



Jain College of Engineering - Belagavi
Department of MBA



Ms. Preeti Hukkeri
 MBA 2014-16 Batch

Affiliated
to
VTU

Approved
by
AICTE

Recognised
by Govt. of
Karnataka

MBA
 | Dual Specialization |

Associations



Sākshāt





From the Chairman's Desk

“ I Intend to take the JGI group to the next level, employ more effective methods to make the students think differently and instill in them a positive attitude towards inclusive growth. We want to ensure that our students are well equipped for their careers, professionally, intellectually and culturally – allowing them to make best use of the experience and prepare themselves in the best possible way for their future.

I welcome you to have a great learning experience in JCE.

Dr. Chenraj Roychand
Chairman, JGI, Bengaluru



From the Director's Desk

Innovation is the basic mantra for fostering growth of young minds. Our vision at JCE, Belagavi is to manifest this mantra in every activity of the college which will make the talent transformation a reality. The symbiotic efforts at JCE, Belagavi will make our students globally competitive and make them global leaders and entrepreneurs. We strongly believe that quality education will make our students the worthy citizens of our worthy country.

Dr. K. G. Vishwanath
Principal & Director
Jain College of Engineering, Belagavi



About JGI Group

Headquartered in Bangalore, the JGI Group represents a cluster of 85 vibrant educational establishments. In 25 years, the Group has grown to serve over 45000 students and 4500 staff members engaged at the P-12, undergraduate & postgraduate levels across 64 campuses and centers of excellence.

Milestones of JGI

- Best Institution Award 2008 by NAAC for JGI
- Top academic achievements and Gold Medals in diverse subjects
- Maximum cultural events & management fests winners
- Increasing number of renowned sports personalities

About JCE - MBA

Jain College of Engineering- Department of MBA belongs to prestigious JGI Group and affiliated to Visvesvaraya Technology University (VTU). The courses offered here are approved by the All India Council for Technical Education (AICTE), Government of India.

The atmosphere is conducive to a calm and peaceful academic pursuit. Situated over a sprawling 13.5 acre campus with lush lawns, lovely landscape, aesthetic architecture and avant-garde infrastructure, the college epitomizes an exemplary setting for higher learning.

Vision

To provide proactive, responsive, quality education and training in technological and managerial skills leading to talent transformation, and to be a global partner in education and research.

Mission

Jain College of Engineering emphasizes value-based technological, managerial education and training to meet tomorrow's needs by

- Incorporating state-of-the-art teaching and learning techniques,
- Instilling ethical, moral and social responsibilities,
- Inducing congenial environment to foster creativity and innovation,
- Inculcating entrepreneurial outlook amongst students, and
- Imbibing importance of collaboration, participation and leadership.



01

Strong Brand of JGI

from past 25 years with 45000 students
across 64 campuses

02

Affiliation with VTU

VTU is one of the biggest technological universities in India, having 201 colleges affiliated to it with under graduate course in 28 disciplines and PG Program in 71 disciplines. The intake at UG level is about 67100 students and at the PG level it is about 12666 students.

The University has MOUs with various leading organisations like IBM, INTEL Asia Electronics Inc., Ingersoll-Rand (India) Ltd., Bangalore and Microsoft.

03

World Class Infrastructure

Sprawling 13.5 acre campus with lush lawns, lovely landscape, aesthetic architecture and avant-garde infrastructure.

- Wi-Fi Campus
- Well stacked library with national and international journals, magazines (national and international), text books, reference books, fiction and nonfiction, general knowledge books.
- Digital classroom for live analysis of stock market/news
- Well equipped computer lab with internet facility
- Conference hall with video conferencing facility
- Play ground and indoor sports area
- Indoor Auditorium and open air theatre
- Multi cuisine cafeteria

04

100% placement Assistance

for all batches since inception

05

FACULTY

Members with highest standards of teaching and mentoring with diverse backgrounds. Besides carrying out industry oriented consultancy and applied research, the faculty also author books and present papers in their field of expertise.

06

Strong Association

With Leading organization- NBA, AIMA, DELNET, Business Standard, Govt. of Karnataka

07

Belagavi- The Second Capital of Karnataka

Leading city in Karnataka, the commercial hub and divisional headquarters of North Karnataka

08

Real Learning Environment

learning environment with a comprehensive teamwork and leadership development program.

