



**JECRC**<sup>TM</sup>  
UNIVERSITY  
BUILD YOUR WORLD

**Enhance your Career Progression**

*With Our*  
**MBA**

**2- YEAR REGULAR DEGREE**

(Marketing, Finance, Human Resource,  
Production & Operations Management  
and Entrepreneurship & Family Business  
Management)

Hybrid Mode | Weekend Immersion

***Advance your career while seamlessly continuing your job***





**JECRC**  
**UNIVERSITY**

Inaugurated By  
Shri Ashok Gehlot  
Chief Minister of Rajasthan  
4th September 2012  
in the presence of  
Dr. Malcolm Portera  
Former Chancellor, University of Alabama, USA  
Shri Vivek Bansal  
Secretary, All India Congress Committee  
Shri OP Agrawal  
Chairman, JECRC UNIVERSITY

## About JECRC Foundation

"National Society for Engineering and Research Development (NSERD), a Society registered under the Rajasthan Societies Registration Act," "1958 (Act No. 28 of 1958) established Jaipur Engineering College and Research Centre (JECRC), a self-financing private Engineering College in the Academic Year 2000-2001 with the approval of All India Council For Technical Education, New Delhi and Govt. of Rajasthan. The journey which started 24 years ago, continues today with absolute brilliance and phenomenal achievement across multiple dimensions. NSERD established JECRC University (JU) at Jaipur with the approval of Govt. of Rajasthan as per JECRC University, Jaipur Act, 2012 (Act No. 15 of 2012) passed by the Legislative Assembly of Rajasthan and assented by the Governor of Rajasthan on the 30th day of April, 2012. JECRC Foundation, which is spearheading these two highly sought after Higher Education Institutions has contributed significantly in the field of quality education at affordable cost coupled with a strong research and innovation led with robust work culture. JECRC University and Jaipur Engineering College and Research Centre enjoy the faith and confidence of admission seekers and their parents not only from Rajasthan but from the whole country.

### JUEdge:

- Academic integrity and accountability
- Respect and tolerance for the views of every individual
- Attention to issues of national relevance as well as of global concern
- Understanding including knowledge of the human sciences
- An unfettered spirit of exploration, rationality and enterprise
- Strong research orientation and culture based foundation
- Sustainable development and responsible education

**24**  
Years  
Journey

**25000+**  
Alumni in  
35 Countries

Vibrant  
Campus Life  
with  
**16000+**  
Students

**10000+**  
Campus  
Placements in  
Last 5 Years



# Directorate of Executive Education

The Directorate of Executive Education at JECRC University is established to empower working professionals who are not willing to let go of their jobs and upskill at the same time to become more effective in the workplace. The academic delivery is planned on flexible learning options such as evening and weekend classes, online modules, and immersive workshops.

## MBA (for Working Professionals)

**Specializations : Finance, Marketing, HR, Production & Operations Management and Entrepreneurship & Family Business Management)**

### Opportunities :

#### MBA with Specialization in Finance

Upon completion of the MBA in Finance, doors open to diverse and lucrative career paths, including:

- Corporate Finance
- Corporate Banking
- Credit Risk Management
- Asset Management
- Hedge Fund Management
- Private Equity
- Treasury
- Sales and Trading

Goldman Sachs, Merrill Lynch, Morgan Stanley, and JP Morgan are some of the top recruiters in India hiring experienced MBA Finance professionals.

#### MBA with Specialization in Marketing Management

Upon completing this program, a plethora of exciting opportunities await you in diverse sectors:

- Competitive Marketing
- Business Marketing
- Online Marketing

- Analytical Marketing
- Customer Relationship Management
- Advertising Management
- Product and Brand Management
- Retail Management

Marketing Management professionals are highly sought after in various industries, including Advertising Agencies, Marketing Companies, FMCG Sector, Financial Services, IT, and more. Explore rewarding career opportunities with esteemed companies such as Accenture, Amazon, Capgemini, AU Small Finance Bank, Indusind Bank, Ing Vysya Bank, India Infoline, among others.

#### MBA with Specialization in Human Resource Management

In the current landscape, the role of HR professionals has become increasingly pivotal across diverse industry sectors. This heightened significance translates into abundant employment opportunities for HR Management professionals. Explore a wealth of career prospects in prominent sectors such as IT companies, law firms, advertising agencies, retail enterprises, media houses, newspapers, and more.

