



Indian Institute of Management Jammu



**MASTERS
IN BUSINESS
ADMINISTRATION (MBA)**

Brochure 2022-2023

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BOARD OF GOVERNORS



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Dr. Milind Pralhad Kamble, Padma Shri

CMD, MPK Group of Companies &
Founder of DICCI



Members, Board of Governors

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Ministry of HRD, Govt. of India

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Prosearch Consultants

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Secretary to Government
Higher Education Department

Mr. Anand Kripalu

Managing Director & CEO, Member
Diageo Global Executive Committee

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Acer Ltd.

Mr. Ranjit Singh

Ex. Managing Director
Kalpataru Power Transmission Ltd.

Dr. Shalini Lal

Founder
Infinity OD

Mr. Lalit Kumar Naik

Director
Noveltech Feeds Pvt. Ltd.

Mr. Vijay Gambhire

Managing Director & CEO
CEAT Specialty Tyres Ltd.

Prof. B. S. Sahay

Director
IIM Jammu

MESSAGE FROM THE DIRECTOR



Adhering to the motto, “It is the Knowledge that Liberates”, IIM Jammu strives to provide our students an environment filled with academic rigor and training so that they emerge as great leaders, prepared to tackle the challenges of the world effectively.

Welcome aspirants!

India is turning out to be a significant force to reckon with Global Economy, and the world has become a tiny place. The landscape of competent and contemporary management education has been transformed. Besides, the frontiers of knowledge and scholarship is expanded every day by the stellar accomplishments. In this era of Globalization of education, quality education is the evident and prime focus.

Indian Institute of Management Jammu (IIM Jammu) began its tryst by launching its flagship program of MBA in 2016. In 2020, IIM Jammu also started the Ph.D. program for Management. Now, IIM Jammu plans to expand its learning horizon by starting the 5 Year Integrated Program in Management. It is very needful to prevent the outflow of bright and talented students from the country and provide them a learning environment according to the global standards in India, itself. This has been the prime driving force in designing a course like the 5 Year Integrated Program in Management. Our

students learn the joy and rigors of discovery and acquire inquiry, evaluation, and communication skills that provide a foundation for the subsequent phases of their careers and lives.

Adhering to the motto, “It is the Knowledge that Liberates”, IIM Jammu strives to provide our students an environment filled with academic rigor and training so that they emerge as great leaders, prepared to tackle the challenges of the world effectively. Our students go through a rigorous admission procedure, and our curriculum puts them into challenging situations that carve the best out of them.

Let me congratulate you on your decision to further your education. I invite you to connect with us. Again, congratulations on the start of a journey that will transform your career and enhance your life.

Prof. B. S. Sahay

Director
IIM Jammu



ABOUT IIM JAMMU

The Indian Institute of Management (IIM) brand has now become synonymous with innovation, talent, zeal for success and contribution in management. Building on this legacy, IIM Jammu was established in the beautiful state of Jammu and Kashmir, by the Government of India in 2016. From the very beginning, IIM Jammu has set high standards for outstanding value-based quality education, high-quality research, executive education, consultancy and strong corporate as well as international linkages. The Institute also encourages, and subtly emphasizes contemporary research - concentrating on regional, national and global issues alike. Presently, IIM Jammu operates from the Old University Campus, Canal Road, Jammu, with a new off-campus being set up in Srinagar very soon. The proposed 200 acres state-of-the-art campus is coming up at Jagti, 14 Kms from Jammu City, about 16 km from Jammu Railway Station and 18 km from Jammu Airport. The new Campus will be a blissful mix of modern architecture, culture and heritage of Jammu and Kashmir.



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Srinagar off-Campus

IIM Jammu inaugurated its transit Satellite campus at Srinagar on January 24, 2020. The campus was inaugurated by Hon'ble Minister of HRD Shri Ramesh Pokhriyal 'Nishank' in the presence of Mr. K.K. Sharma, Advisor to Hon'ble Lt Governor J&K, Prof. B.S. Sahay, Director IIM Jammu and dignitaries from Center and Govt. of J&K. Srinagar is the summer capital of J&K and the campus is located in the heart of the Srinagar city, on NH1 Nowgam which is at a distance of 10 Kms from the Sheikh ul Alam international airport Srinagar. The transit campus has in-campus residence facilities and is built as a center of excellence in the area of executive education and Entrepreneurship. The transit campus will also have an incubation center promoting entrepreneurship in the region. Kashmir is known as Switzerland of Asia and Srinagar as 'Heaven on Earth'. The picturesque city, located on the banks of river Jhelum, offers its visitors the best experience of time. IIM Jammu Srinagar Campus leverages the locational importance of Srinagar city by offering a blend of high-quality training with a touch of heavens. The IIM Jammu Srinagar Off-Campus has a focus on Management Development Centre for Capacity Building and Setting up Centre for Innovation and Entrepreneurship (Incubation Centre).



Proposed Campus

IIM Jammu, the youngest addition in the IIM fraternity is established by the Ministry of Higher Education. We share the same curricula and academic rigour as top IIMs in the country which transforms budding managers into business leaders par excellence. Our MBA program has all the salient features of the world-class management education delivered using andragogy by the best faculty of the nation.



LOGO OF IIM JAMMU

- **Logo elements:** The circle at the top represents the rising sun which signifies new possibilities and beginnings for our graduates and alumni.
- **Logo Font:** The bold lettering reflects a firm base and rootedness.
- **Logo Colors:** The blue colour signifies the endless sky (the sky is the limit). The rich maroon colour signifies fertility and growth, as well as rootedness in Indian culture.
- **Motto:** Our motto, in Sanskrit, सा विद्या या विमुक्तये
“It is knowledge that liberates”.



VISION

To develop leaders and entrepreneurs who can perform globally to make a valuable difference to the Society and the Corporate world.



MISSION

- To position IIM Jammu as one of the top business school in India with global outlook embedded with regional and national focus.
- To be known as a business school par excellence for outstanding value-based quality education, high quality research, executive education, consultancy, and strong corporate as well as international linkages.
- To create a B-School, which will serve the humanity, the society, the state, and the nation for economic growth and prosperity.



CORE VALUES

- Indian Ethos and Business Ethics
- Excellence
- Innovation & Entrepreneurship
- Integrity
- Collaboration



WHY IIM JAMMU?



IIM Jammu, the youngest addition in the IIM fraternity is established by the Ministry of Human Resource Development. We share the same curricula and academic rigour as top IIMs in the country which transforms budding managers into business leaders par excellence. All our programs have all the salient features of the world-class management education delivered using andragogy by the best faculty of the nation.



Academic Rigor

One of the most rigorous curricula across IIMs

- Harvard case study pedagogy
- Excellent academic projects
- Class Presentations and Group Projects



Inclusive Electives and Workshops

IIM Jammu works for developing contemporary skills through workshops and interactive sessions which include Data Analytics, Digital Marketing, Leadership through Literature, Soft-Skills, and whatnot.



VIVID INFRASTRUCTURE

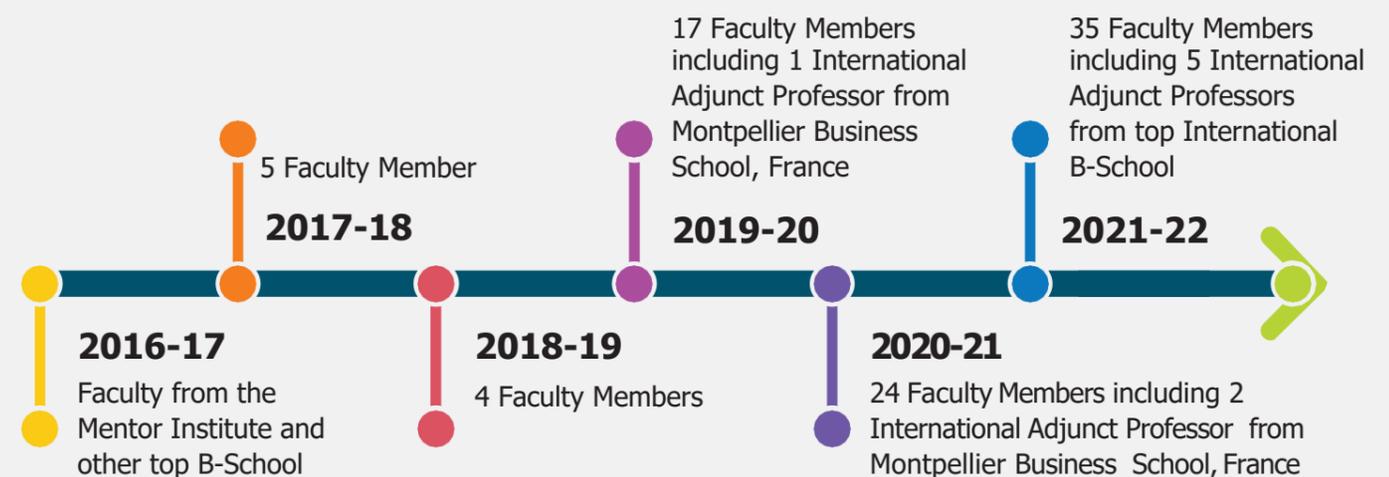
IIM Jammu provide a vivid and impressive infrastructure for its students in the form of

- Library with huge pool of academic resources
- Modern pedagogical instruments
- Well furnished classrooms
- Playground for sports and extra-curricular activities and a lot more



EXPERIENCED AND COMPETENT PROFESSORS

Professors at IIM Jammu are highly experienced and dedicated towards holistic development of their students. Their motto is to inculcate managerial attributes in the Future Managers in the form of students and make them industry ready.