09

Sports and events

JCE-MBA believes that education should facilitate overall development of students. To encourage the talent of the students, it organises different types of sports such as Cricket Cup, Football Cup etc. Besides academics and sports, students are showing their talents in various other categories, so to exhibit their output JCE-MBA organizes annual functions, fests, educational trips and various other intra and inter school competitions. Jain College creates an overall developed future leader through vigorous exercises and efforts.

10

Milestones of JGI

- Best Institution Award 2008 by NAAC for JGI
- Top academic achievements and Gold Medals in diverse subjects
- Maximum cultural events & management fests winners
- Increasing number of renowned sports personalities
- Incubated more than 40 start-up companies

11

Notable alumni of JGI

- **Shivani Chheda**, featured in the Forbes India magazine as one of the Best Upcoming Entrepreneurs.
- **Pankaj Advani** a World Champion in Snooker and Billiards from India
- **Shikha Tandon**, swimmer who has won Arjuna Award from Govt. of INDIA.
- **Robin Uthappa** Leading International Cricket Player of India.
- **Rohan Bopanna** Leading International Tennis Player for the Indian Davis Cup team
- **Gaurav Dhiman** was one of the most experienced players in the India U19 World Cup squad for Cricket
- **Rehan Poncha** National Champion in swimming specialized in backstroke, butterfly, and a six-time national record holder.



As a student of JCE-MBA, you won't just be stretched intellectually. You will become a part of our diverse and ever-expanding international community. Students come from different states, social and cultural backgrounds, and all walks of life. They become a part of the JCE community, and get an unparalleled exposure to different cultures, languages and ways of living.

At the campus there is a designated Student Activities Coordinator, and faculty members as mentors who actively work with students in organizing variety of programs and activities throughout the year. Currently, there are nearly thirty student bodies, including clubs, cells and committees, organizing various student activities.

- | | |
|----------------------------------|--|
| Management Fests | Celebrations |
| Outbound learning program | Learning |
| Cultural Program | Success |
| Clubs | Business Incubation Centre |
| Sports events | Current Business Review |
| Seminars | Book Review |
| Workshops | Industrial Visits |
| Outbound Programs | Corporate Social Responsibility |
| Competitions | Industry Institute Interaction Cell |



- TATA MOTORS
 - TOYOTA KIRLOSKAR
 - COCA COLA INDIA
 - WONDER LA
 - RENUKA SUGARS LTD
 - GOKAK TEXTILE LTD
- PEPSI INDIA LTD
 - HINDUSTAN LATEX LTD
 - INFOSYS
 - BHEL
 - MYSORE SILKS
 - WIPRO
- EXIDE BATTERIES
 - PARLE
 - BIOCON
 - MTR FOOD
 - MAPRO



Industry interaction



Singapore Visit



Bengaluru Visit



Visit to Gokak Textiles



Visit to Coca Cola Beverages India Ltd.



Interaction with S. Rangarajan
(Former RBI Governor & India's Leading Economist)



Visit to Wonderla (India's Largest Amusement Park)



Visit to Toyota Kirloskar Automobiles Ltd.

Curriculum

Semester I

Management & Organizational Behaviour
 Managerial Economics
 Accounting for Managers
 Business Analytics
 Marketing Management
 Managerial Communication

Semester II

Human Resource Management
 Financial Management
 Research Methods
 Business, Government and Society
 Strategic Management
 Entrepreneurial Development

Semester III

DUAL Specialization:

Marketing & Finance Specialisation		Marketing & Human Resources Specialisation		Finance & Human Resource Specialisation	
Subject Code	Title of the Subject	Subject Code	Title of the Subject	Subject Code	Title of the Subject
14MBAMM301	Consumer Behavior	14MBAMM301	Consumer Behavior	14MBAFM301	Principles & Practices of Banking
14MBAMM302	Retail Management	14MBAMM302	Retail Management	14MBAFM302	Financial Services
14MBAMM303	Services Marketing	14MBAMM303	Services Marketing	14MBAFM303	Investment Management
14MBAFM301	Principles & Practices of Banking	14MBAHR301	Industrial Relations & Legislations	14MBAHR301	Industrial Relations & Legislations
14MBAFM302	Financial Services	14MBAHR302	Recruitment & Selection	14MBAHR302	Recruitment & Selection
14MBAFM303	Investment Management	14MBAHR303	Compensation & Benefits	14MBAHR303	Compensation & Benefits

Dual Specialisation

FINANCE
MARKETING
HR

Internship (Project Work)