## **MBA with Specialization in Entrepreneurship & Family Business Management**

Our program equips Graduates with expertise in strategic planning, leadership, finance, marketing, and innovation, preparing them for roles in family enterprises, consulting, advisor services, and corporate sectors. With a strong entrepreneurial focus, our graduates will be empowered to drive growth, sustainability, and innovation in their own ventures or startups. Professional pathways include:

- CEO, CFO, COO in Family Business
- Family Business Consultant
- Business Development in Family Business
- Wealth Management
- Entrepreneurial Opportunities
- Advisory
- Academia or Research Institutions

## **MBA with specialization in Production and Operations Management**

The program offers specialized knowledge in areas such as supply chain management, quality control, and project management. Graduates will be equipped with skills to enhance operational efficiency, reduce costs, and ensure product quality. The degree opens diverse career paths, including roles such as:

- Operations Manager
- Supply Chain Manager
- Production Manager
- Quality Control Manager and more.

Emphasis on continuous improvement will prepare graduates to adapt to evolving challenges in the dynamic business environment.



# PEDAGOGY

The program will be delivered in both synchronous and asynchronous modes for a flexible and engaging learning experience. Through a blend of lectures, case studies, simulations, and insights from executives and industry experts, our multi-disciplinary approach ensures a comprehensive education. Participants will acquire analytical frameworks, concepts, tools, and essential skills to lead organizational learning, drive quality improvement, foster innovation, and enhance overall performance.

## Curriculum Outline :

### Semester I

- Principles and Economics & Markets
- Organizational Behaviour
- Strategic Marketing Decisions
- Business Communication & Skills
- Specialization 1
- Analytical tools for Managers Lab
- Report on Innovation in Work Place 1

### Semester II

- Financial Management
- Human Resource Management
- Managerial Accounting
- Quantitative Techniques and Analytics
- Specialization 2
- Advanced Presentation Lab (Canva/Prezi/MS PPT)
- Report on Innovation in Work Place 2

### Semester III

- Management Research Methodology
- Specialization 3
- Specialization 4
- Specialization 5
- Specialization 6
- Blogging/ Vlogging/ Podcast Lab
- Report on Innovation in Work Place 3

### Semester IV

- Strategic Management and Corporate Social Responsibility
- Specialization 7
- Specialization 8
- Specialization 9
- Specialization 10
- Python Lab
- Report on Innovation in Work Place 4

# Specializations:

## Finance:

- Financial Decision Making
- Financial Derivatives
- Indian Financial System
- Insurance & Risk Management
- International Financial Management
- Mergers, Acquisitions and Corporate Restructuring
- Security Analysis and Portfolio Management
- Financial Risk Management
- Personal Financial Planning
- Financial Heading Tools

## Human Resource:

- HR Analytics
- Compensation Management
- Industrial Relations & Labour Laws
- Organizational Development and Management of Change
- Performance Management and Retention Strategies
- Sourcing, Training and Development
- Strategic Human Resource Management
- Knowledge Management
- HR Information System
- Global HR Practices

## Production and Operations Management :

- Applied Operations Research
- Logistics Management
- Production Planning & Control
- Purchasing & Materials Management

- Service Operations Management
- Total Quality Management
- Transportation Management
- Introduction to Supply Chain Management
- Project Management
- Technology Management & Manufacturing Strategy

## Marketing:

- Advertising Management
- Consumer Behaviour and Market Research
- International Marketing
- Product Management and Brand Building
- Rural Marketing
- Sales and Distribution management
- Marketing of Services
- Retail Management
- Digital Marketing
- Industrial Marketing

## Entrepreneurship & Family Business Management :

- Entrepreneurship Process & Behaviour
- Creativity & Innovation in Entrepreneurship
- Small Business Management
- Family Business Management
- Leading Change in Family Business
- Social Entrepreneurship
- Financing New Business Ventures
- New Venture Creation
- Small Business Environment
- Entrepreneurship & Entrepreneurship development

## Eligibility Criteria:

- Graduate from any recognized University with a minimum of 50% marks or equivalent grade AND two Years Work Experience after Graduation in a Registered Firm / Company / Industry / Educational / Government / Autonomous Organizations.

