committees probing any act(s) of indiscipline.

Hostel Affairs Committee

Hostel Affairs Committee takes care of students' issues related to hostel and mess services. This Committee reviews student's needs, mess and other hostel services provided by the institute. Student coordinators are responsible for taking regular feedback (online and offline) of various services provided by the institute and escalating any issues to the Chairperson. This committee reviews food quality and revises the Mess menu every fortnight. Regular visits and surprise visits to the hostel and mess area are the responsibility of the Hostel Affairs Committee members.

Media Relations Club

The power of media is that it forces necessary changes. With that aim in mind, the MRC club works as the face of Jaipuria, Noida highlighting the inner and outer events in which the college takes an active interest.

The club has four main tasks:

- Photography - Capturing photos of the high resolution of events, from the beginning till the end.

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- Content - Writing a report for an entire event, starting from the welcome speech until the vote of thanks.
- Social Media Handling - The pages of Jaipuria, Noida on Facebook and Instagram, where posting of events takes place regularly, are handled by the MRC club.
- E-Mail Circulation - Once the social media team has floated content online, it is the job of the E-mail Circulation team to draft an e-report as per a shared format in the form of an e-mail and circulate it to all faculty and major group ids of the institute

Cultural Committee (Kasturi and Festivals)

Kasturi - the music club at Jaipuria, Noida is an endeavour to promote colours of happiness, fun, peace and creativity in the campus life of our students. It aims at fostering an appreciation for music and related activities. Club activities include celebrations such as Independence Day, national festivals, Antakshari, Talent Hunts, Voice of Jaipuria, Noida and Workshops.

This committee organises and celebrates various festivals on the campus in coordination with Hostel Affairs Committee. It also deals with various extracurricular/co-curricular activities such as decoration, arrangements, anchoring, etc. It creates a budget and plan of action of upcoming events.

Training and Placement Committee

The placement process at Jaipuria Institute of Management, Noida, is a student-managed activity. However, recognising the importance attached to corporate relations and placements, a Placement Committee provides overall supervision and direction to recruitment-related engagements and activities taking place on the campus. This committee consists of the Chairman, Training and Placement Committee, and faculty members who work closely with student representatives.

Members of this Committee have to be highly proactive, positive and enthusiastic. They should be outstanding at communication, presentation, behaviour, be respected among students, providing motivation and high on ethics. Members of this Committee interact with companies for job opportunities and explore new companies by connecting socially. The Placement Committee tries to convert prospect companies referred by the Career Management Committee for placement and internship purposes. The team also engages companies for Live Projects, short assignments etc. The committee is responsible for facilitating campus recruitment drives, both for final placement and summer internships.

Ek Bharat Shreshtha Bharat (EBSB)

Activities under Ek Bharat Shreshtha Bharat (EBSB), a flagship programme under the Government of India, were communicated to higher education institutions to carry out Student Exchange, Teacher Exchange, Youth Festival, EBSB Day, EBSB Club and Translation of Books of paired institutions. Based on feedback from institutions, it was understood that several of them find it difficult to organise activities owing to time, budget and other logistic constraints. The list of proposed activities has therefore been reconsidered and redrawn with a focus on low cost. These high volume activities can be easily woven into the institution's curriculum without the significant scale movement of students.

Our institute falls under the EBSB program and is linked with Northern Rajiv Gandhi Govt. Polytechnic, Arunachal Pradesh (Eastern). As per AICTE guidelines, we have to organise a few events and programs listed under the EBSB conducted by every recognised institute. A few programs run under EBSB such as Student Exchange, Youth Festival, Exchange by Teachers, Screening of Films, EBSB Day, an EBSB Club (to be created), translation of popular books, etc.

Administrative committee

This committee member works in coordination with all other committee members to plan, organise, analyse the need, support other members to make the items available, arrange logistics, identify the venue/ requirement, will provide a solution to the problem of infrastructure, facilities and transportations

Management Development Programme (MDP) Committee

Work-related to any MDP to be planned and executed by this committee. This committee participates in MDP planning, preparations organising and excellence. Members of this committee also contribute to preparing proposals for MDP, communicating with the clients and visiting them at times with concerned faculty if required. In addition, this committee takes care of the smooth organisation of the MDP program, organised within and outside the campus.

4.2 Support Systems for Teaching-Learning Process



Mentoring Policy

Mentoring is a critical student development intervention. Poor employability skills seriously damage the career prospects of students. Therefore, students need to work on enhancing employability skills from the very beginning of an academic Programme. Mentors can play a vital role in improving the employability skills of students. A group is known as Study Group (SG) comprising of five to six students is formed at the beginning of a programme. This group is permanent (members will remain the same) across different subjects and activities in the program's first year. Creating such a group allows group members to actively and intensively learn from one another by working together on various tasks and developing teamwork and social skills. Each group is assigned a faculty mentor who is the guiding point for both the group's developments and individual mentee. A mentoring slot is set in the timetable where in the Study Group must meet its mentor for guidance on various academic and other issues. As per the timetable, frequent meetings would be every fortnight, i.e., twice a month, though students are free to make appointments and meet mentors at other times. Mentoring for first-year students would be from July to June of an academic year. Hence, by the end of the mentoring period, each mentee is expected to design and submit a personal career graph. The individual career graph can include the prospective nature of the industry for seeking employment, desired job profile, requisite skill set, gap analysis and action plan to be followed by the mentee in the following academic year. Each mentee and the Study Group will have the responsibility to attend the mentoring sessions and be responsible for designing their career paths under the guidance of their mentor.