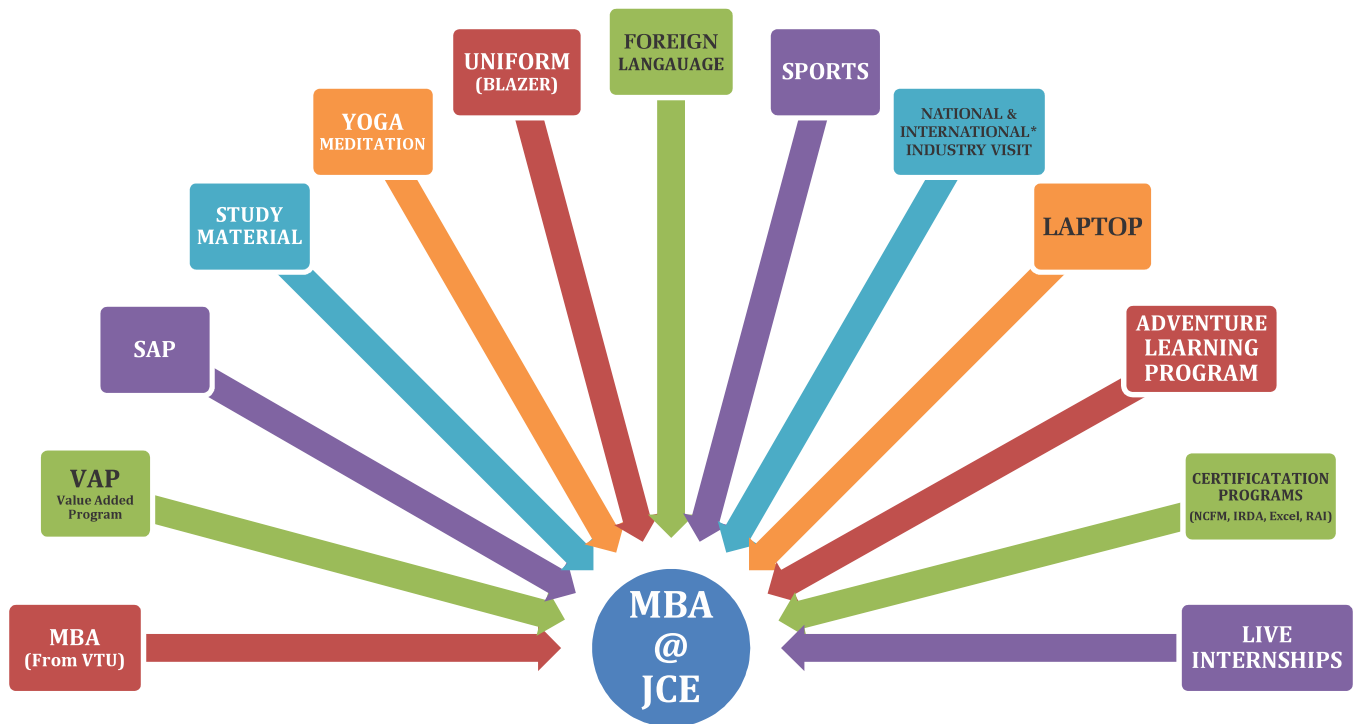
All the candidates shall undertake an Internship of twelve weeks' duration during the fourth semester. The Internship should have Industry orientation and the work should be certified by the concerned organization where the student has undertaken the Internship. The Internship report shall be submitted by the students as per the guidelines prescribed by the university.

Semester IV

DUAL Specialisation:

Marketing & Finance Specialisation		Marketing & Human Resources Specialisation		Finance & Human Resource Specialisation	
Subject Code	Title of the Subject	Subject Code	Title of the Subject	Subject Code	Title of the Subject
14MBAMM407	Sales Management	14MBAMM407	Sales Management	14MBAFM407	Merger, Acquisition and Corporate Restructuring
14MBAMM408	Integrated Marketing Communication	14MBAMM408	Integrated Marketing Communication	14MBAFM408	Risk Management and Insurance
14MBAMM409	E-Marketing	14MBAMM409	E-Marketing	14MBAFM409	Tax Management
14MBAFM407	Merger, Acquisition and Corporate Restructuring	14MBAHR407	Public relations	14MBAHR407	Public relations
14MBAFM408	Risk Management and Insurance	14MBAHR408	Workplace Ethics	14MBAHR408	Workplace Ethics
14MBAFM409	Tax Management	14MBAHR409	International Human Resource Management	14MBAHR409	International Human Resource Management