ABOUT

THE PROGRAM

MBA (Master of Business Administration)

The Post-Graduate Programme in Management (PGP) is a master's level programme, leading to the grant of a degree of Master of Business Administration (MBA). The two-year, full-time, residential programme is designed to equip students to take on leadership roles in an increasingly complex and dynamic global scenario. Each year consists of three trimesters, with 8 weeks of summer internship.



Objectives of the Program

The objectives of the program are:

- To enable students to understand the socio-economic, technological, ecological and political environment of India and the globe.
- To equip students with required conceptual and interpersonal skills for managerial decision making in structured/unstructured environments.
- To inculcate positive thinking and problem solving skills to demonstrate leadership & team building in cross-cultural environment.
- To develop ability to take risk and be entrepreneurial.
- To develop socially responsible and ethical business leadership capabilities who can perform without compromising integrity, honesty and fairness.



Course Structure

The two years of the MBA program is divided into 6 Terms, each year consists of three terms. The first year has core courses and second year elective courses. The course structure of MBA Program entails every MBA student to compulsory complete:

- 64.5 core course credits in the first year
- 3 credits from the 8-10-week long Summer Internship Program (SIP) in an organization
- 48 course credits through the choice of his/her electives in the second year

Additionally, students are permitted to:

- Audit Courses (Maximum of 3 courses in the 2nd year) by paying the requisite additional fees.
- Courses of Independent Study (CIS)/ Dissertation Projects (with a faculty) in lieu of elective courses
- Student Exchange Program: Merit Based
- National and International Live Projects



STUDENT EXCHANGE PROGRAMME



Globalization has submerged international boundaries across the globe. International firms operating in the present era need young and enthusiastic managers well versed in the nuances and technicalities of the changing world. IIM Jammu seeks to equip its students with a globally-inclusive management education that covers all aspects of the management of institutions of the future. The International Relations Office,

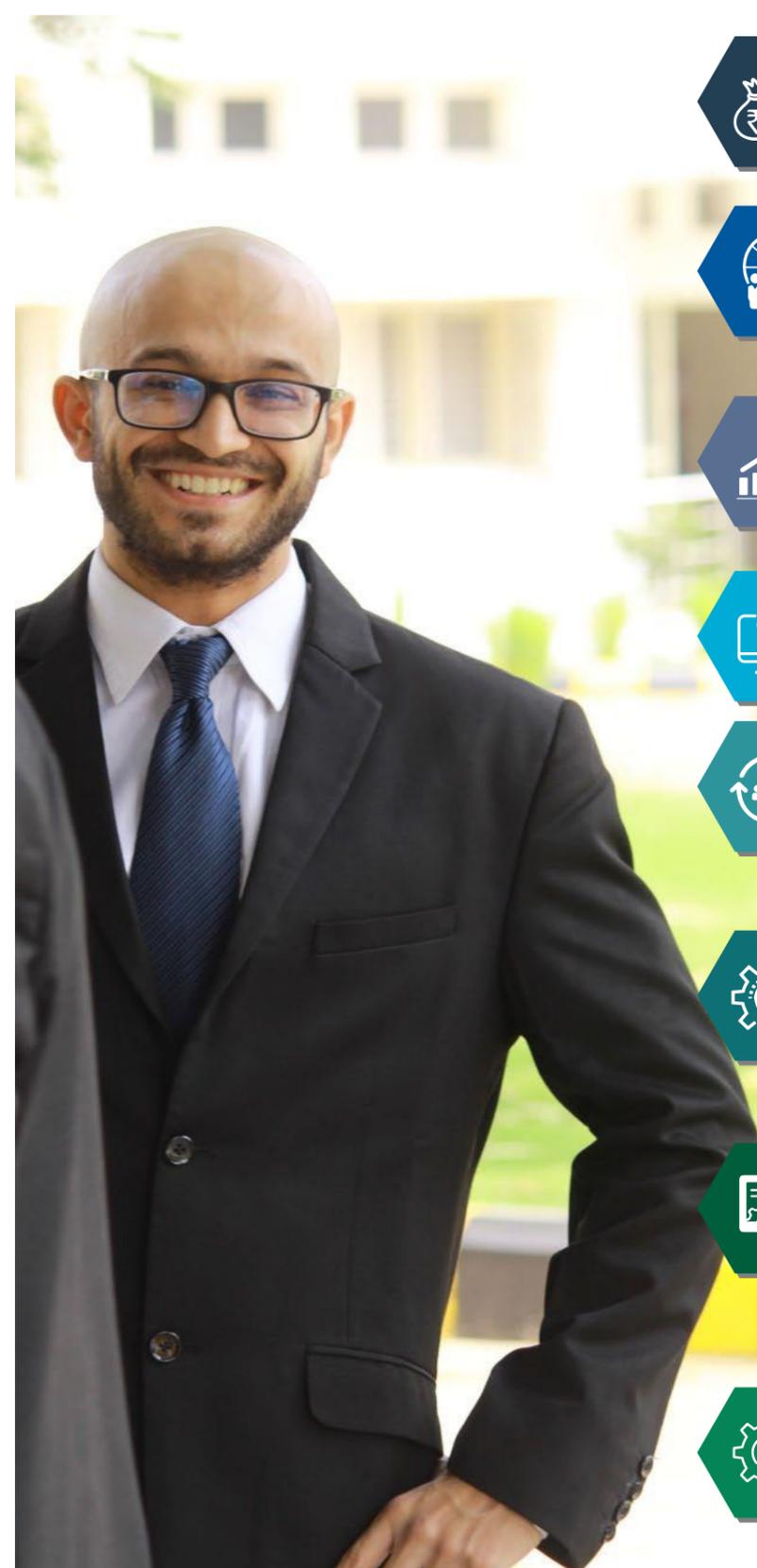
IIM Jammu, is building academic relationships with institutions all over the world to facilitate numerous exchange programs for students as well as faculty to ensure a deep comprehension of the various geopolitical, economic and cultural facets that drive the efficient functioning of global enterprises. Fuelled by the necessity to confront challenges and getting out of the comfort zone, this exchange of faculty and students among institutions of the world encourage mutually beneficial knowledge transfer that is not only desired but also required to be a successful leader who is mature enough to depict the social poise.

	Term I	Term II	Term III	Total
Year 1	Core Courses	Core Courses	Core Courses	
Credits	21	22.5	21	64.5
Hours	210	225	210	645
	Term IV	Term V	Term VI	Total
Year 1	Electives plus SIP	Electives	Electives	
Credits	18 + 3 = 21	15	15	51
Hours	180	150	150	510

Total Credit units in MBA Program = 21 + 22.5 + 21 + 3 + 48 = 115.5

- Every student has to undergo a mandatory non-credit course on "Happiness" in the first year of the MBA program.
- Every student need to compulsorily complete a week-long Bharat Immersion Programme Internship as a partial requirement of the CSR course.
- The requirements of number of electives can increase or decrease depending on the credit units of chosen electives.

FIRST YEAR COURSE STRUCTURE



- 
FINANCE AND ACCOUNTING
 - Financial Accounting
 - Cost and Management Accounting
 - Corporate Finance
- 
BUSINESS COMMUNICATION
 - Business Communication I
 - Business Communication II
 - Business Communication III
- 
ECONOMICS & BUSINESS ENVIRONMENT
 - Micro Economics
 - Macro Economics
 - Business Environment: India & the World
- 
MARKETING
 - Marketing Management I
 - Marketing Management II
- 
OB & HRM
 - Individual & Group Behaviour
 - Human Resource Management
 - Organization Theory & Design
- 
OPERATIONS, SUPPLY CHAIN & DECISION SCIENCES
 - Quantitative Methods I
 - Quantitative Methods II
 - Business Research Methods
 - Operations Management
 - Supply Chain Management
- 
IT SYSTEMS & ANALYTICS
 - Spreadsheet Modelling
 - Information Systems for Managers
 - Business Analytics
- 
BUSINESS POLICY, STRATEGY & GENERAL MANAGEMENT
 - Legal Aspects of Business
 - Corporate Social Responsibility
 - Entrepreneurship & New Venture Planning
 - Strategic Management
 - Corporate Governance & Business Ethics