Role of a Mentee

The responsibilities of a mentee are:

- To enhance one's employability skills;
- To take responsibility for own growth and success;
- To participate and contribute in Study Group activities and assignments;
- To meet regularly with the mentor, ask for his/her guidance as needed, and ask for feedback to improve;
- To maintain a portfolio and provide the mentor with an up-to-date portfolio as and when needed;
- To attend GD sessions, aptitude test, and PI sessions and Industry visits, as planned by the Institute



Grievance Handling and Discipline Committee

Any grievance, routine in nature, will be addressed to the Programme Director, who will resolve the matter in a week. The Programme Director can forward the grievance for which there is no precedence or exceptional to Grievance Handling and Discipline Committee for further action. The Committee would make its final recommendations to the Director of the Institute within a week. The Director will decide in a week after the recommendations by the committee are submitted to his office. The Director's decision would be final in the matter. All grievances would be handled within a maximum period of three weeks. A new portal for registering students' grievances is now available on the Moodle dashboard of every student.

The procedure for registering a complaint is as under:

1. Login in to Moodle-My Dashboard.
2. Click "My complaints".
3. Enter details such as dates, nature of complaints etc.
4. Click the appropriate option (such as Boys Hostel, Academic, Campus) under 'Add complaint'.
5. Save changes.

Women Affairs Cell and Protection Against Sexual Harassment

The Institute has a Women Affairs Cell to take care of girl students of the Institute and raise awareness about modern-day problems such as health, campus life-related issues etc. Women students are encouraged to take an active part in the activities of the Cell. The Cell endeavours to alleviate hostile forces that confront women on the campus. The Cell is actively involved in the redressal of grievances, mistreatment and cases of sexual harassment related to women students.

Students may contact Telephone No. 0120-4638348 or e-mail Dr Poonam Sharma (Chairperson, Internal Complaint Committee) for any information and assistance poonam.sharma@jaipuria.ac.in.

General Harassment may include, but is not limited to:

- i. Coercing or attempting to coerce a person into a relationship;
- ii. Subjecting a person to unwanted attention or demands;
- iii. Punishing or retaliating against a person for refusal to comply with sexual demands;
- iv. Unwelcome physical advances or physical contact of a sexual nature, or conduct of a sexual nature that is intimidating, demeaning, hostile or offensive;
- v. Threats, physical contacts, pranks or vandalism directed at an individual or individuals because of their race or origin;
- vi. Severe or persistent racial epithets, derogatory comments, jokes or ridicule directed to a specific person or persons about their race or ethnicity;
- vii. Defacement of a person's property based upon the race of the owner.

Any case of mistreatment or harassment needs to be reported immediately to the Grievance Redressal and Discipline Committee for initiating the investigation process and taking necessary actions.

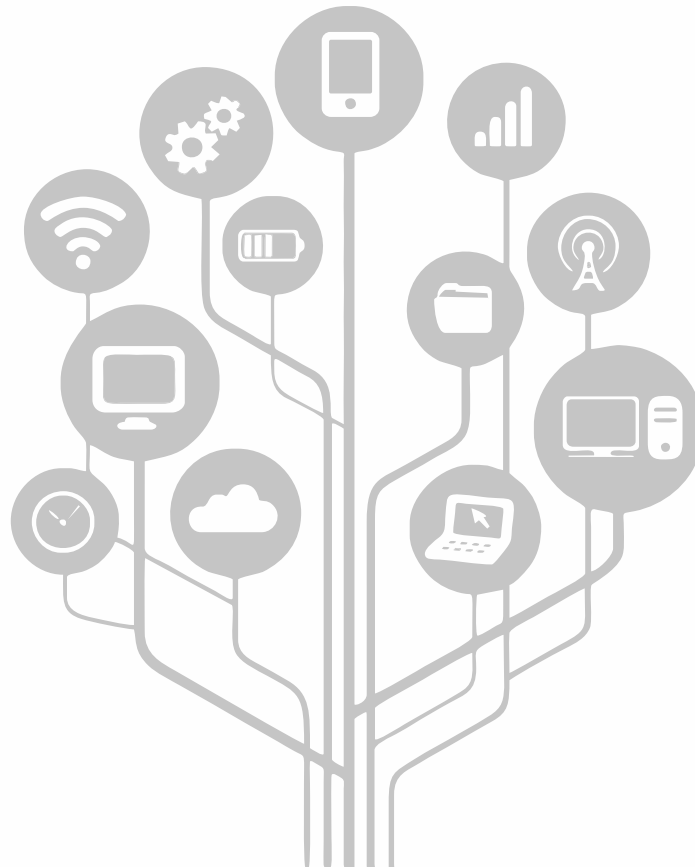
4.3 Information Technology (IT) Tools For The Teaching-Learning Process

Every student at Jaipuria is groomed in a challenging environment every day. They are pushed to think out-of-the-box and demonstrate critical thinking and innovation. Innovation forms the backbone of the teaching-learning process itself. Students benefit from new and updated courses and the use of new technology platforms for effective learning.

Moodle is an open-source collaborative learning platform; students can access all the course material and case assignments through Moodle. All the quizzes and assignments are done on Moodle. Students use EXCEL Minor for business analytics, solver, analysis Toolpack & SPSS software for data analysis and research.

Massive Open Online Courses (MOOC) aims at unlimited participation and open access via the internet. MOOCs provide interactive user forums to support community interactions among students and professors. Professional certification from MOOCs is an integral part of the academic curriculum.

Impartus is a Lecture Capture Software that helps in better learning through videos. Students can watch classroom recordings anytime, anywhere on the campus, use tools for easy revision, ask questions, and interact with peers. At Jaipuria, Noida, students from any Jaipuria campus can watch videos from the other three campuses, which helps in an on-campus learning.