## Fees:

- Fees for Batch - 2024 will be **Rs. 60,000 per semester.**
- *Avail Founders' Fee Advantage: benefit from a special fee structure, a testament to our appreciation for your early commitment and belief in the success of this transformative academic journey.*

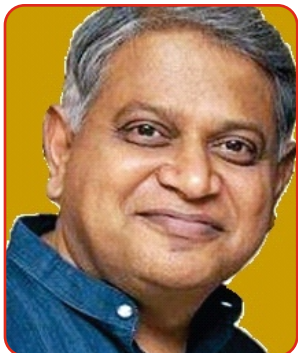
## Selection Procedure :

- Merit list will be generated on the basis of Personal Interview.

## The Guides and Mentors

Our distinguished faculty comprises world-class professionals who aren't just teaching theory – they're living it. Currently engaged in innovating, launching, and managing products in the real world, they bring a wealth of practical insights and up-to-the-minute industry expertise directly to your classroom. This is not education in retrospect; this is an education in progress, guided by those at the forefront of innovation and product management.

Join us and elevate your MBA experience with a faculty that doesn't just teach business – they shape it, innovate within it, and lead in it.



### N. Raghuraman

A post-graduate from Mumbai University and an IIT (SoM) Bombay alumnus, N. Raghuraman is a seasoned journalist with more than thirty years of experience as an editor of distinction in leading national dailies such as The Indian Express, DNA and Dainik Bhaskar. His immensely popular daily column 'Management Funda' in all editions of Dainik Bhaskar has captured the fancy of a nation given to meretricious ideals. He has written several books published in English, Hindi, Gujarati and Marathi.





**Prof. (Dr.) Renu Pareek**, Ph.D., MBA (Marketing), MBA (IT), PGDMM.

**Dean, Jaipur School of Business.** More than 22 years of experience in higher education,

**Research Area:** Marketing Management, Brand Building, Service Marketing, Consumer Behavior, and Total Quality Management. **Research Papers Published:** 36, Seminar/Conference: 17, FDP/MOOC: 14, Consultancies: 03, Book Written: 01, Patent & Copyright: 4, MDP: 15, **PhD Guided/Supervision:** 14, Project Guided: 200, Executive Committee Member: NHRDN, ISTD.



**Prof. (Dr.) N.D. Mathur**, Ph.D., M.Phil. (Economics), M.A. (Eco.), M.Com (Eco. Admin.),

**Dean, Jaipur School of Economics.** More than 45 years of teaching experience in Economics in higher education. Renowned soft skills trainer and consultant, Member of the Public Expenditure Committee of the Government of Rajasthan, and the NAAC.

**Research Area:** Public Policy Management, Economics, Humanities, Social Sciences, Books - 10, Reference books: 17, Research Paper: 70, Seminar/Conference: 100, FDP/MOOC: 75, **PhD Guided/Supervision:** 36.



**Prof. (Dr.) Sandeep Naga**, Ph.D., MBA, PGDGC, PGDEMA, PGDPPIM, BE (Mechanical) - MNIT, Jaipur. More than 32 years of Administrative experience in Research and Development, Project Management, Marketing, Market Research, Supply Chain Management, Long-term planning in the CK Birla Group of Companies.

**Research Area:** New Product Development, Strategic Management, SCM, P&O, Mktg. Management, TQM, and PM. **Research Papers Published:** 3, MDP: 50, Ph.D. Awarded/Supervision: 5. **Technical Training (Abroad):** 1. NTN Corporation, Japan, 2. IZUMI, Japan, 3. Meccanica Nova S.p.A., Italy



**Prof. (Dr.) Ruchi Goyal**, Ph.D., MHRM, M.A. (Economics),

More than 21 years of experience in management education.