SECOND YEAR COURSE STRUCTURE

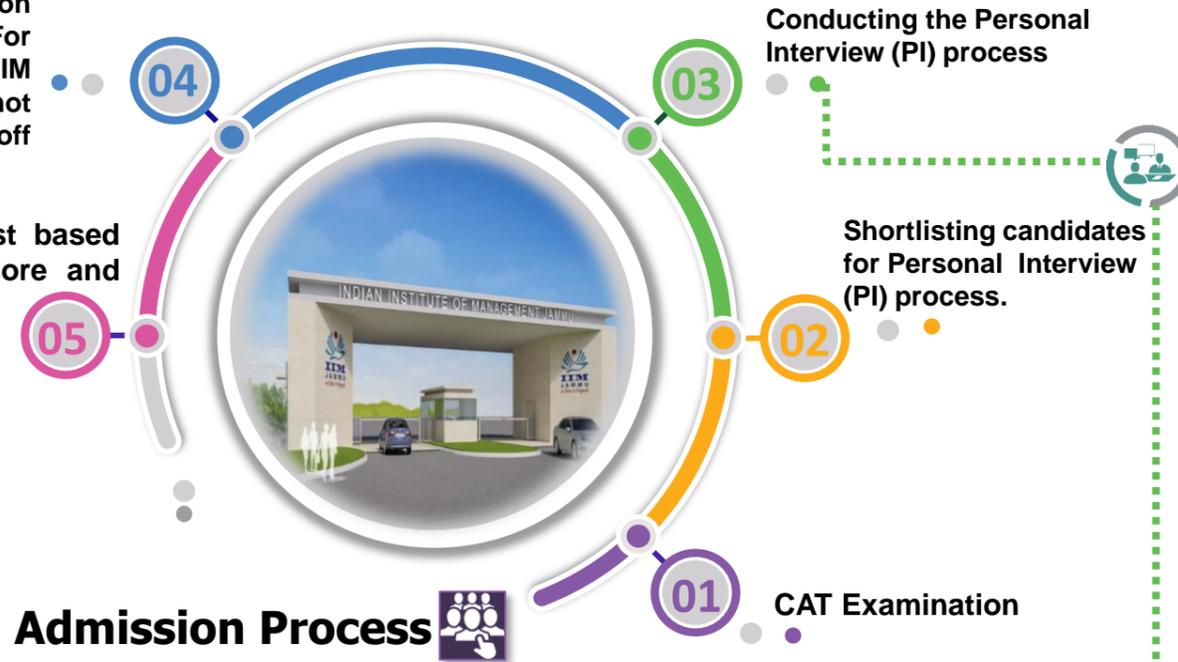
FINANCE AND ACCOUNTING <ul style="list-style-type: none"> • Investment Analysis and Portfolio Management • Financial Derivatives • Investment Banking & Business Valuation • Private Equity and Venture Capital • Financial Statement Analysis • Commercial Bank Management • Financial Risk Management • Management Control Systems • Project Finance • International Finance • Alternative Investment Markets 	MARKETING <ul style="list-style-type: none"> • Consumer Behavior • Sales and Distribution Management • Advanced Marketing Research • Customer Relationship Management • Pricing • Strategic Marketing • Digital Marketing • Marketing Analytics • B2B Marketing • Service Marketing • Product and Brand Management • Integrated Marketing Communication 	IT SYSTEMS & ANALYTICS <ul style="list-style-type: none"> • Blockchain Strategy • Text, Web and Social Media Analytics (cross listed with Marketing Area) • Peoples Analytics (cross listed with OB/HR) • Big Data, Cloud and IOT Analytics (cross listed with Operations) • Advanced Data Science and Artificial Intelligence • Cognitive Computing and Neuromanagement (Offered in collaboration with IIT Jammu)
		
		
OPERATIONS, SUPPLY CHAIN & DECISION SCIENCES <ul style="list-style-type: none"> • Project Management • Supply Chain Management • Total Quality Management • Operations Strategy • Lean Enterprise • Supply Chain Analytics • Service Operations Management 	OB & HRM <ul style="list-style-type: none"> • Talent Acquisition • Conflict Management & Negotiation • Industrial Relations and Labour Law • Learning & Development • Performance Management Systems • Counselling Skills for Managers 	BUSINESS POLICY, STRATEGY & GENERAL MANAGEMENT <ul style="list-style-type: none"> • Business Intelligence and Data Modelling • Digital Transformation using AI and Emerging Technologies (cross listed with Business Policy & Strategy Area) • Strategic Innovations & Design Thinking • Competitive Strategy • Mergers & Acquisitions • Strategy Simulations using CESIM



ELIGIBILITY AND SELECTION PROCESS

Supplementary Admission Process (SAP 2022) For candidates who meet IIM Jammu PI criteria but do not meet the CAP 2022 cut off criteria.

Preparing the Merit List based on CAT score, PI score and Profile score



Program Fee			
Course Fee (Rs.)	Term	First Year	Second Year
	I	2,59,880	
	II	2,57,780	
	III	2,57,780	
	IV		2,65,130
	V		2,57,780
	VI		2,57,780
Total	7,75,440	7,80,690	
Global Immersion Fee	On Actual Basis		

The 9 IIMs together will conduct Personal Interview (PI) through Common Admission Process(CAP 2022 process) to be coordinated this year by IIM Trichy.

Merit List Preparation:

The criteria for preparing the merit list will be based on the score obtained after adding the following:

- CAT Score : 0.4* Absolute CAT Percentile
- Personal Interview (PI) : 30 Marks
- Profile : 30 Marks
- ✓ Academic Profile maximum- 9
- ✓ Work Experience maximum- 8
- ✓ Diversity (Academic & Gender) maximum- 13 marks

The above three scores shall be added and will be used to make the final merit list.



Reservation Policy for Admission

The reservation policy will be as per the government of India norms.

ELIGIBILITY AND SELECTION PROCESS (for OIC & FC)



Steps to be followed

- GMAT Test scores.
- Statement of purpose
- Three recommendation letters either from employer or teacher
- Attested copy of Passport
- A non-refundable application-processing fee of US \$ 100 (Online payment)
- Mark sheets of Bachelor's Degree and Qualifying Degree Certificate
- Shortlisting for Interview (If required). An online interview will be conducted of the short-listed candidates.
- Get the provisional admission letter from the Admissions Office, to obtain the VISA. Letter required for VISA will also be sent along with Admission Offer.
- Show the Admission offer, and recommendation letter meant for VISA to the Indian Embassy in the respective country and get a student visa endorsed to institution.
- Report to the institution for admission. Fill the programme registration form and submit it with the documents : www.iimj.ac.in/mba-admission-policy-oic-fc
- Admission of international students will be confirmed only after verification of original certificates, medical fitness test and payment of required fees.
- Within a week of arrival in India register their names with the police in the Foreigner Regional Registration Office (FRRO) of the local Police



Who can Apply?

- **Overseas Indian Candidate (OIC):** Overseas Indian Candidate are The Indian Citizens with a Valid passport, residing outside India for at least 12 months continuously as on December 30, 2021. The candidate shouldn't be residing in India at the time of CAT exam.
- **Foreign Candidate (FC):** Foreign candidate are the foreign citizens who hold a valid passport of a foreign country.

Eligibility Criteria

The candidate must hold a bachelor's degree, with at least 50% marks or equivalent CGPA i.e. 6 CGPA on a 10-point scale. A valid Graduate Management Aptitude Test (GMAT) score of 650 and above is required to apply for the MBA programme at IIM Jammu. The medium of instruction is in the English language.

Admission Process

The candidates who fulfil the eligibility criteria prescribed above can apply online to IIM Jammu MBA programme. The link for applying online will be active in due course of time. The last date of receipt of application form is January 31, 2022.

Fee and Payment schedule

The candidate after receiving provisional admission offer should get the student VISA and complete all other requirements including fee payment. The candidates also need to report at the institute for registration on the date prescribed by the institute. Subsequently the candidate needs to pay the requisite fee as per the following schedule in Indian Rupees.

Requisite Fee

	Term	First Year (USD)	Second Year (USD)
Course Fee (Rs.)	I	6500	
	II	6500	
	III	6500	
	IV		6500
	V		6500
	VI		6500
	Total (USD)	39,000	

APPLICATION LINK

Click here to apply to the program



MBA PEDAGOGY

The pedagogy at IIM Jammu varies for different courses with case studies being the predominant method for most. Apart from that, group and individual projects, student presentations, simulation exercises, business games, role play, field visits, etc. are used. Many courses bring in industry experts to integrate classroom learning with industry practice.

A majority of the classes are based on discussions around a specific topic assigned for each class. Before the start of each term, students are given the material for each class and are expected to read all the material before the class and have a preliminary discussion in their peer groups.

During the discussion in class, it is expected that students will participate and make a significant contribution. The faculty monitors the students'

contributions to the discussion and ensures equitable distribution of opportunity for all students to participate over the duration of the course. Students of IIM Jammu have prior work experience of an average 18 months. Such students get the opportunity to bring perspectives from their work experience to the classroom which substantially enriches the discussions.

The teaching pedagogy will help develop well-rounded individuals that possess critical 21st century capacities, including increased creativity and innovation, critical thinking and higher-order thinking capacities, problem-solving abilities, teamwork, communication skills, more in-depth learning and mastery of curricula across fields, increases in social and moral awareness, besides general engagement and enjoyment of learning.



STUDENT COMMITTEES



Student Council

The Student Council at IIM Jammu shoulders the responsibility of promoting students' welfare concerns. Students' Council is responsible for maintaining discipline in the campus, optimum usage of the institute's facilities, address concerns of the students, preside over all the clubs and committees functioning and maintain a stable relationship between authorities and students of the institute.



Sports Committee

Sports not only help in maintaining physical fitness and well-being but also inculcate important traits of being a team player. These traits guide students in handling stressful environments in professional and personal domains. The Sports Committee has been instrumental in providing a platform to the student community to nurture their enthusiasm for sports. The Sports Committee Organizes sports events throughout the year, such as Inter hostel events – Games during festivals, matches between batches, between students and faculty and between students and staff. This year the sports committee was successful in organizing IIM Jammu's biggest auction-based sports event – FUNATHON. Moreover, Gymnasium was made functional from this year onwards. Sports committee not just helped witness a great level of participation but also helped us discover great talents in various sports.



Corporate Communications Committee

Corporate Communication Committee (CCC) seeks to brand IIM Jammu in the long run. It looks after all internal and external communications & publications and also serves as an official spokesperson for the Institute. By ensuring the Institute's strong presence in social networking platforms as well as digital and press media, the Committee enhances publicity of the multifarious events that unfold within. CCC maintains a close-knit community of media relations cells in other institutes for external communication. Apart from this, the team also provides assistance in the induction of new batches by addressing queries of prospective candidates and facilitating the smooth conduct of the whole admission process by timely dissemination of information.





Cultural Committee

The Cultural Committee attempts to capture the skills of the students by offering them a platform to portray their inner creativity. The committee aims to provide experiences for the students to appreciate the multi-cultural diversity of our great society. Various exciting and entertaining events are organized, for which IIM Jammu has a strong and dedicated team.