Section-5

GENERAL RULES AND REGULATIONS



5.0 General Rules and Regulations

5.1 Disciplinary Rules

Cases of indiscipline, use of unfair means in any academic endeavour, violation of the Institute's code of conduct and unsavoury behaviour that brings disrepute to the Institute shall be brought to the notice of the Coordinator Discipline Committee. The Committee will propose appropriate action or penalty to be imposed on the concerned student(s).

General Discipline Rules

1. All circulars will be put on Moodle or mail. Therefore, students should cultivate the habit of checking Moodle/mail every day. Ignorance of any notice thus displayed will not be accepted as an excuse for failing to comply with directions contained in it.
2. Students are not allowed to circulate among the students or paste on the notice board any notice without the approval of the Director / Programme Director or any other concerned authority.
3. While attending Institute functions and other celebrations, students shall conduct themselves in such a way as to bring credit to themselves and the Institution.
4. All students are expected to be courteous and respectful towards all faculty members and staff.
5. Smoking is strictly prohibited inside the campus.
6. Loitering, shouting, whistling, and other acts that cause a nuisance on the Institute's premises are strictly prohibited.
7. Eve-teasing, ragging, consumption of alcohol, taking drugs, playing cards, and other unsocial acts will lead to immediate dismissal from the Institute.
8. Male students shall have no entry into the women's hostel & vice-versa.
9. Entertaining outsiders in and outside the campus and indulging in anti-social activities are serious offences and are punishable as such.
10. Mass absence from classes/holding agitations, demonstrations and instigating violence inside or outside the campus are considered a breach of discipline and will be severely dealt.
11. Stealing of articles is punishable. Therefore, students finding articles not belonging to them should hand over the same to the Administrative Office.
12. Students are strictly forbidden from collecting money for any purpose without the permission of the concerned authority.
13. Violation of any one or more of the above rules shall be punishable with any one or more of the following actions by the Discipline Committee:
 - Imposition of fine including collective fines;
 - Cancellation of attendance;
 - Suspension from the Institute for a specific period;

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- Expulsion from the Institute depending upon the degree and seriousness of the offence;
 - The Director shall be the final authority in disposing of disciplinary matters without prejudice in the larger interest of the Institute.
14. All vehicles must be parked safely and properly in the allotted places only. It is the responsibility of students to park vehicles in allotted parking areas, Institute will not be responsible for any loss or theft.
 15. Students are expected to observe strict discipline in the Institute. Any violation thereof will entail severe punishment.
 16. Students should desist from dirtying and defacing the campus. They should not indulge in damaging Institute property and should maintain proper hygiene in the classrooms.
 17. During breaks, students should not disturb other ongoing classes. Minimum noise and disturbance are desirable on the campus.
 18. Sports material will be issued to students only during Lunch Hours or beyond class hours, for a specified duration of time. Inviting friends inside the Institute is not allowed.

Anti-Ragging

Ragging in any form is strictly prohibited within Institute premises or any other part of Institute Campus and its Hostels. Punishment for ragging includes rustication of a student or students for a specific number of years/cancellation of the result of the examination in which he/she may have appeared. It may be noted that the Institute takes a serious view of any individual/group that indulges in verbal threats, taunts and harassment and physical intimidation, assault, etc. In case of complaints regarding ragging or other rules and regulations, disciplinary action will be taken and may include expulsion from the Institute. Complaints regarding violation of ragging or other disciplinary rules should be brought to the notice of the Grievance Redressal and Discipline Committee, including the Director.

The term ragging, for the purpose of these rules, ordinarily means any act, conduct or practice by which dominant power or status of senior students is brought to bear on students freshly enrolled or students who are, in a way, considered junior or inferior by other students, and includes individual or collective acts or practices which:

1. Involve the status, dignity and honour of students;
2. Violate the status, dignity, and honour of students;
3. Violate the status, dignity, and honour of students belonging to Scheduled Castes and Tribes;
4. Subject students to ridicule and contempt, affecting their self-esteem;
5. Entail verbal abuse and aggression, indecent gestures and obscene behaviour. Any individual or collective acts of ragging practices constitute gross indiscipline and shall be dealt with under this Ordinance.

The Director of the Institute and the Grievance Redressal and Discipline Committee shall take immediate action on any information about ragging.

Dress Code

- It is compulsory to gracefully wear the Institute prescribed uniform on all formal occasions or as announced from time to time.
- On other occasions, both male and female students must dress modestly and be well-groomed.
- Students are advised not to wear precious and costly jewellery. The Institute authorities will not own any responsibility for their loss.

Mobile Phones

- Use of Mobile Phones during class hours in offline classes is strictly prohibited until prescribed by the Course Instructor

5.2 Tuition Fee Rules

Students may submit their fee in six Installment for each trimester on the due date failing which they need to pay a fine of ₹100 per day from the due date till the end of the month. ₹1000 as upfront late fine would also be applicable on day first immediate after due date. On further delay, ₹150 per day will be charged from next month. Payments are only accepted via online mode and through the fee portal.



5.3 Library Rules

1. Every student must sanitize himself or herself before entering the library and wear masks properly covering the mouth and nose before entering the library.
2. Students will maintain social distancing norms and obey the instructions issued by library staff from time to time.
3. Every student must carry his/her ID card while using the Library Resource Centre (LRC) facility and produce the same for the LRC staff on entering the library.
4. Every student must punch in his/her attendance at the Attendance Management System kept inside the library near the gate.
5. While entering the LRC, users/students should leave their personal belongings such as bags, personal books, magazines, umbrellas, water bottles etc., outside the library at the baggage cabinet kept for this purpose. Only notebooks for writing notes or books which need to be returned are allowed.
6. Students will wait their turn at the Circulation Counter, maintaining the social distancing as per norms issued for the purpose.
7. All the members must produce their Identity Card at the Circulation Counter at the time of issue/return of books. The LRC staff may refuse entry to those who do not produce valid Identity Card.
8. Students will be allowed entry to the library only in shifts due to safety requirements. Therefore, they should visit the library only during their allotted hours till the situation (COVID-19 pandemic) normalizes, and the library reverts to open entry for everyone at any time.
9. Students will not engage in discussions in the LRC, and students will maintain social distancing norms while sitting in the Library. They should maintain peace and silence in the LRC and should not disturb other users. Defaulters will be debarred from LRC facilities.