**Research Area:** Business Economics, Human Resource Management, Business Environment, Organizational Behavior, Publication:

**Research Papers Published:** 47, Books Authored: 5, Awards 3, MOOC Courses 5, Project funding was received for 2 projects. Project Guided: 250,

**Presented in Conferences:** 13, **Ph.D. Awarded/Supervision:** 13.



**Prof.(Dr.) Nupur C Sharma**, Ph.D., Fellow in ODD, MMS. 18 years of blended experience in Academics (Management and Engineering institutes) and Core HR function across a diverse set of Industries. **Research Area:** Human Resources, Organisation Behaviour, Retention Strategies, Career Stages of Employees, Employee Consultancy: 3, MDP: 5



**Dr. Ritu Dixit**, HOD, Ph.D., MBA, PGDBM. More than 15 years of experience in management education. **Research Area:** Human Resource Management, Talent Acquisition, Talent Retention, Employee Engagement, Job Satisfaction, E-HRM Practices . **Research Papers Published:** 16, FDP/ MOOC: 10, Consultancies: 02, Book Written: 02, MDP: 7. **Ph.D. Awarded/Supervision:** 4



**Dr. Jyoti Jain**, Associate Professor, Ph.D., MBA (Marketing and HR). More than 17 years of experience in higher education, **Research Area:** Marketing Management, Human Resource Management, Brand Building, Service Marketing, Consumer Behaviour, Advertising, and Organisation Behaviour. **Research Papers Published:** 30, **Ph.D. Awarded/Supervision:** 9



**Dr. Manish Sharma**, Assistant Professor, Ph.D., MBA, M.Com, M.A. (Economics). More than 13 years of experience in management education. **Research Area:** Securities Analysis and Portfolio Management, Hedging and Risk Management, Financial Derivatives, and Financial Management. **Research Paper Published:** 2, **Ph.D. Awarded/Supervision:** 2



**Dr. Usha Chouhan**, Assistant Professor, Ph.D., MHRM, M.com, B.Sc. More than 10 years of experience in management education. **Research Area** Human Resource Management, Marketing Management, Digital Marketing, Labour Laws, Industrial Relations, Corporate Governance and Social Responsibility. **Research Papers Published:** 13. **Ph.D. Awarded/Supervision:** 2



**Dr. Joohi Chaturvedi**, Assistant Professor, Ph.D., MS (Quality Management) - BITS-Pilani, B.E. (Mech.). More than 15 years of experience in Industry, Education, and Research. **Research Area:** Quality Management, Human Resource Management, Business Excellence, Environmental Management, Production and Operations Management. **Research Papers Published-52.**



**Dr. Arun Gautam**, Assistant Professor, Ph.D., MBA. More than 10 years of experience in management education, **Research Area:** Goods and Services Tax, Direct Tax, Finance, Accounting (IFRS), Financial Inclusion, Corporate Performance Measurement Auditing. **Research Papers Published:** 66, **Ph.D. Awarded/Supervision:** 3

# Global Corporate Connections

"JECRC University apprehended the changing technology dynamics in the industry, which is" "influenced by different factors like need of solutions for unsolved technical problems, changing characteristics of the social environment etc."

In accordance with this trailing thought and in order to empower the students with the "latest & prevailing technological skills, we have collaborated with industry leaders like Google Cloud, Microsoft, Amazon Web Services, Hewlett Packard Enterprise, Adobe, Tech Mahindra, TCS, IBM, Cisco, Salesforce, Automation Anywhere, UiPath, Alibaba, EC Council, DXC" "Technology, International Skill Development Corporation (ISDC), Xebia, Samatrix, ICT Academy," "Bajaj Finserv, ASSOCHAM, Manipal Hospital, Narayana Hrudayalaya Hospital, and NASSCOM etc. Through these alliances, we could not only get the industry experts on board, which is otherwise difficult to deploy for the education ecosystems, but also attained augmented innovation through knowledge exchange."

"So far, 150+ faculty members have benefitted through Sessions which have been conducted by personnel of the aforesaid 32 globally leading Corporates in the last 2 years and have attained enhanced knowledge of the contemporary technologies like Cloud, Data Science, Machine Learning, Robotics Process Automation, Cyber Security to name a few. JECRC University is proud of the fact that with these distinguished Corporate Connections, we could create a path breaking change in the lives and upcoming careers of more than 4000+ students."





## Application Process:

- Please visit <https://jecrcuniversity.edu.in/program/directorate-of-executive-education/>
- Before filling the online form, please read all the instructions carefully.
- Online Registration Fee is Rs. 1,000/- . Registration fee is non-refundable

## JECRC University

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