Infrastructure Committee

Infrastructure Committee of IIM Jammu acts as a bridge between the students and administration of the institute. The committee aims to make the campus feel like a second home to the students. Its members work 24*7 with the administration to ensure the security, hygiene, and cleanliness of the campus, and all issues related to infrastructure are well-taken care in advance so that students can focus on their studies and enjoy their campus life.



Disha Placement Preparation Committee

The development of professional competencies and diversified skills are the cornerstones of any career ladder. Adhering to the same, this committee organizes career-proliferation programs where the students are taught excellent CV writing skills, effective communication and active participation in group discussions or mock interviews which helps the students to hone their placements, and eventually makes them ready to beat the competitive world.



Academic Committee

The committee is the voice of students in all academic-related matters. It acts as a mediator between the students and faculty members. The committee provides valuable recommendations to the PGP office regarding the scheduling of various academic activities. It keeps the students aware of upcoming academic activities and associated rules. It also oversees the library facilities and fosters a healthy academic environment.



Social Responsibility Committee

The Social Responsibility Committee lays its emphasis on the continuous amelioration of society. Our vision is to disseminate the values of sustainable development among the students and make them aware of their moral responsibilities towards society. We strongly believe that as a socially responsible individual we can make a happier and healthy nation.



Placement Committee

Providing benchmark education to the student is the core focus of IIM Jammu which is assured through the vetted PGP curriculum and innovative pedagogy. However, we feel that when students join the educational institution they have an aspiration to be placed in reputed organizations preferably through campus recruitments. In this context, the placement committee of IIM Jammu strives the best possible and contributes optimally to the aspirations of students.



Industry Interaction Committee

The committee works to explore and establish relations between Corporates and IIM Jammu. It organizes guest lectures, leadership talk-series and several other programs which enhances the placement opportunities for the students.



Alumni Committee

Strong Alumni Bond is the testimony of success for any elite institute. The Alumni Committee of IIM Jammu operates to strengthen the bond between the institute, current PGP students and the Alumni. The purpose of the committee is to foster a mutually beneficial relationship between existing students and alumni. It maintains and updates information and contacts of the current alumni batch and conducts alumni programs and services. The committee aims to position a culture that will maintain and enhance a highly engaged and vibrant community of alumni right from the start.



Mess Committee

The mess committee works to contribute to the institute, its students and staff members by providing safe and nutritious food. We coordinate with our Mess suppliers and ensure the highest quality of food is served.



International Relations Committee

We believe it is important for aspiring business leaders to gain both international exposure and perspective. The IRC facilitates the Student Exchange Program (STEP) for both incoming and outgoing students ensuring that the program is a success. It works for the establishment of new academic alliances with universities of global eminence and strengthening ties with existing partners, thereby developing a good partner network. It ensures that the students are exposed to a highly enriching international business culture.

STUDENT CLUBS



MARKETING CLUB-VIPRAN

VIPRAN, the Marketing Club of IIM Jammu, works endlessly in order to serve IIM Jammu students to participate in activities which enrich students' exposure to marketing in the "real world" and keep them abreast with the latest happenings. Here it is done by means of lectures, quizzes and social media interactions that promote peer learning. To delve deep into this realm of management, latest news and applied concepts are provided in the form of our magazine 'Markopolitan'. In-house competitions and activities provide a platform which serves as a centre for creativity and excellence for all those who have an unwavering passion and love for marketing.



FINANCE CLUB – VITT

VITT, the finance club of IIM Jammu, is the embodiment of its students' financial acumen. VITT conducts weekly sessions to facilitate discussion on current and relevant financial topics, which are scheduled to help the students prepare for the placement season and provide them with a practical approach to finance. It serves as a link between the industry and the students while assisting them in traversing different career opportunities and networking extensively within the financial services industry. Apart from these, the club also publishes numerous exclusive articles and investment notes on its social media to boost the audience's financial apprehension and interest in finance.



HR CLUB – PRATIBHA

Pratibha the HR Club of IIM Jammu main objective is to provide all the students exposure to the HR domain beyond the classroom doors. The club serves as a platform for all HR enthusiasts to come forward and exchange their ideas relating to the latest trends of HR, to explore HR knowledge and understand the practices and ethics of Human resource management. The club enlightens the students every week in the form of "HR Bytes" which explains the various HR concepts used in the workplace and "HR Jargons" which deciphers the common terms used in the field of HR. A weekly HR quiz is organized which not only educates but also brings in the competitive spirit among the students. In the long run the club plans to conduct an annual HR fest and also invite various alumni who are in the HR domain to share their industry experience with the current students



OPERATIONS CLUB - OPSCAPE

OpScape, the Operations and Supply Chain Club of IIM Jammu, strives to nurture the interests of student community in the operations domain by enhancing knowledge and awareness among them. The club aims to create various learning opportunities by conducting knowledge sharing sessions for the students, simulation games, case study competitions, and certification programs focused on operations and supply chain.



ANALYTICS CLUB - EXANTICS

Exantics, the Analytics Club of IIM Jammu aims to achieve synergies in understanding analytics and its applications in modern business practices through research, discussions, and analysis. We nurture young minds and engage them in discussions to rehabilitate managerial instincts to spearhead ideas for modern management. We work continuously to excel in the field of business analytics and make breakthroughs in achieving an understanding of business intelligence by engaging the sustainable growth of one's intellect and their peers. Exantics conducts events specifically designed to spread awareness about the role played by Data analytics in effective



MUSIC CLUB

Every element in the universe resonates with one another to give a Melodic composition, Bandish. Just like that, we, the music club at IIM J captures the melody of the music within the individuals resonating with the versatile sounds in the habitat. With the unfeigned meaning, Bandish aims to give impetus to the musical talent of the campus and to bind together the whole IIMJ cohort in a beautiful string made up of musical composition. The club uses music as a medium to relieve stress, reinvigorate the soul, and get the best of campus musicians to inculcate a habit of celebrating every little thing with a pinch of music. Bandish escorts organized workshops for music enthusiasts while providing them a platform to showcase their skills. The club also organizes recreational meets every once in a while.



LITERARY CLUB - VAKTA

Vakta Club, as the name signifies, is the official literary club of IIM Jammu. It aims to create and sustain a campus culture of various literary oriented activities such as public speaking, debating, impromptu speaking, JAM session, etc. among the students. The club, throughout the year, organizes interactive sessions that exceed the domain of rigorous MBA curriculum and thus open the possibility to put your creative foot forward. Vakta is all about celebrating the spirit of language and indulging in the wonder of using it.



DRISHTI CLUB –

Drishti, a word that is derived from Sanskrit, meaning vision. It is also a Yogi practice believed to help cultivate vision and inner wisdom through the third eye. The photography club of IIM Jammu visions to enhance the skill & passion of students through the modern-age third eye, i.e., Camera.

A photograph is worth a thousand words, and the club plays an integral role in making the events of IIM Jammu successful and

memorable. The club members hold the responsibility to ensure student engagement through various competitions, photo walks, workshops & initiate photography projects in collaboration with other committees to leverage the creativity and knowledge of students.

Each person has a unique perspective, but the aim is the same to capture moments & treasure them for a lifetime; we at Drishti aims to capture the IIM story, which everyone fails to put into words.



CHESS CLUB

Efficient strategizing is an essential quality not just for a b-school student, but for every individual in his life. Playing chess improves the learning, thinking, analytical power and decision-making ability of a person, all of which are excellent qualities to be found in a person, especially an MBA student. With the aim of making the age-old game exciting and creating a community of chess players, we as a chess club have taken our baby steps to fulfil what we aspired to. Multiple competitions that include an international tournament (FIDE Super Binance Cup) have already been conducted and we have received fantastic response from the batch. We are looking forward to conducting more sessions for the upcoming batch and Inter B-School chess events to promote the brand of IIM Jammu among other prestigious management institutions, to improve not only the game but their decision-making skills. The IIM Jammu Community, regardless of skill level, are welcome to join the Chess Club. We welcome you whether you are a skilled player looking to hone your skills and put them to the test in competitions, a player who simply enjoys playing the game and does not wish to compete, or a beginner looking to learn how to play the game.



CONSULTING CLUB – CONSULENZA

Consulenza is a student-driven consulting and strategy club of IIM Jammu. The club aims to equip the students with a structured approach to make informed decisions on management consulting careers and provide opportunities to promote the all-round development of the students. It aspires to help students develop an understanding of the profession by bringing avenues of industry interaction, panel discussions, live projects, case competition, and organizing events. It helps the students to take a holistic look at specific problems companies are dealing with and give advice on how they should approach them. The club anchors these efforts by creating forums for aspirants to learn and imbibe skills and best practices from industry experts.



ECONOMICS CLUB – COINAGE

The Economics Club of IIM Jammu aims to provide the eco enthusiast a platform to explore economics beyond the theories. The objective of the club is to make the learning joyful and exciting by providing a platform wherein economists would be able to share their diverse perspectives and ideas that would help students in enhancing their knowledge and developing a practical approach.



DANCE CLUB - GROOVE

Groove, The Dance Club of IIM Jammu provides an opportunity to all the students of IIMJ who are passionate about Dancing. Groove plays an integral role in making the events of IIM Jammu more vibrant by choreographing various team and individual dance performances. The club makes sure to offer a platform to Dance as well as Fitness enthusiasts for whom music acts as a stress buster.



INITIATIVES BY CLUBS AND COMMITTEES AT IIM JAMMU

IIM Jammu focuses on holistic development of students and gives them practical exposure to managerial skills through student driven campus and facilities. Below mentioned is the list of initiatives taken by various Clubs and Committees at IIM Jammu to nurture students and develop them.