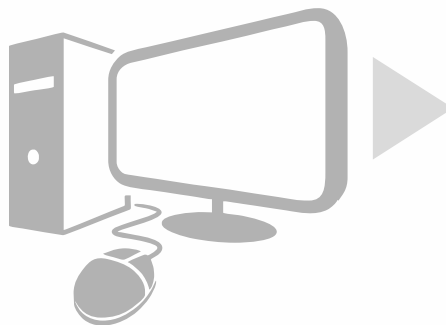
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10. Chatting, eating, drinking, smoking, listening to music or watching movies, songs etc. are strictly prohibited in the LRC Premises. Furthermore, students shall not engage in any activity that may disturb other users of the library.
11. LRC users are requested to keep their mobiles off or in silent/vibration mode. Defaulters will be debarred from using the library for a duration fixed by the LRC Committee.
12. All issued books should be returned on time, failing which students need to pay the prescribed fine. A fine of ₹5/ (Rupees Five only) for the first day and ₹10/ (Ten rupees only) will be charged from the second day onwards.
13. Users are responsible for complying with the Copyright Act while photocopying library documents.
14. LRC follows open access book system. After reading, books should be handed over to the LRC staff or placed on the reading table. The reader should avoid shelving the books. It must be remembered that a book misplaced is a book lost.
15. LRC users must assure, before leaving the Circulation Counter, that the books issued are in a complete and sound condition; otherwise he/she will be held responsible if the book is found damaged in any manner.
16. Users/students leaving the LRC should permit the LRC staff to examine their personal belongings, to prevent loss of LRC material.
17. Users/students of LRC should not deface, mark, cut pages, mutilate or damage the reading materials in any way. Users doing so are liable to be fined heavily, apart from being asked to pay the cost of the damaged document. In case a user repeats the offence, his/her LRC Membership is liable to be impounded and the Membership Card will be terminated with immediate effect.
18. While leaving the LRC, users should ensure that they carry only books that are duly issued on their names, otherwise disciplinary action will be taken against them.
19. Any user/student found stealing, tearing off leaves or damaging or mutilating a book/magazine or any other material shall be liable to pay cost of the document(s) (books, journals/magazines, newspapers, reports etc., and a fine of ₹ 500/ in addition to cost.
20. All LRC members are expected to read the Library Notice Board/virtual notice board for library timings and other latest updates about the LRC. Any change in library timings is communicated to the members through mail also.
21. The LRC rules and regulations may be modified from time to time and shall be binding on all concerned.
22. Students are issued course books from the Book Bank for each trimester. They must return book bank books of earlier trimester before requesting for new trimester books from this section.
23. Library observes following timings during the year.
 - During the session, library remains open from 8 am to 8 pm.
 - During Summer and Winter Breaks, library works from 8 am to 5.30 pm.
 - Library remains closed on Second Saturday of every month, all Sundays and Institute holidays.
 - During end term examinations, library opens on all days of the week even if it is a holiday, except for national holidays or major festivals if the dates fall within the examination period.

5.4 Computer Centre Rules



1. No food or drinks are allowed in the computer lab at any time.
2. Shouting, loud talking, mobile phone use, or listening music are strictly prohibited in the Computer Centre.
3. Students are not permitted to install, modify or delete any software on lab computers.
4. Scheduled classes in the labs have priority over all other use.
5. All new users are provided with new individual User-ID & Email-ID.
6. The computer lab is not responsible for problems caused by computer viruses, improper use of equipment, or loss of data due to equipment malfunctions or any other reason.
7. Equipment in the computer labs may not be removed, modified, relocated, or disassembled without permission of the lab coordinator
8. Use of computer lab resources for any illegal or disruptive purposes is prohibited.
9. Reproduction of any copyrighted material (e.g., software, music, video, books, photographs, etc.) is prohibited.
10. Display of offensive graphic images by way of Internet Explorer or other software is not permitted. Playing games is not allowed.
11. In the computer labs, be respectful of other lab users, lab equipment and area, at all times.
12. Problems with computer lab equipment and software problems should be reported to the lab personnel immediately.
13. Users are expected to keep the computer lab neat and, if needed, should clean up the area around the computer they used before leaving.
14. To protect account security, students should Shut Down the computer before leaving the computer lab. The Institute will not be responsible for the loss of data.
15. Any physical damage to the system or any lab property will lead to punishment in the form of cash payment
16. Timings of the Computer Centre opening: 09:00 AM – 06:00 PM excluding second Saturdays, Sundays and notified Holidays.
17. Students are not allowed to carry or use mobile phones during any assessment in the computer lab.



5.5 Hostel Rules

The Institute provides hostel facilities. There are separate hostels for boys and girls. The following Hostel rules will bind hostel residents from the date and time of allotment of hostel accommodation.

Hostel rules have been framed to minimize inconvenience to the hosteller and maintain law and order in the hostel and the neighbourhood. Violation of any rule will render the student liable to be punished/expelled from the hostel / Institute.

