



**Terms & Conditions apply*

Jain University
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Learn to Lead

JAIN UNIVERSITY

Declared as Deemed-to-be University u/s 3 of the UGC Act, 1956

Two Year, Full Time PGDM - Business Leadership Programme





decision strategy
ethics vision integrity
Leadership
contribution communication
motivation influence
responsibility
planning management

"I suppose leadership at one time meant muscles; but today it means getting along with people."

- Mahatma Gandhi

"Be a yardstick of quality. Some people aren't used to an environment where excellence is expected."

- Steve Jobs

"Management is doing things right; leadership is doing the right things."

- Peter Drucker

(Peter Ferdinand Drucker was an Austrian-born American management consultant, educator, and author)





About Jain University

Jain University (formerly Sri Bhagawan Mahaveer Jain College, SBMJC), is a leading higher education institution, declared deemed to be University under section 3 of the UGC act, 1956 by the Ministry of Human Resource Development of the Union Government, vide notification No.F-9-57/2007-U.3 (A) Ministry of HRD, GOI December 19, 2008 & July 24, 2009.

Jain University has been Ranked No. 2 among the top private universities and No. 17 among the top 50 universities in India by 'India Today - Best Universities Survey 2013'. Jain University is promoted by the Jain University Trust. The Jain University Trust is managed by the JGI Group, headquartered at Bangalore, which represents a cluster of 85 vibrant educational establishments. Founded 23 years ago, the Group is today home to over 45000 students and 4500 staff members, engaged at the P - 12, undergraduate & postgraduate levels across 64 campuses and centers of excellence.

Member of the Association of Indian Universities (AIU)

Jain University is a member of the Association of Indian Universities (AIU), which is an organisation and association of major universities of India to evaluate the courses, syllabi, standard and credits of foreign Universities and to equate them in relation to various courses offered by Indian Universities. AIU is mainly concerned with the recognition of Degrees/ Diplomas awarded by the accredited Universities in India and abroad for the purpose of admission to higher courses at Indian Universities.



Member of Association of Universities of Asia and the Pacific (AUAP)

Jain University is a member of Association of Universities of Asia and the Pacific (AUAP), whose primary purpose is to be a platform for interaction and collaboration among members and be the voice of universities in Asia and the Pacific.



Recognition

Jain University has been awarded the prestigious ISO 9001:2008 certification by TÜV Rheinland. The scope of the ISO Certification includes "Design and Development of Course Curriculum, Conduct of Examinations, Management of Evaluation process, Award of Degree Certificates, Management of Programme delivery at Undergraduate, Postgraduate and M. Phil / Ph. D / other Research Programmes at constituent Schools and Research Centers as per UGC regulations".



About iNurture Education Solutions, Our Industry Partner

iNurture Education Solutions was established in the year 2005 with the goal of building a sustainable career launcher platform for students. iNurture stands for 'intelligent nurturing', which forms the foundation of its belief system and practice. iNurture innovatively combines formal higher education with career readiness under the guidance of leading industry experts. iNurture focuses on the fast growing industry verticals such as **Information Technology (IT Infrastructure, Information Security and Cloud Technology)**, **Mobile Applications**, **Creative Industries (Advertising, Branding, Media, Entertainment and Internet)**, **Graphic Design, Animation & Special Effects**, **Financial Services** and **Business Analytics**. Jain University and iNurture Education Solutions have come together to offer advanced career-ready undergraduate & postgraduates courses in these sectors.



Chairman's Message

'Too many kings can ruin an army'

- Homer

If you are reading this prospectus, you have probably made the decision to enhance both your professional knowledge and your future career prospects. You have decided to become a leader rather than settle down to become a manager.

Original Thinking Applied. These three words are fundamental to what The JGI Group is all about and these are at the heart of everything that we do. Jain University is the home of original thinkers. Our long and proud history and the culture of educational excellence nurture the spirit of innovation and achievement.

Education alone is not enough to excel in today's fiercely competitive and globalized world. We believe that thought leadership/ original thinking is meaningful only if it is applied. It should have an impact on the shopping malls, in boardrooms and across every business and make a difference to people's lives. Our PGDM-Business Leadership Programme, offered with iNurture, our industry partner, combines the best in academic theory on business and leadership with practical, real life projects. This ensures that our students not only get outstanding learning experience but they also learn to apply the knowledge thus acquired.

The PGDM – Business Leadership Programme is designed to help the students emerge as tomorrow's leaders in the corporate world and in other spheres.

Best Wishes!

Dr. Chenraj Roychand

President - Jain University Trust &
Chairman - JGI Group

Vision:

To foster human development through Excellence in Quality Education, Research and Entrepreneurial Development

Mission:

- To provide quality education, creating human Assets / Manpower and Intellectual capital
- To enhance research and development in different disciplines
- To develop new generation entrepreneurs who will be instrumental in fuelling economic growth
- To create able Leaders, Managers and Technocrats
- To foster an ethical environment founded on human values in which both spirit and skill will thrive to enrich the quality of life





About PGDM – Business Leadership

Business leaders cannot be created; they are born. However, they need to be nurtured. Business leaders are involved in developing strategies for establishing and developing brands through consistently delivering value to the customers, resulting in sustainable wealth creation for the stakeholders.