Disha Committee

- "Ice breaking sessions
- Casebook/repository
- Guesstimates session preparation
- Aarambh-Campus to corporate
- MBA Gyaan Quiz series
- PGP02 and PGP03 senior's interactive sessions for SIP preparation"



Pratibha HR Club

- "Weekly "HR Bytes" which explains the various concepts used in the workplace and "HR Jargons"
- Weekly HR quiz
- Guest lectures by industry experts"



Mess Committee

- Online event - Chef of IIM Jammu.



Malhar : Cultural Committee

- Dive in divertido Lumos: photography competition
- Shaam-e-Malhar
- Shaam-e-Malhar 2.0
- Open mic + Tambola
- Painting Competition



Finance Club

- "Mock Crypto-currency Trading Challenge in Association with Roostoo.
- Session on Bloomberg terminal
- Major Financial incidents Analysis
- Financial News discussions"



Chess Club - IIMJ

- International Chess tournament - FIDE Super Binance Cup
- Internal Chess tournament- Blitz and Rapid Event"



Entrepreneurship Development Cell

- Wednesday Shots: Inspirational and informative stories of entrepreneurs
- Startup-Charcha: focus on removing the professional barrier and promotes fun and casual
- Interaction packed with learning for students.
- Platform to empower women Entrepreneurs
- Social media a series "Nari" covering wonderful women's story.
- Working towards Incubation Center



IIMJ Alumni - Student

- Interactive session - First alumni meet (Virtual)
- Interactive session - Alumni Speak series on Topic - Importance of SIP Launched
- AlmaConnect (A platform to engage with our Alumni)"



Coinage | Coin@J

- QUIZ on Kahoot platform - ECOUIZ



IT Committee IIMJ

- Series - "The Digital Shift",



Sports Committee

- Virtual marathon -Fit India Freedom Run
- Fantasy cricket league- Windict
- Olympic quiz 2021- Quizathon 2.0
- Sports quiz 2020- Quizathon
- Chess tournament
- Fitness challenge 2020
- Cricket tournament



Operations Club

- Six Sigma Certification Program by ISCEA
- Interactive Session by Alumni, OpCast Series on Social Media Handles
- Launched CII Certification Programs
- Summer Internship Doubt Clearing Group for Students having internships in Operations and Supply Chain Domain. "



Groove Dance Club

- Social media series - Hookstep Challenge series, #Danceitaway serie



Corporate Communication Committee

- Social Media Series - Talented Tuesday, Winners Wednesday, Summer Intern Diaries
- Webinar - Summer School, coordinated entirely by CCC faculty as well as student members"



Consulenza Consulting Club

- Interactive session – Case Workshop Series
- Guest Lecture – Case discussion"



MOU SIGNED BY IIM JAMMU

Tripartite Memorandum of Understanding (MoU) with AIIMS Jammu and IIT Jammu

Indian Institute of Management, Jammu signed a Memorandum of Understanding (MoU) with AIIMS Jammu and a Tripartite Memorandum of Understanding (MoU) with AIIMS Jammu and IIT Jammu at the MoU Signing Ceremony hosted by AIIMS Jammu at the Convention Centre, Jammu.

The event was presided over by the Chief Guest, Dr. Jitendra Singh, Minister of State (Independent Charge) in the Prime Minister's Office (PMO).

The MoUs aim at creating an academic think-tank to give new opportunities to the Faculty and students and promote integrated learning among the scholars.

During proceedings of occasion, Dr. Singh released the MoUs and, in his address, underlined that Jammu has set an example for the other states of the country. He believes that working in silos prevents the optimum use of our resources and knowledge, and hence collaboration is the new mantra of success.

The MoUs aim at creating an academic think-tank to give new opportunities to the Faculty and students and promote integrated learning among the scholars.

MoU between IIM Jammu and AIIMS Jammu was signed by Prof. B. S. Sahay, Director, IIM Jammu, and Dr. Shakti Kumar

Gupta, Executive Director and CEO, AIIMS. The Tripartite MoU between the institutions was signed by Prof. B. S. Sahay, Director, IIM Jammu, Dr. Manoj Singh Gaur, Director, IIT Jammu, and Dr. Shakti Gupta, Executive Director and CEO, AIIMS.