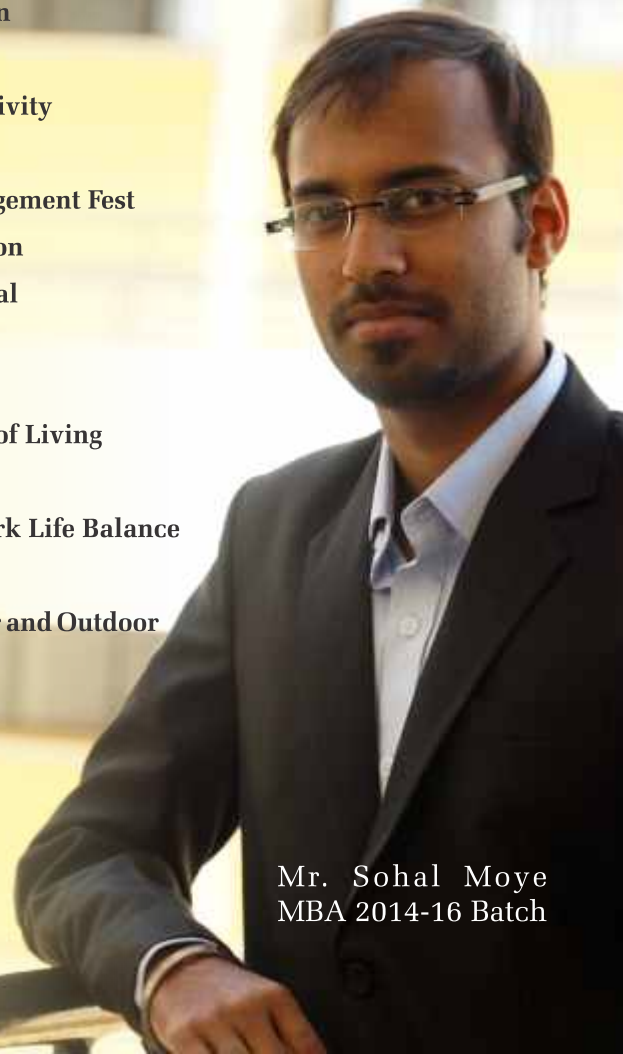
PROGRAM STRUCTURE



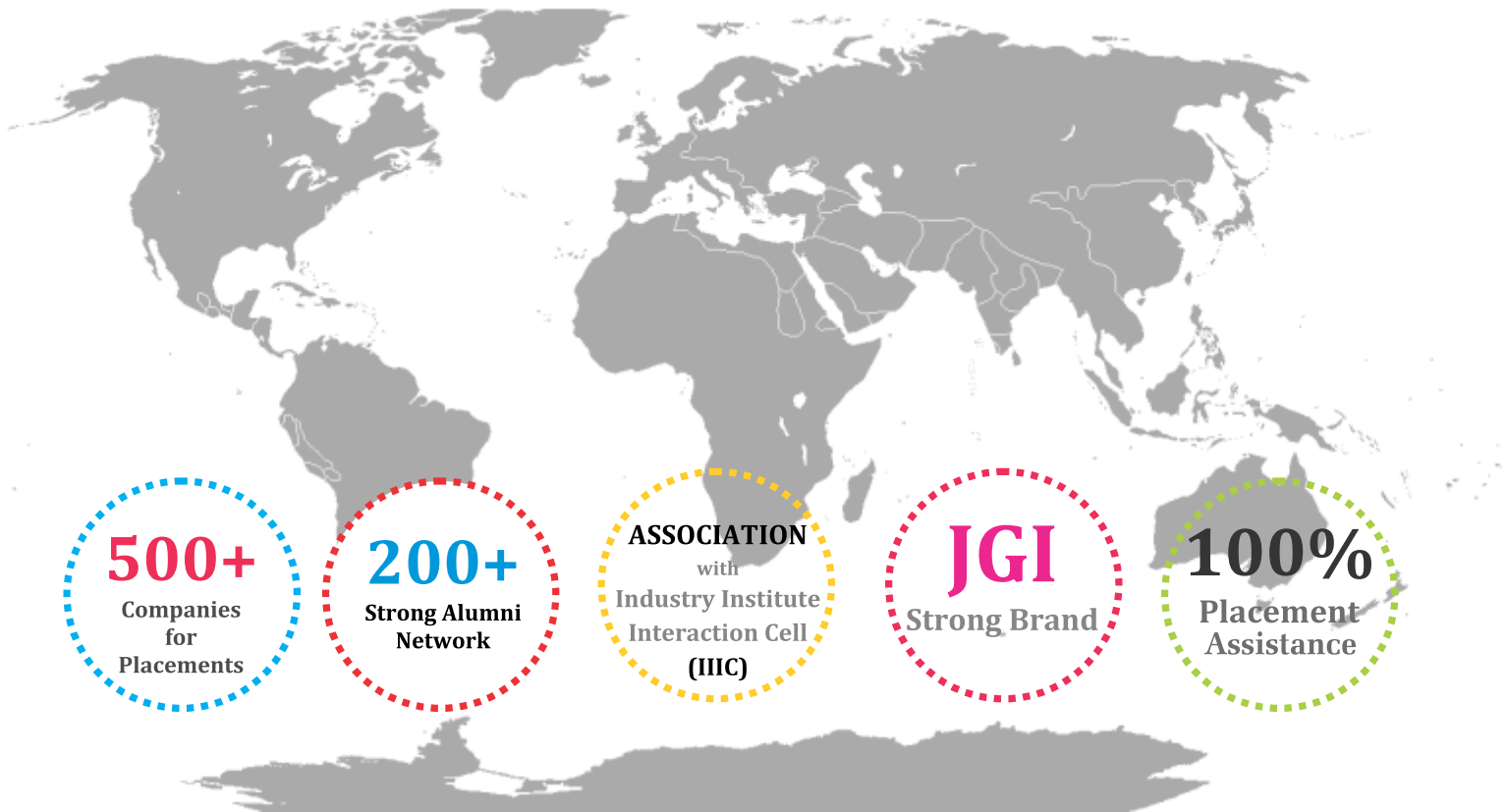
Value Added Programmes

- Aptitude Test
- Budgetary Plans
- Business News Analysis Sessions
- Business Plans
- Career Mapping
- Case Study on specialization
- CEO/Directors Interviews
- Conflict Management
- Corporate Etiquettes
- Corporate Quiz
- Creative Thinking
- Cultural Committee
- Project Works
- Clubs for all specializations
- Group Discussions
- Group Dynamics and Team Building
- Guest Lectures
- Industrial Live Projects
- Industrial visits- National/ International**

- Interpersonal Relation
- Interview Skills
- Management Club activity
- Mock Interviews
- National Level Management Fest
- Open House Discussion
- Performance Appraisal
- Personality Test
- Placement Drives
- Positive Health – Art of Living
- Psychometric Test
- Public Relation & Work Life Balance
- Resume Building
- Sports activity-Indoor and Outdoor
- Stress Management
- Video Resume
- Workshops



Mr. Sohal Moyo
MBA 2014-16 Batch



Training and Placement Cell

Training and Placement Cell is an integral part of our institute. Training activities are organized throughout the year in an effort towards preparing the prospective students for the campus selection programmes. The cell is sensitized to function all through the year towards generating training and placement opportunities for the Students.