1. The hostel shall be managed by a Hostel Affairs Committee, including Faculty coordinators, Wardens, and administration officials.
2. Hostel seat is made available, Single/double/triple occupancy basis, on priority to outstation students on a first-come-first-served basis, subject to availability. NCR based applicants may also be considered for the hostel, subject to vacancy.
3. The hostel has a few rooms with AC facilities. These are allotted to interested students on written request and 'Required' payment of AC hostel fee, on a first-come-first-served basis.
4. The Institute reserves the right to refuse accommodation without assigning any reason or based on one's record.
5. Allocation of rooms and room partners is done based on information received. Only after depositing the hostel fee, distribution of rooms will be finalized. No interchange shall be permitted. Any self-arrangement of changing rooms without the authorities' permission shall be treated as an offence and dealt with accordingly.
6. Non-payment of mess/hostel charges on time (not more than three days after the due date as notified from time to time) will debar a student from continuing in the hostel; he/she may or may not be permitted to continue even after the settlement of dues.
7. Each student shall be responsible for the upkeep and security of furniture/fixtures of the room.
8. He/she shall hand over the room with its fittings and fixtures at the time of vacation of the room. He/she is liable to be charged for damages caused by him/her to hostel property.
9. Residents shall ensure that the room will be returned in the same condition as allotted. In case of writing/drawing/stickers pasting on the wall/defacing in any kind on the wall, both residents shall be held responsible and will pay an equal amount of expense for repairs. No parties/birthday celebrations are allowed in the room or veranda without the approval of the Warden.
10. Possession or Consumption of cigarettes, liquor, drugs and intoxicants in any form in the hostel is strictly prohibited. Violation of these rules will render the student liable to be expelled from the hostel. He/she may even be rusticated from the Institute.
11. Man-handling is a crime and liable to face action by the Disciplinary and Grievance Redressal Committee (DGRC). Possession or use of firearms, khukhri, knife having blade length over six inches, explosives of any description such as items (acid, poison, etc.) that can cause severe injury to a person, etc., prohibited. Violation of this rule will render the student liable to be expelled from the hostel. He/she may even be rusticated from the Institute.
12. Maintaining contact with criminals and unlawful organizations are strictly prohibited. Students indulging in such acts will be severely dealt with, including expulsion from the hostel/Institute.

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13. Students are not expected to leave the hostel for a night without the written permission of the hostel warden. Leave applications must be approved by the Warden and, when exceeding 7 (seven) days, must get approval by the Programme Director. Also, no leave would be granted without a written request from the parent/guardian. Any leave availed without a written request from the parent/guardian must be countersigned by the parent/guardian and submitted to the office (Warden) on his/her return from a leave of absence. Such leaves will be counted only as per the Academic leave rules. Please use the night out pass/leave form for such purpose in advance (available with respective wardens).
14. Although visitors are allowed to the hostel, yet they are not allowed to stay overnight in the hostel without the specific written permission of the faculty in charge/Dean Administration.
15. Visitors to the girls' hostel shall be limited to her parents and local guardian, whose names have been given by the parents at the time of hostel allotment.
16. No male visitors, including the father/brother etc., are allowed inside the room of the girls' hostel. Similarly, no female visitors, including the mother/sister etc., are permitted inside the rooms of the boys' hostel.
17. Male students from the Institute are not allowed to visit the girls' hostel any time. Similarly, female students are not allowed to visit the boys' hostel any time.
18. A Complaint/Feedback register/ online complaint shall be maintained in each hostel and the Hostel Mess. The Warden shall examine the register weekly, take remedial/corrective actions and bring the problems to the notice of the administrative staff who, in turn and if required, shall discuss the issue with the Hostel Committee.
19. All hostel residents are requested to show their ID at the time of entry in the hostel.
20. The student who fails in any subject in a trimester will be liable to be expelled from the hostel and shall vacate the hostel within the specified time.
21. The hostel is allotted for the academic year (as notified in the academic calendar or through subsequent notice by the Programme Office), and the payment is charged accordingly.
22. Hostel residents must vacate the hostel room and their belongings within three days of closure of the Academic year.
23. Every hosteller is required to attend classes regularly on time without fail. No hosteller shall stay back in the hostel during class hours unless permitted explicitly by any member of the Hostel Committee/prescribed by the Doctor. It must also be noted that lunch and snacks will not be available in the boys' hostel. The generator set will not be operated during regular class hours i.e., except for Sundays or holidays. Students found in the hostel without approval will be subjected to action by the Discipline and Grievance Redressal Committee.

All students (both boys and girls) are expected to return to their respective hostels by 9 pm and make entry in the register held for this purpose with the security guard/ hostel staff. Security Guard will check and record names of absentees after last entry timings. He will submit names of the defaulters to the Warden for further action. Hostellers are advised to be cooperative and courteous with Security Guards. Disciplinary action can also be taken against frequent defaulters. The last entry time in the Hostel is 9:00 pm, and no student is allowed after 9 pm. If any student remains absent, suitable punitive action can be taken against the student and h/she may be asked to leave the hostel immediately. Late entry till 9.30 pm is only permitted on prior written approval from the authority.

In any case, it cannot exceed beyond 11 pm, which shall be permitted only in emergency cases. No student is allowed to be late (i.e., after 9 pm and before 9.30 pm more than 4 times in her/his academic session of one year.)