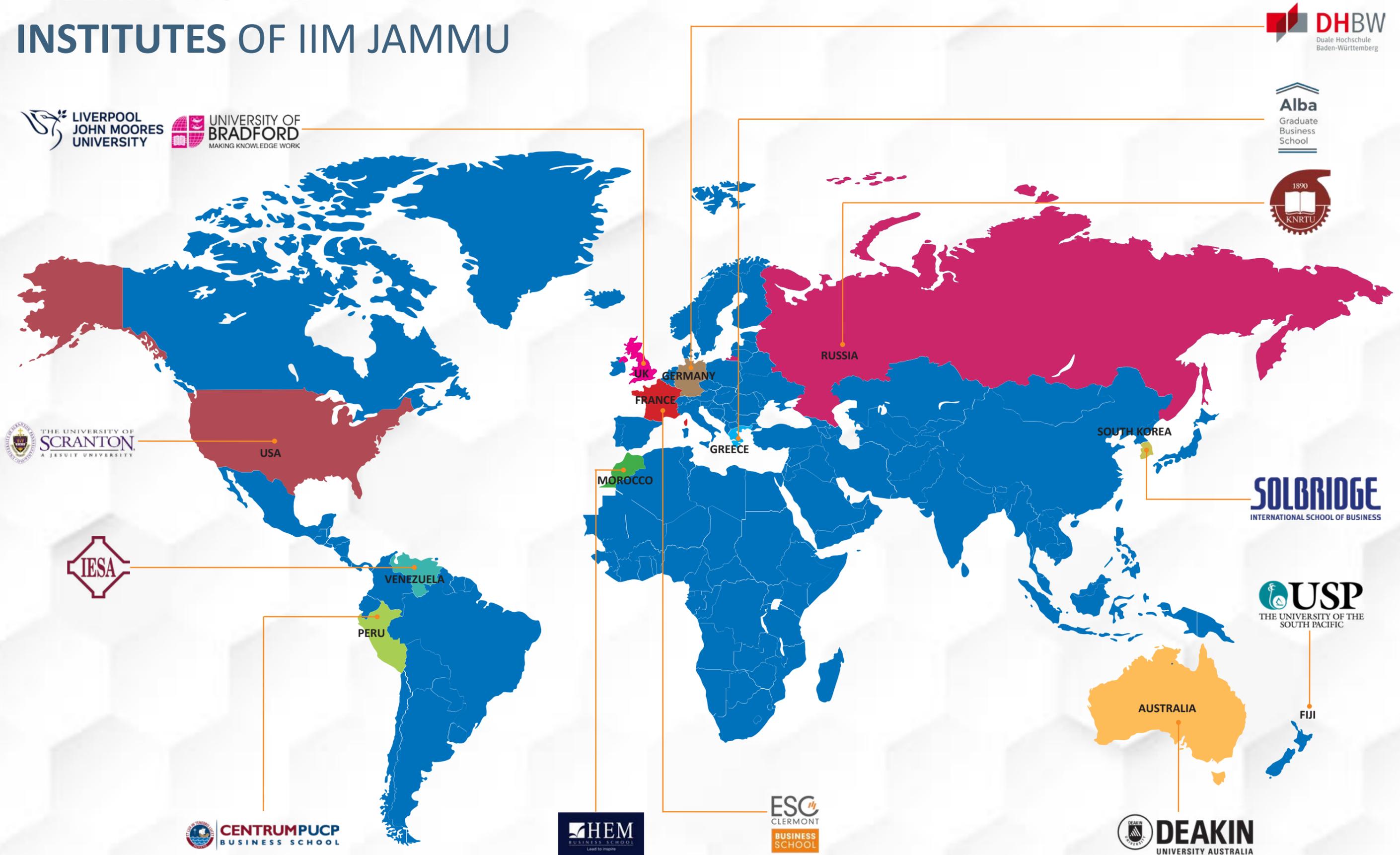
ONLY CITY TRIAD OF IIT, IIM AND AIIMS



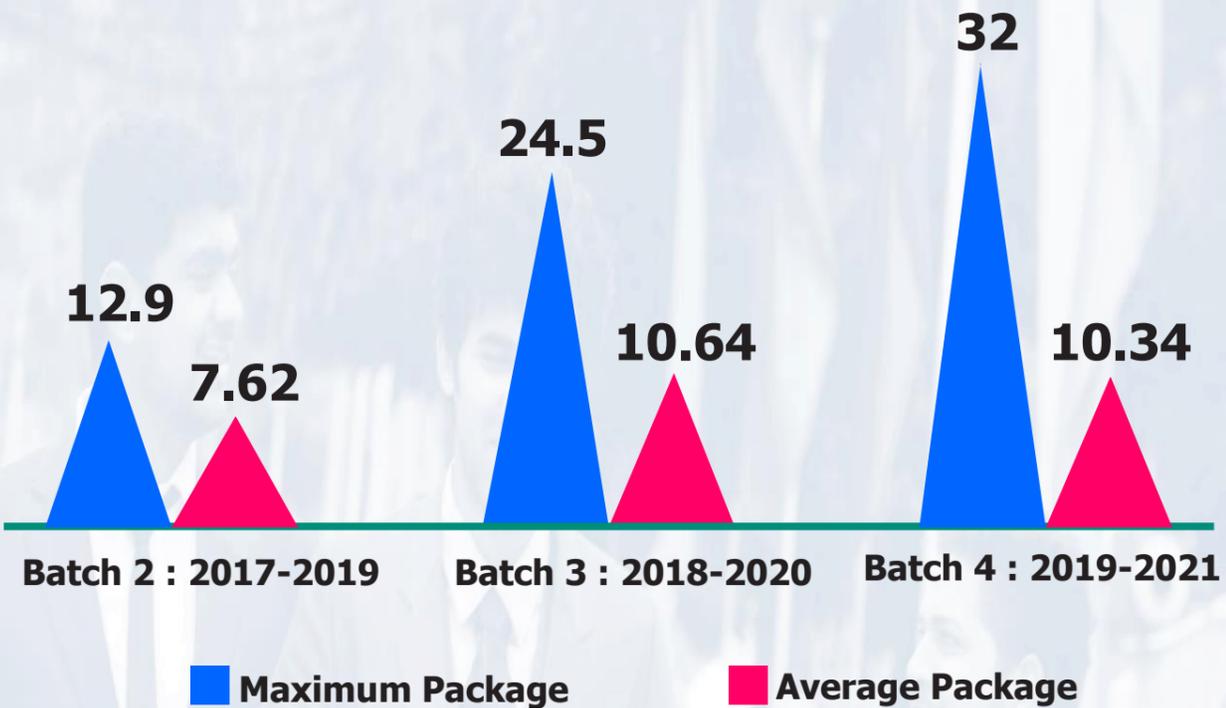
INTERNATIONAL IMMERSION PROGRAM

In order to develop cross-cultural awareness and global pursuit of academic rigor, IIM Jammu has included International Immersion Program (IIP) in its curriculum. During the International Immersion Program students are exposed to holistic views of business practices across different territories such as London, Berlin, etc. In 2019, the students visited Germany where they got an opportunity to visit the Volkswagen plant in Wolfsburg. Experiences such as these provide a learning environment that equips today's managers to become future business leaders.

INTERNATIONAL PARTNER INSTITUTES OF IIM JAMMU



PLACEMENTS



Corporate Partners for Placements



MEMBERSHIP AND ACCREDITATION



Member: AACSB
(Association to Advance Collegiate Schools of Business)



BUSINESS GRADUATES ASSOCIATION

Member: BGA
(The Business Graduates Association)



Participated in NIRF Ranking for Year 2021



FACULTY



B.S. Sahay
Ph.D., IIT Delhi
Operations & Supply Chain



Aakash Kamble
Ph.D., Savitribai Phule
Pune University
Marketing



Charbel Jose Chiappetta Jabbour
Ph.D., University Of Sao Paulo
Operations & Supply Chain



Cyril Foropon
Ph.D., HEC Paris
Operations & Supply Chain



Vijay Kuriakose
Ph.D. Cochin University Of
Science And Technology, Kerala
OB & HRM



Abhishek Srivastava
Ph.D. IIM Ranchi
IT Systems & Analytics



Harsha Jariwala
Ph.D Ganpat University
Finance And
Accounting



Jabir Ali
Ph.D. AMU, Aligarh; GloColl,
Harvard
Business School
Economics & Business Environment



Amrik Singh Sohal
PhD, University Of
Bradford Management
Centre (UK) Operations &
Supply Chain



Ana Beatriz L. D. Sousa
PhD, UFSCar - Federal
University Of Sao Carlos
Operations & Supply Chain



Kulwinder Kaur
Ph.D UBS, Punjab
University Marketing



Mahesh Gadekar
PhD, SP Pune University, Post-
Doctoral Fellowship, University of
Porto Marketing



Vishanth Weerakkody
PhD, University Of Hertfordshire,
UK IT Systems & Analytics



Archana Sharma
PhD, IIT Delhi
Marketing



Mamta Tripathi
PhD IIT Guwahati; Post-
Doc, IIM Calcutta
OB & HRM



Manoj Kumar
Ph.D. (Shailesh J. Mehta School
Of Management, IIT Bombay)
Finance And Accounting



Aswin Alora
Ph.D IIT Roorkee
Finance And Accounting



Ateeque Shaikh
PhD - IRMA
Marketing



Manu Bansal
PhD In Economics And Social
Science, IIM Bangalore
Economics & Business Environment



Minakshi Kumari
PhD, IIT Delhi
Operations & Supply
Chain



Baljeet Singh
Ph.D IIM Indore
Marketing



Barnali Chaudhary
Ph.D University Of
Cagliari Business
Communication



Muqbil Burhan
Ph.D., IIT Delhi
Business Policy, Strategy
& Entrepreneurship



Nageswara Reddy Kondreddy
Ph.D, IIT Kharagpur
Operations & Supply
Chain

FACULTY



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Economics & Business
Environment



Nitin Upadhyay
PhD, BITS Pilani
IT Systems &
Analytics



Rashmi Ranjan Parida
Ph.D, IIT Kharagpur
Marketing



Ruchi Sehgal
PhD, University Of Delhi
Business Communication



Nripendra P. Rana
PhD, Swansea University,
UK Marketing



Pankaj K Agarwal
Fellow of XLRI, Jamshedpur
Finance & Accounting



Sarbjit Singh
Ph.D., IIT Kanpur
Economics & Business
Environment



Sumant Kumar Bishwas
PhD, IIT Delhi OB
& HRM



Pooja Kumari
PhD, IIT Kharagpur
Finance And Accounting



Prateek Jain
Ph.D, IIT Delhi
Business Policy, Strategy
& Entrepreneurship



Sujeet Kumar Singh
PhD-IIT Roorkee And Postdoc-
NUS Singapore
Operations & Supply Chain



Sushil Khanna
PhD, IIM Calcutta
Business Policy, Strategy
& Entrepreneurship



Prateeksha Maurya
Ph.D. (IIT Roorkee)
Finance And Accounting



Prof. I.M. Pandey
PhD, University Of Delhi
Finance And Accounting



Prof. P. K. Jain
PhD, University Of Delhi
Finance And Accounting



Rajaram Govindarajan
Doctor In Medicine, Universitat
Autdnomo De Barcelona
Operations & Supply Chain



Rameshwar Dubey
HDR, The University Of
Montpellier Operations & Supply
Chain



Ranjan Das
PhD, IIM Ahmedabad
Business Policy, Strategy
& Entrepreneurship

EVENTS AT IIM JAMMU



1st Leadership Summit 2020

IIM Jammu conducted its first leadership summit during February 7-8, 2020. With the theme "Leading India through Innovation, Growth and Diversity" – and a vision to seek answers pertaining to the Indian economy, which aspires to be five trillion by 2024, more than 21 eminent speakers from various walks of life such as corporate and academia shared their experiences on the selected themes during the two-day event that attracted a huge audience. The summit was attended by students, faculty members, government officials, and various industry stalwarts. The event witnessed insightful and engaging panel discussions by eminent corporate and public sector leaders from across the country on a wide range of topics which were divided into four broad subthemes 'Inclusive Growth: How to ensure the Economic System to work for all?', 'Disruptions in the Indian Market', 'Circular Economy for Sustainable Development: The Role of Corporate India' and 'Emerging Role of Academia in Knowledge Economy'. The event turned out to be an excellent platform for exchanging ideas between the corporate stalwarts and the students, the leaders of tomorrow.



Leadership Summit 2.0, 2021

IIM Jammu organized the 2nd edition of the Leadership Summit on 26th - 27th February, 2021. The main theme for this year was centred around "Conquering the Crisis: Shifting Paradigms and the Way Forward" with primary focus on how to shape the future leaders to be prepared for a crisis of bigger magnitudes to create a self-sufficient nation. Due to COVID Pandemic, the Summit was conducted virtually on a digital platform. However, the students in the campus joined physically. The screening of the summit and inauguration took place at the IIM Jammu campus with all COVID protocols followed. Distinguished speakers from diverse set of fields joined through digital platform and discussed six interesting sub-themes namely, "Post crisis world: Opportunity to create a self-reliant India", "Green economy – Sustainable vision for an emergent India", "Leadership and Women Empowerment", "The alchemy of leadership: Art and source of Inspiration", "Breaking the Glass Ceiling: I was born to lose, but I chose to win" and "New Leadership paradigms – Foundation for a better future", during the two days of full packed lively sessions. The invitation and registration links were shared with all the universities and national institutes in India and students from all across India joined the summit through the digital platform and participated through discussions during the summit.

Indian Institute of Management Jammu presents

2ND LEADERSHIP SUMMIT

Conquering the Crisis: Shifting Paradigms and the Way Forward
26th & 27th February 2021



Prof. Muhammad Yunus
Nobel Laureate 2006



Mrs. Smriti Irani
Hon'ble Union Minister of Women & Child Development and Textiles,



Shri Kalraj Mishra
Hon'ble Governor Rajasthan

Management Conclave

IIM Jammu launched its first-ever Management Conclave "Nakshatra" which hosted corporate trailblazers across different management domains. The Conclave was an effort to give students a holistic understanding of various management domains ranging from Marketing to Finance to Operations to Human Resources. This would, thereby, help them in charting their future career paths. The event kickstarted with an inauguration ceremony on 30th January 2021 and spanned two weekends. The Conclave comprised of 8 panels - 2 panels each from the four above-mentioned domains. The renowned panelists shared their insights on various contemporary issues, building a deeper sense of understanding in students. The Marketing panels comprised of CMOs and top Marketing executives from giants like TCS, Jio, Syska Group, BPCL, Infosys, IBM, Baskin Robbins, etc. The Marketing professionals shared their views on topics: "Change In Consumer Preferences And Evolving Business Model In Post-COVID World" and "Role Of Marketing In Transforming Businesses In The Digital Era".

HR Conclave

IIM Jammu kickstarted the 3rd edition of the HR Conclave in a virtual format. It resonated with the Institute's vision to develop leaders and entrepreneurs who can perform globally to make a valuable difference to Society and the Corporate World. Carrying forward the legacy from the 2nd edition of HR Conclave, this year the event was conceptualized around the theme 'Rethinking and Rebooting Corporate'. The HR conclave witnessed well-known business leaders, industry experts, and visionaries from across the corporate fraternity where ingenious and innovative expertise was shared on the virtual platform. Mr. Harjeet Khanduja, Vice President, HR, Reliance Jio, was the Chief Guest for the event. He addressed how society has evolved and adapted itself in unprecedented times. The HR Conclave spanned across five chapters with a first-ever Women Panel and an International Panel.