Pre Placement Activities

The Students are trained on aspects like:

- Facing Interviews.
- Facing Group Discussions.
- Professional Resume Writing.
- Mock Aptitude Exams.
- Internship Projects.
- Skill Development Sessions & Programs.
- Preparing Mock Exercises.
- Recruitment and Placement Sessions.
- Seminars and Technical talks.
- Professionals from various industries visit the institute and interact with students on regular basis and guide them in accordance with the industry norm and standards.



Mr. Kaushal Kadam
MBA 2014-16 Batch

Companies Started by JGI Alumni



Our Prestigious Recruiters



MBA ADMISSION PROCEDURE

Eligibility

- Students with bachelor's degree in any discipline with minimum aggregate of 50% marks (45% for SC/ST) are eligible to apply.
- Applicants who are appearing for the final-year degree examination can also apply.
- Should have any one valid KMAT/ PG CET/CAT/CMAT/ GMAT/IIFT/XAT /MAT/ATMA/ score card.

How to apply:

Candidates can Apply Online by visiting www.jainbgm.in/mba

Or

Visit campus with all your documents & apply directly.

Or

Call on 9535256217, 9743230200 & Register



Mr. Mayur Kakatkar
MBA 2014-16 Batch



Scan this QR Code
to login to our website

The joy of learning
at the right institute,
priceless.

Apply now

Contact Details:

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