24. Area near the girls' hostel is a 'No Parking' zone. Only dropping off female hostellers is allowed.
25. Use or possession of electric heaters or other electric appliances including iron in the hostel rooms is not permitted. A fine of ₹1000 shall be levied, the appliance will be confiscated and disciplinary action will be taken for violation of this rule, including cancellation of hostel allotment.
26. Student shall endeavour to reduce electricity bill to the barest minimum. They shall switch off lights/fan when leaving the room. Occupants are liable to be fined ₹100/- or more when found defaulting on this account.
27. Students will be responsible for the safety of their valuable assets; anyone involved in theft cases will be expelled from the hostel immediately.
28. Spots of throwing liquids and tobacco/gutka spits, if found on any gallery walls/corners near to a particular room, will lead to fines imposed on the students staying in those rooms.
29. Food will be served as per the timing of the Mess. Students are expected to give their suggestions/observations/feedback regarding the quality of food, desire for change/suggestion for improvement in Mess services in the Feedback register kept in the Mess. Wastage of food is not acceptable.
30. Residents will mark his/her attendance for the day in the register kept for this purpose. However, onus/responsibility of marking attendance at night will always be that of the resident.
31. Modesty and decency in wearing clothes/uniform is expected from all residents.
32. There is no policy of refund of hostel fee except in case of withdrawal where the fee will be deducted on a pro-rata basis. In such a case, the Director's decision will be final.

5.6 Social Media Etiquette

Online habits are changing rapidly from closed, private behaviour towards an open and sharing culture. While this may bring about positive results in a student, it is important that students also follow basic social networking etiquette. Please note that within the Institute, you will be treated as an adult and due freedom would be provided to you to pursue various academic and social activities. It is important to remember that this freedom is accompanied by increased responsibility and higher levels of accountability. Please make sure that you observe basic social courtesies when you post to a discussion forum or individuals across different social networking sites.

Guidelines listed below apply to use of all digital mediums, including social mediums such as Twitter, Facebook, Instagram and others:

1. Any content that is harmful or offensive to people or institutions, shall not be tolerated. Corrective action will be pursued against users who do not operate in accordance with established laws.
2. All content and images must comply with copyright laws, obscenity laws, defamation laws, harassment laws, accessibility laws, the Right to Privacy Act, and any appropriate Central, state, or local laws regulating computer and telecommunications use.
3. As an adult citizen, a student is expected to be aware of these laws. Jaipuria, Noida reserves the right to move or remove outdated data or material on its mediums.

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4. Students must not post pictures or mobile numbers of other people without seeking their permission.
5. Students must avoid tagging anyone without prior written approval from the concerned person.
6. All social media properties and content present on devices belonging to a student may be called upon, if required, for any investigations, where the student may or may not be directly involved.
7. Any use of Jaipuria's copyrighted identifiers such as logo, colours, banners etc., must have prior written permission.
8. The use of Institute's logos, and specific colours and typefaces, should consistently appear on all college and office websites to make Jaipuria easily identifiable.
9. Jaipuria web servers are limited to Institute business, and may not be used for personal use or for any monetary gain. Links to for-profit websites should be limited to organizations with whom Jaipuria conducts business, with necessary prior approvals.
10. Advertising within the Jaipuria domain is limited to entities who support the Institute's educational and co-curricular activities through sponsorships or donations. References to sponsorships or donations are bound by this Social Media Etiquette policy in terms of content and presentation. Exceptions may be granted with approval from the appropriate department of the Institute, on a case to case basis.

5.7 Placement Policy & Rules

Objective

The Placement Policy of Jaipuria Institute of Management seeks to provide a fair and reasonable opportunity to all students to be suitably placed according to specific criteria (such as aptitude, scores, attendance, calibre and competence).

Rationale & Coverage

1. The Placement Process at Jaipuria is based on principles of Equity, Fair play, Transparency and Objectivity.
2. It would involve both on-campus as well as off-campus routes.
3. This Policy would cover all students of PGDM (All Programmes).
4. Placements would be a student-driven exercise. The Career Management Centre (CMC) role and responsibilities to facilitate the process of placement.
5. While the Institute will attempt to check and confirm antecedents of the company, students are also advised and expected to exercise their judgment and conduct due diligence before applying for the placement process of any company.

Ground Rules

The students would have to first register themselves with the CMC (Placement Department) and accept the terms of the Placement Policy to avail campus placement assistance as given below.

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1. One student, one job
2. While registering with CMC, each student would be required to give two choices of his/her preferred functional area out of Finance/HR/Marketing Management/Operations/Retail/BADS. However, students should attempt to appear in maximum companies.
3. A student who has made 15 attempts, but has not been able to get placed, will be put on placement probation.
4. Such a student's placement team mentor will sit with him/her to chalk out his/her placement plan and decide which next five companies the student would apply.
5. If the student is still not placed, then he/she will have to appear before VP-Placements and Corporate Relations, who can grant five more final attempts after consultation with his/her mentor and Placement Chair. After these attempts, the student becomes ineligible for on-campus placement.
6. Only registered students who fulfil all the requirements of the company/CMC/academic score/basic soft skill requisites/attendance in the PDP classes etc. would be considered for placement assistance.
7. Students are shortlisted for placement processes by recruiting organisations. However, in some of the rare cases where recruiters request the Institute to shortlist students on their behalf, the shortlisting will be done on the basis of merit i.e., on the basis of mock recruitment process/CGPA scores & other attributes (IDP Score & Assessment Score, Communication and Presentation Score and Mentors Feedback etc.).
8. Placement exercise would be considered over once a student name is conveyed by a company in the list of selected candidates through email, in writing or through an offer letter. Therefore, the student would not be eligible to participate in new or ongoing processes after this point except in Dream Company within rules (as given in the Dream Company rule). However, in cases where multiple processes have been completed and results declared subsequently, and the student gets selected in more than one company, the student would have the right to choose a company of his/her choice & convey the same to the CMC within 48 hours of receipt of the second offer.
9. Students applying for any company's process is advised to adhere to the given deadlines. His/her application may not be considered after the deadline.
10. Student of a campus travelling to other campuses/outside for the selection process/campus recruitment would be reimbursed travel fare as per details given in the Placement Policy. Likewise, students travelling for corporate events/campus engagement or presentations to corporates will be eligible for reimbursements as per policy, which shall be communicated in advance.
11. Students who do not attempt at least 15% campus processes where they were eligible, by 31st December, would be assumed as not interested in the placement process through campus and no further assistance would be given to them.