Nav Samvaad

Industry Interaction Cell, Indian Institute of Management Jammu takes immense pride in the successful completion of 60 webinars of its Flagship Nav Samvaad series. This initiative was aimed to be a unique effort to bridge the Industry academia gap in the present uncertain and unprecedented scenario. It has now opened up avenues of opportunities for students to learn and grow. Students were exposed to insightful interactions with speakers to gain knowledge of the actual work culture of today's corporates and on ways to deal with challenges.

The students of IIM Jammu were fortunate to hear from professionals from organizations like Diageo India, BPCL, DLF Ltd., TATA Power, Big Basket, Emami Ltd., DTDC Express Ltd., Flipkart, Cisco, Baker Hughes, MetLife, Rapido, GoAir, Britannia, Jio Studios, Havells, Ernst Young, Motilal Oswal, Hyundai Motors India Ltd., Standard Chartered, Deloitte India, DCB Bank, Crescendo Global, etc.

International Conference

First International Conference on Circular Economy
Theme: Responsible Management for Circularity and Sustainability

In collaboration with School of Management, University of Bradford, UK during December 14-15, 2020

Indian Institute of Management Jammu in collaboration with School of Management, University of Bradford organised First International Conference on Circular Economy: Responsible Management for Circularity and Sustainability as part of the Memorandum of Understanding signed between the two institutions. The conference was well received by more than 300 participants from 20 countries. About 20 industry and academic speakers from 5 different countries delivered their expert talk to provide their insights on the importance of the circular economy across different sectors.



WOMEN ENTREPRENEURSHIP EVENT

Entrepreneurship Development Cell, IIM Jammu hosted a Virtual event where ten exceptionally talented women entrepreneurs of Kashmir were invited to share their views, struggles and way forward on promoting women entrepreneurship in Kashmir. The event was also attended by the Director, IIM Jammu Professor B.S Sahay who promised all possible support from IIM Jammu in promoting and encouraging women entrepreneurship in J&K. Prof. Sahay also suggested entrepreneurs from Kashmir to leverage and benefit from the resources and facilities offered by IIM Jammu through its off-campus in Srinagar. The program was moderated by Dr. Muqbil Burhan, Chairperson IIM Jammu, Srinagar Off-campus who interacted with the women entrepreneurs through a question answer session.

The program featured proud business owners from Fashion, Bakery, and Design Industry running some promising ventures like Zaytuna Label by Ms. Samreen, Sunny Smile Bakes by Ms. Mehtab, Hangers the Closet by Ms. Sadia, Rabia Shahnaz by Ms. Naila Shah, Mehak Suhail Architects, Verv the Artelier by Ms. Iqra Khan, and Poash by Ms. Asma Wali. The women entrepreneurs shared their experiences and challenges that they and other entrepreneurs face in Kashmir.

Female Entrepreneurship remains a challenging path, particularly within the male-dominated society. The increasing presence of women as entrepreneurs has led to a change in the demographic characteristics of business and economic growth in Kashmir. Women-owned business enterprises play a prominent role in the society by inspiring others and generating more employment opportunities in the Kashmir region.

It was awe-inspiring to hear the stories of these extraordinary women. Despite facing numerous obstacles, they are now successfully running their businesses. A society in which women cannot realise their full potential loses out on the significant potential for innovation, economic growth, and job creation. It has never been easy for women to prove their resilience. But fighting against the odds, these leading ladies have made valuable contributions to women entrepreneurship. With the new era, more and more women entrepreneurs are rising. IIM Jammu is planning to have a similar kind of event for women entrepreneurs in Jammu and is organizing Women Entrepreneurship Summit at its main campus at Jammu and off-campus located in Srinagar. Promoting entrepreneurship in J&K, IIM Jammu is starting business incubators at Jammu and Srinagar to support young entrepreneurs through training, ideation, seed funding, workspace and acceleration.



AARAMBH

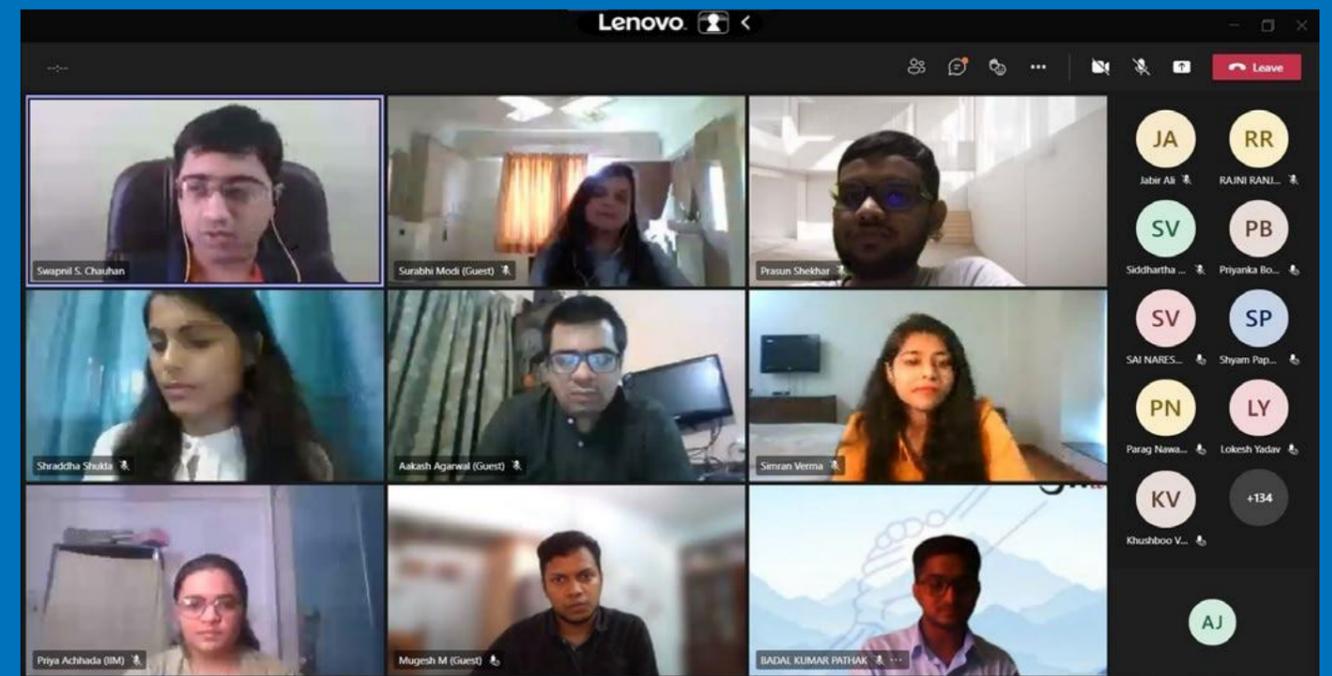
Disha Committee of IIM Jammu organized "AARAMBH", where all doubts and queries about the MBA life was elucidated upon by our esteemed guest speakers Surabhi Modi (IIM Jammu), Prasun Shekhar (IIM Bangalore), Swapnil Chauhan (IIM Ahmedabad), Simran Verma (IIM Jammu) and Aakash Agarwal (IIM Jammu). An ice-breaking session that set the tone for future business leaders, preparing them for forthcoming events. The main idea of the session was to make "alumni meet potential alumni" and gain upon their insightful learnings from their MBA journey. The panelists talked about life during MBA and the impact of clubs and committees on an aspirant's education trajectory. The positives of getting multi-cultural experiences, the effect of corporate talks and exposure, having holistic learnings from participation in various B-school competitions, approaches to follow while preparing to contest in competitions, and more. The enthusiasm of the aspirants was evident through their curiosity as the questions did not stop, and Disha had to make a list of compiled questions over mail for the speaker. All the panel members were motivating and gave a taste of the MBA before the actual MBA. Mr. Jabir Ali (Placement chairperson, IIM Jammu) and Mr. Rajni Ranjan Singh (Placement officer, IIM Jammu) graced the event with their presence and motivated the aspirants for their future journey.

Meet the Speakers

2021 JUNE 20

- Mr. Swapnil Chauhan
TAS Officer
IIM Ahmedabad
- Ms. Surabhi Modi
JP Morgan
IIM Jammu
- Mr. Aakash Agarwal
PwC India
IIM Jammu
- Mr. Prasun Shekhar
Asian Paints
IIM Bangalore
- Ms. Simran Verma
Tech Mahindra
IIM Jammu

Aarambh





CONVOCAATION OF BATCH 2019-21



ALUMNI TESTIMONIALS

My journey with IIM Jammu has been one of a kind. When I look back, I feel that my decision to take a break from my professional life to give a new direction to my career led to an ever-fulfilling experience at IIM-J. The institute has helped me realize my strength, explore new avenues and come out victorious from challenging situations. Apart from the continual support and guidance from the esteemed faculty, the learnings from my peers have been instrumental in shaping up my journey of "MBA-morphosis". Today, I am a proud alumna of IIM Jammu, realizing my dream role of Product Manager and I give due credit to the rich IIM pedagogy for this.

Madhumanti Banerjee

IIM Jammu did not only provide me with a platform to develop a varied set of skills but also a platform to interchange ideas with a diversified pool of people. Starting from the intellectual batchmates to the eminent persons from different domains and industries, each one of them gave some valuable insight that has enriched my thought process. The international exposure through IIP at ESCP Berlin gave me hands-on experience with diversity and inclusivity. Moreover, it gave me a better understanding of organizations and business acumen on an international level. The last two years at IIM-J have brought out a fine personality in me by enhancing my knowledge, and confidence.