According to a study conducted by the Harvard Business Publishing in the year 2010, an overwhelming 88% of top Indian companies cite “gaps in their leadership practice” as their top challenge in the coming years. The Manpower Group Talent Shortage Survey, a global survey of employers, conducted a study in India in the year 2012 which reported that 48% of the companies faced difficulty in finding the right candidates for their senior management positions. Such reports only highlight the growing need for quality leadership training in our B-Schools.

Keeping this in mind, the PGDM – Business Leadership course will distinguish between managers and leaders. It will equip the students with the necessary skills to become both competent managers and inspiring leaders. It is believed that corner offices in organizations are reserved for the ones who know the most about the business. But in reality, such positions are taken by leaders whose leadership skills transcend business acumen. It is indeed true that the biggest virtue of a leader is his/ her ability to lead a winning team which has many members having better skills and competencies than the leader. This course will help students in developing their business and leadership skills. Upon successful completion of the course, all students may not necessarily become successful leaders; but they will certainly have a better understanding of the qualities of management and leadership.

Over the two year course duration, the students will learn eighteen specialized subjects in Business Leadership.

Selection Criteria

The minimum qualification required to apply for PGDM – Business Leadership course is a bachelor’s degree from a recognized university or equivalent with a minimum 50% aggregate marks and a high score in GMAT/CAT/XAT/MAT/ATMA/CMAT/AAT or any other acceptable management entrance examination. In case the applicant does not meet the latter criteria, he/ she can appear for J-MAT (Jain University Management Aptitude Test) and score high in order to qualify for admission.

Course Curriculum

The course curriculum is designed to expose students to all facets of Management – Marketing, Finance, Operations and HR, with a leadership perspective.

PGDM - BUSINESS LEADERSHIP (Two Year, Full Time)

Semester I

Subject Code	Subject	Credits			Marks			Total Marks
		T	P	Total	IA	CA	UE	
PGDM101	Management Concepts and Practices	3	-	3	30	-	70	100
PGDM102	Organizational Behaviour and HRM	3	-	3	30	-	70	100
PGDM103	Marketing Management	3	-	3	30	-	70	100
PGDM104	Accounting for Managers	3	-	3	30	-	70	100
PGDMS105	Specialization 1	3	-	3	30	-	70	100
PGDMS106	Specialization 2	4	2	6	30	20	50	100
PGDMS107	Specialization 3	6	-	6	30	-	70	100
TOTAL		-	-	27	-	-	-	700

Semester II

Subject Code	Subject	Credits			Marks			Total Marks
		T	P	Total	IA	CA	UE	
PGDM201	Financial Markets and Instruments	3	-	3	30	-	70	100
PGDM202	Introduction to Entrepreneurship	3	-	3	30	-	70	100
PGDM203	Management Decision Science	4	2	6	30	20	50	100
PGDM204	Business Finance	3	-	3	30	-	70	100
PGDMS205	Specialization 4	3	-	3	30	-	70	100
PGDMS206	Specialization 5	2	1	3	20	30	50	100
PGDMS207	Specialization 6	4	2	6	30	20	50	100
TOTAL		-	-	27	-	-	-	700

Semester III

Subject Code	Subject	Credits			Marks			Total Marks
		T	P	Total	IA	CA	UE	
PGDM301	Sales and Advertising Management	3	-	3	30	-	70	100
PGDM302	Consumer Behavior and CRM	3	-	3	30	-	70	100
PGDM303	Indian Economic Environment	3	-	3	30	-	70	100
PGDM304	Business Process Engineering	3	-	3	30	-	70	100
PGDMS305	Specialization 7	3	-	3	30	-	70	100
PGDMS306	Specialization 8	3	-	3	30	-	70	100
PGDMS307	Specialization 9	2	1	3	20	30	50	100
PGDMS308	Specialization 10	2	1	3	20	30	50	100
PGDMS309	Specialization 11	2	1	3	20	30	50	100
PGDMS310	Specialization 12	3	-	3	30	-	70	100
PGDMP1	Project I	-	-	3	30	-	50 (P) 20 (V)	100
TOTAL		-	-	33	-	-	-	1100

Semester IV

Subject Code	Subject	Credits			Marks			Total Marks
		T	P	Total	IA	CA	UE	
PGDM401	International Marketing	3	-	3	30	-	70	100
PGDM402	Corporate Governance and Business Ethics	3	-	3	30	-	70	100
PGDM403	Financial Modeling	3	-	3	30	-	70	100
PGDMS404	Specialization 13	3	-	3	30	-	70	100
PGDMS405	Specialization 14	3	-	3	30	-	70	100
PGDMS406	Specialization 15	3	-	3	30	-	70	100
PGDMS407	Specialization 16	2	1	3	20	30	50	100
PGDMS408	Specialization 17	2	1	3	20	30	50	100
PGDMS409	Specialization 18	3	-	3	30	-	70	100
PGDMP2	Project II	-	-	6	60	-	100 (P) 40 (V)	200
TOTAL		-	-	33	-	-	-	1100