Dream Company Rule

Considering our student-centric approach, we will continue with our concept of Dream Company. As per the Dream Company rule, a student already selected by a company would be allowed to sit for one Dream Company of his/ her choice whose package would be CTC 6 LPA or more, subject to the following conditions:

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1. Only students who have not joined the company where he/she is already placed can appear for Dream Company.
2. He / she should have a minimum CGPA of 6/10.
3. Dream option should be marked “Yes” (as per the JD of the company shared with students).
4. There will be no reimbursement to attend a Dream Company process.

Rules for Placement Process

1. Students are not authorized to communicate with the companies on an individual level. Any deviation would result in disciplinary action against the particular student(s) involved in such activity, which may include permanent debarment from the placement process. Any interaction with corporates by any student must be carried out in consultation with the Placement Team.
2. All students who appear for placement process are required to:
 - be formally dressed;
 - carry two copies of updated resumes and two passport size photographs;
 - carry student Identity Card and Hall ticket, if applicable;
 - carry Summer Internship Report;
 - carry photocopy of all educational qualifications/credentials;
 - stick to time and maintain discipline;
 - update their mobile numbers with the CMC, in case of any change;
 - check their emails regularly for information and details regarding placement drives;
 - apply to the concerned coordinator before the specified deadline;
 - Students who fail to attend the placement drive, whether on or off campus, subsequent to his/her application for attending the same, will be considered misconduct resulting in disciplinary action, including permanent debarment.
3. Students coming inappropriately dressed on placement drive will not be allowed to attend the placement activity and disciplinary action will be taken.
4. In such cases where the student directly receives offer letter from the organization, she/he is mandated to inform and submit a copy of the same to the respective coordinator within 24 hours of receiving it. Failing to do so will lead to disciplinary action including, but not limited to, withdrawal of the offer.

Eligibility

All graduating students who have registered with the placement department shall be eligible to receive placement assistance unless otherwise debarred from receiving such assistance on account of the following:

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1. Non-completion of Summer Training/other academic requirements;
2. Breach of discipline and general misconduct;
3. If a student fails to submit his/her summer training report within the specified time, he/she would be debarred from the placement process.
4. If a student has any back paper at the commencement of the 5th trimester, he/she will be debarred from the placement process. He/she will not be allowed to sit in the ongoing selection process in the campus till the time he/she clears his/her backlog of papers. However, depending on the genuineness of an individual case, the Appellate authority may allow him/her to appear for campus processes.
5. If a student is caught using unfair means during any exam/test;
6. Students who become ineligible under point no. 3 and 6, as given in the Section on Ground rules.

Debarment Policy

The following events/actions would be deemed to be acts of misconduct and would attract commensurate penal action/permanent debarment:

1. A student's attendance is less than 70% in PDP/IDP, guest lectures, Aptitude Tests, Mock GD/PI sessions etc.
2. The student does not appear in a placement process where she/he has applied without prior information and subsequent approval from the Chairperson Placement. This will not include such processes where multiple company processes overlap and/or a student must travel outstation for attending the same, and the travel time stops the student from appearing for another process. Maximum two absenteeism, duly assessed, documented and approved by the Chairperson Placement, will be exempted, purely on medical/other unavoidable exigencies, during the entire placement season. However, after the PPT, if a company asks students who are not interested to leave the process, and if any student does so, then his/her action would not attract the penalty of debarment.
3. The student indulges in the following acts of misbehaviour in the placement process:
 - Anyone found displaying disinterest after applying, during the course of various stages of selection processes;
 - Individually approaches the company to communicate that he/she does not want to join the company;
 - Speaks in a negative way about the company or the Institute;
 - Is found doctoring his/her resume, certificates, experiences, etc., submitted at Placement Department;
 - Talks directly to the company representative/executive at any time other than pre-placement talk;
 - Misbehaves with the placement team and corporate officials conducting campus recruitment process;
 - Deliberately jeopardizes any other student's chances of getting selected by his/her act of misconduct;

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- Indulges in behaviour that is socially unacceptable and/or brings disrepute to the Institute;
- Not properly dressed during the campus recruitment process and any other corporate related activities.

PPO/PPI Policy: On successful completion of summer internship, if a student is offered a Pre Placement Offer (PPO) or a Pre Placement Interview (PPI) where the package offered is as under:

- For fresher (upto 2 years of experience) – CTC ₹6 LPA (fixed 5 LPA) & above;
- For 2 – 4 years of experience - ₹6.5 LPA (fixed 5.5 LPA) & above;
- For more than 4 years of experience - ₹7 LPA (fixed 5.5 LPA) & above,

it will be mandatory for the student to accept the same and accordingly, he/she will become ineligible for the placement process. However, if the offer made is less than the respective bracket of CTC as mentioned above, the choice will remain with the student either to accept it or reject. In case of acceptance, the student shall be considered placed and will automatically be out of the placement process. In case the student chooses not to accept the offer, he/she remains eligible for forthcoming campus processes. Dream options will not be available to students who receive and subsequently agrees to accept a PPO/PPI.

The Institute reserves the right to change/ modify any or all of the above stated Placement Rules and Procedures, whenever found necessary. All changes/ modification will be communicated to the students.