At the same time, the place has taught me to be humble whatsoever. I will preserve and cherish all the learnings (professional as well as personal) from my stay at IIM-J throughout my life. I will always be indebted to the Institute for all my future endeavors.

Simran Verma

The decision to join IIM Jammu has been a tough one for me, given I was taking a break from a fulfilling career in IT Service Management for close to 8 years. And today I believe it was the right thing to do given the immense learning that I have acquired, experiences that I faced and will treasure the memories for life. IIM Jammu has all the required ingredients to be one of the finest business schools globally in the coming few years.

The batch is a truly diverse blend of educational backgrounds, work experiences and skillsets, which challenged me in developing into a better version of myself with every passing day. The institute has been instrumental in helping me further my quest for newer avenues in form of support from the esteemed professors, knowledge resources and repositories. On a very personal front, I was able to let go of my inhibitions and participated in several competitions, like the Hult Prize and represented our institute competing with participants from various countries. Learning from my peers is irreplaceable and helped me gain a much-needed perspective of looking at things. Today, as a member of the IIM Jammu family, I am a braver and much open to criticism, and well equipped for the business world, owing to the pedagogy and the peers.

K P R SriHarsha

IIM Jammu has not just been an experience but a lifestyle that provided an overall enrichment. My stay in IIM-J has carved out a fine personality in me coupled with knowledge, confidence and audacity to face the real-world business challenges and come up with ingenious solutions. As an alumna of IIM Jammu, I'm a proud individual for being a part of the fraternity and able to learn and grow in multitude. After a few years of experience in the corporate world, I decided to join IIM-J. Having shared my space and moments with amazingly brilliant people all around for the past 2 years, I feel it has exposed me to explore new horizons, broadened my thought process and curated an entrepreneurial mindset which I'll celebrate and cherish for life through my work and achievements!

Arjab Sarkar

LIFE @IIM JAMMU



8:15 am

I'm shaken into existence in the morning with two alarms ringing in a synchronous cacophony. Oh! I am late again. I race to get dressed, stuffing a sandwich in my mouth; I run a long distance race to arrive at the class before the professor enters.

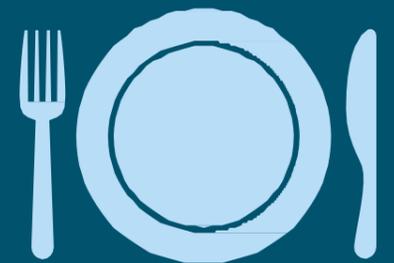
8:30 am

Thank God! I am not late. Somehow I compelled myself to go to class to increase my knowledge Assets. Trying harder to keep my eyes open but then there is a fight for CP, class participation marks. So even if I am sleepy, I have to be attentive.



1:00 pm

Lectures, case studies and question answer rounds for about three and a hour; lunch break seems to be a saviour, but only if, the brain stop ticking WORK. Eating and working simultaneously is a higher level performing multiple tasks I do.



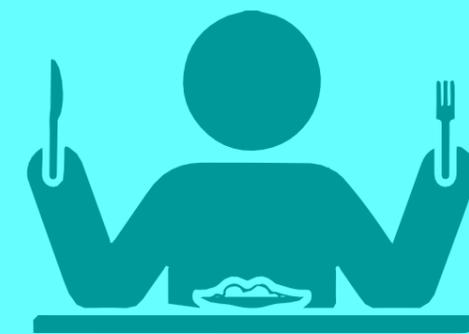
5:30 pm

After completing the average person's dose of a day's work within eight hours, the part of becoming Hercules starts. Where some starts the next day preparations and completes the assignments, some goes for the less academic endeavours.



8:00 pm

Eventually, I get real time for me where I charge up myself with fun activities. The Playground brimming with athletes and gatherings of club members chatting are like literally the Buzz of the campus.



9:30 pm

Finally, it's dinner time! After a long day of study and projects, ready to have delicious food which won't make you miss your home-cooked food.

11:00 pm

I need to sit with my group for upcoming chase competitions. The bar has been raised and the hopes are high. Dissimilar to last time we need to win this time. It's now or never.



2:00 am

Past midnight and there's one last task that I need to finish before dawn...Coffee is definitely going to keep me awake for the next couple of hours or so.

4:00 am

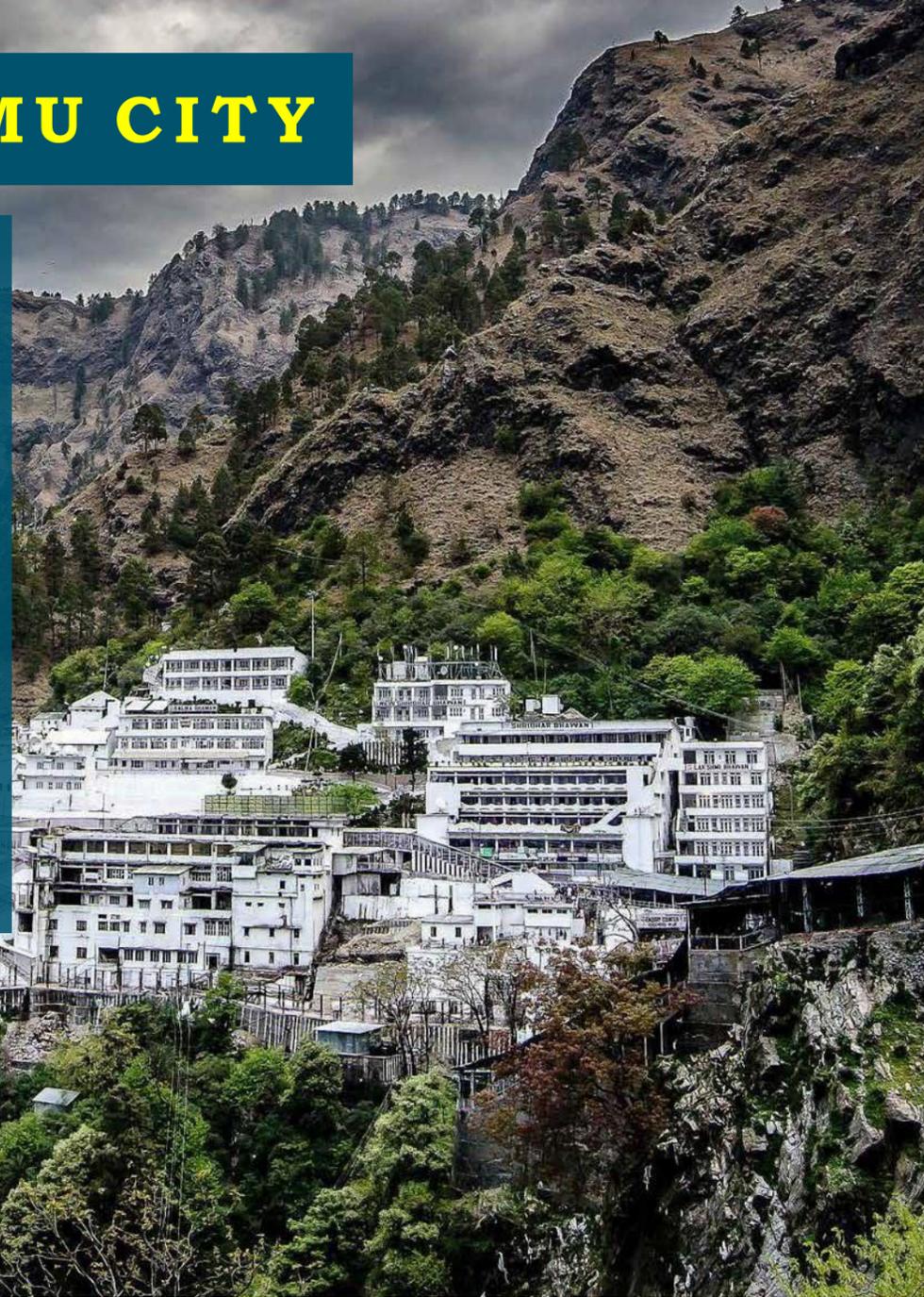
A minute of dread is followed by a bouquet of smile as I congratulate myself, thanking my stars for having survived another day. Turning off my lights, I set my alarm. As I drift off, I look forward to the coming weekend.



ABOUT JAMMU CITY

Jammu is an important administrative division of Union territory of J&K. It consists of several districts such as Doda, Jammu, Kathua, Ramban, Rajouri, Reasi, Poonch and Samba. Most of the land in Jammu city is hilly with mountain ranges. Jammu city also includes the very popular Pir Panjal range. This range separates Jammu city from Kashmir valley. Jammu city is also known as Jammu-Tawi.

Jammu city is the second-largest city of the state in terms of growing urban agglomerations and in the race of booming infrastructure.



HOW TO REACH

Jammu is the largest city in the Jammu Division and the winter capital of the Union territory of J&K, situated on the banks of the Tawi River.

Scan Me for Directions



ENROUTE
IIMJ



By Air:

IIM Jammu campus is just 20 mins away (5 Kms) from Jammu city airport. It has daily direct flights from Srinagar, Delhi, Amritsar, Chandigarh, Mumbai and Bengaluru.



By Railway:

Jammu is a very well connected city. Jammu Tawi is the nearest railway station. It is just 15 mins away from the IIM Jammu.





INDIAN INSTITUTE OF MANAGEMENT JAMMU



INDIAN INSTITUTE OF MANAGEMENT JAMMU

MBA ADMISSION OFFICE

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admissions@iimj.ac.in Contact Number: 0191-3510315

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