Grand Total	Credits 120
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Specialization - Business Leadership

Semester I

Subject Code	Subject
PGDMS105	Micro Economics
PGDMS106	Managerial Communication and Leadership
PGDMS107	Quantitative Techniques and Financial Mathematics

Semester II

Subject Code	Subject
PGDMS205	Business Law and Quality Management
PGDMS206	Business Oriented Computer Applications and Tally
PGDMS207	Business Research Methods

Semester III

Subject Code	Subject
PGDMS305	Marketing Communication and Brand Management
PGDMS306	Business Innovation and Strategy
PGDMS307	Business Analytics and Intelligence
PGDMS308	Investment Analysis and Portfolio Management
PGDMS309	International Finance
PGDMS310	International HRM

Semester IV

Subject Code	Subject
PGDMS404	Wealth Management and Financial Planning
PGDMS405	Training and Development
PGDMS406	Strategic Leadership and Change Management
PGDMS407	Project and Programme Management
PGDMS408	Performance Management and Competency Mapping
PGDMS409	Organizational Change and Development

For Theory 1 credit = 10 learning hours | For Practical 1 credit = 30 learning hours | T = Theory | P = Practical | (P) = Project | (V) = Viva Voce | IA = Internal Assessment | CA = Continuous Assessment | UE = University Examinations

Campus Activities, Industry Visits & Study Tours



Seminar



Seminar



Industry Visit



International Study Tour



Seminar



Convocation



International Study Tour



Jainia



Convocation



Fun Trip



Jainia



Prize Winners

Career Opportunities

The race for top jobs in organizations are intensely competitive. The top positions are much sought after because of the lucrative compensation packages and the high prestige value associated with them. The PGDM – Business Leadership Programme prepares the students for multiple positions at the leadership level to become high level management professionals, with varying compensation structures, depending on the career path he/ she chooses. He/ she will have an edge over a standard management graduate who would have undergone a Master’s Programme with a high focus on becoming an efficient manager. The PGDM - Business Leadership Programme can also help a student to go on to launch one’s own business venture and realize his/ her entrepreneurial potential.

Leadership Jobs

The PGDM - Business Leadership Programme from Jain University enables the students to pursue their careers in diverse business units, sectors, and industries.

Given below is a list of sample of roles wherein leadership skills are useful:

- Team Manager
- Management Analyst
- Talent Manager
- Knowledge Manager
- Management Consultant
- Strategy Consultant
- Education Administrator
- Strategic Planner
- Organization Consultant
- Financial Officer
- Operations Manager
- Information Officer
- Entrepreneur

Whether one is a student aspiring to build a successful corporate career, a middle-level manager seeking leadership roles, a professional wanting to set foot in a whole new sector or an entrepreneur, our PGDM in Business Leadership Programme is a smart choice.

Partial List of Our Placement Partners*



*Terms & Conditions apply

Our Mentor



R. Lakshminarayanan

Specialist in Branding & Creative Management

R. Lakshminarayanan is an industry veteran with a reputed professional career backed by outstanding academic track record. He leads the strategic initiatives at iNurture Education Solutions.

Apart from this, he heads the SBU of the Creative Management domain at iNurture. In this role, R. Lakshminarayanan has developed a post graduate management Programme, an under-graduate degree Programme and top-up diploma Programmes in the fields of Creativity, Ideation, New Media, Strategic Branding, Creative Expression, and Entertainment.

R. Lakshminarayanan brings in a unique mix of industry experience at top management levels as well as in-depth academic credentials of Course Design, Curriculum & Syllabus detailing, Content Creation as well as Teaching & Learning Pedagogy.

An alumnus of IIT (Delhi) and IIM (Bangalore), R. Lakshminarayanan spent the first ten years of his career in Retail Sales, New Product Development and Brand Management with Hindustan Unilever, International Best Foods & SmithKline Pharma.

He then moved to Ogilvy & Mather Direct as the National Account Director with operations across Mumbai, Delhi, Chennai and Bangalore. He was soon promoted to head the Ogilvy office in Chennai.

Then followed his stint at DDB Mudra Communications where he held several roles such Vice President – South, Chief Operating Officer (New Initiatives) and CEO – Mudra Marketing Services.

He had been an Executive Director on the Mudra Board for over a decade by the time he moved out in the year 2008.

He has the distinction of building the non-traditional business of Mudra into a large, profitable and rapidly growing SBU with over 2500 employees and over 100 prestigious clients.

Since the year 2009, he has been with iNurture developing SBU focused on future employment opportunities as well as the strategic responsibility across multiple domains.

On September 28, 2013, he was conferred the Guru Vandana award by the Honourable Governor of Karnataka, as one of hundred senior professionals across multiple fields.

R. Lakshminarayanan is an Independent Director on the boards of Henkel India and Jyothy labs.