5.8 Important Telephone Numbers



LIST OF DEANS 2021-22

Sl.No.	Deans	Area	Extension Number	E-mail ID
1	Dr. Swati Agarwal	Academics	0120-4638353	swati.agrawal@jaipuria.ac.in dean.noida@jaipuria.ac.in
2	Dr. Rahul	Students Affairs	0120-4638336	rahul.s@jaipuria.ac.in sac.noida@jaipuria.ac.in
3	Dr. Deepankar Chakrabarti	Research & Publications	0120-4638352	deepankar.chakrabarti@jaipuria.ac.in
4	Dr. Poonam Sharma	International Relations	0120-4638348	poonam.sharma@jaipuria.ac.in
5	Dr. V.K. Tomar	Administration	0120-4638302 0120-4634300	dean.admin@jaipuria.ac.in

PROGRAMME DIRECTORS 2021-22

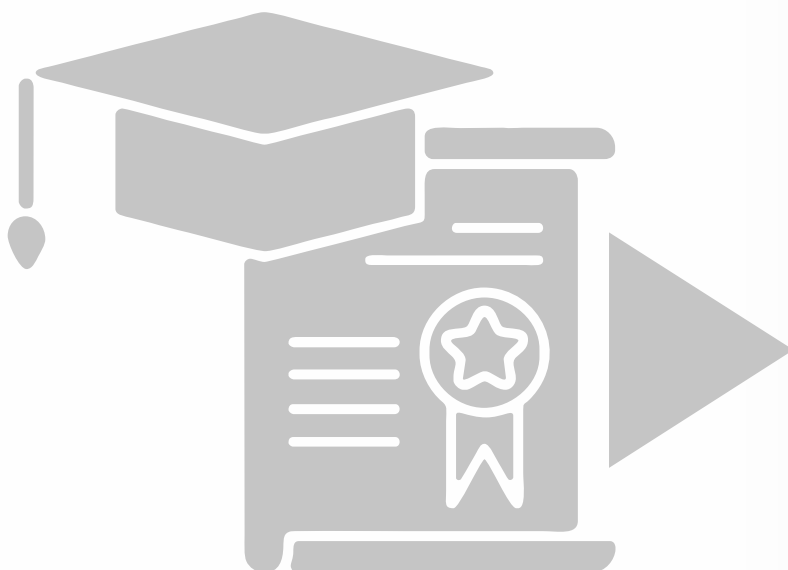
Sl. No.	Programme Directors	Programme	Phone No.	E-mail ID
1	Dr. Nidhi Singh	PGDM-2nd year	0120-4638371	nidhi.singh@jaipuria.ac.in
2	Dr. Pragya Gupta	PGDM-1st year	0120-4638350	pragya.g@jaipuria.ac.in
3	Dr. Shivani Bali	PGDM (SM)	0120-4638338	shivani.bali@jaipuria.ac.in
4	Dr. Ritika Gugnani	PGDM (M)	0120-4638357	ritika.gugnani@jaipuria.ac.in

ADMINISTRATION CONTACT DETAILS

Sl. No.	Office	Phone No.	E-mail ID
1	Dr. V.K. Tomar Dean-Administration (Administration Office)	0120-4638302/4634300 9953656427	admin.noida@jaipuria.ac.in dean.admin@jaipuria.ac.in
2	Director Office	0120- 4638341/344	director.noida@jaipuria.ac.in
3	Accounts Office	0120-4638303	account.noida@jaipuria.ac.in
4	Computer Lab / IT	9313811605 /8505885338	itdept.noida@jaipuria.ac.in
5	Hostel Warden- Girls	8745931002 /9540534598	hostel.noida@jaipuria.ac.
7	Counsellor	9717009272	counsellor.noida@jaipuria.ac.in

PROGRAMME MANAGEMENT CELL (PMC) CONTACT DETAILS

Sl. No.	STAFF	Programme	Phone No.	E-mail ID
2	Mr. Ashish Thukral	PGDM-2nd year	0120- 4638364	ashish.thukral@jaipuria.ac.in
3	Ms. Sarika Singh	PGDM-1st year	0120- 4638358	sarika.singh@jaipuria.ac.in
4	Ms. Monika Pant	PGDM (SM) and PGDM (M) -2nd Year	0120- 4638364	monika.pant@jaipuria.ac.in
5	Mr. Vikrant Bisht	PGDM (M) - 1st Year	0120-4638358	vikrant.bisht@jaipuria.ac.in



5.9 About The City

Noida (New Okhla Industrial Development Authority) has emerged as a central hub of IT services & BPO, automobile ancillaries, consumer durables, entertainment, electronics, premier engineering and medical & health care institutions. Noida came into administrative existence on 17 April 1976 and celebrated 17 April as "Noida Day". Noida was renamed Gautam Buddha Nagar in 1997.

It is also the location of the Noida Film City and is a hub for major news channels and studios. News channels such as Zee News, NDTV, TV Today group, CNN-IBN, CNBC, NEWSX, INDIA TV are situated here. Noida is a major hub for multinational firms outsourcing IT services, e.g., IBM, Miracle, DELL, Accenture, Samsung, JK Tech, MetLife etc. Noida ranks high when it comes to the cleanliness of a city in India.

Nearby Places to Visit: Akshardham Temple, ISKCON Temple, DLF Mall of India, Worlds of Wonder, The Great India Place, Garden Galleria





Jaipuria Institute of Management, Noida

A-32A, Sector 62, Opp. IBM, Noida | P. +91 120 4638300 / 301
Email: programmeoffice.noida@jaipuria.ac.in
dean.noida@jaipuria.ac.in | www.jaipuria.ac.in