

[www.jcermba.in](http://www.jcermba.in)

# Admission Open 2025-26

MBA PROGRAMME 2 YEARS



JCER - DEPT. OF

## Master of Business Administration

Approved by AICTE New Delhi, Affiliation to VTU Belagavi  
Recognized by the Govt. of Karnataka

PGCET CODE: B035



## Message from the Principal

PGCET CODE: B035



Education is the most powerful weapon  
which you can use to change the world.



A good teacher enables a student to understand, whereas a great teacher enables a student to realize. It is only when students go through the cycle of studying, understanding and realizing; they become good professionals and great human beings.

The JAIN Group has become a name synonymous with quality education. The group strongly believes that world-class education is the stepping-stone to progress. With a long-standing commitment towards quality teaching, learning and research. The group has a chain of Many educational institutions that encourage individuals to think, question, explore and apply their well-honed minds to scale

In Jain College of Engineering and Research, we take immense pride in the fact that our students receive the highest quality of education. The special emphasis is on Outcome Based Education (OBE) and Experiential Learning. The academic activities concentrate on helping the students to gain an excellent theoretical knowledge base and in the development of skills to implement them.

We are constantly reviewing our set up to update and improve while making sure that students gain thinking skills, analytical frameworks, entrepreneurial skills, interpersonal and communication skills. Impetus for research with a focus on identified interdisciplinary areas.

Our excellence is not just confined to the classroom; we are also notably active in conducting conferences, workshops, seminars, Research and other co-curricular activities. These activities expose students to aspects beyond the curriculum, thus adding value to their professional success. The magnificent infrastructure of JCER sets the right ambience for excellent teaching-learning. JCER ensures that the students prove themselves to be not only well qualified engineers but also very responsible and ideal citizens of our country.

**Dr. S. V. Gorbhal**  
Principal, JCER

# Welcome to JCER-MBA



At JCER-MBA we are dedicated to fostering an environment where academic excellence, innovative research, and community engagement converge to create a dynamic and enriching educational experience. Our commitment to your personal and professional growth is at the heart of everything we do. We pride ourselves on our state-of-the-art facilities, cutting-edge research programs, and a curriculum that is both challenging and rewarding. Whether you're pursuing undergraduate or graduate studies, you'll find that our programs are designed to inspire critical thinking, creativity, and a lifelong love of learning.

Beyond the classroom, JCER-MBA offers a rich array of extracurricular activities, internships, and service-learning opportunities that will help you develop leadership skills and a sense of civic responsibility. Our vibrant campus life, coupled with our strong connections to industry and the global community, ensures that you are well-prepared to meet the challenges of the ever-evolving world.

We believe that education is a transformative journey, and at JCER-MBA we are committed to supporting you every step of the way. Together, we can achieve great things, and I am excited to see the positive impact you will make in your chosen field and beyond. Thank you for considering JCER-MBA as the place to further your education and personal growth. We look forward to welcoming you to our community and helping you reach your full potential.

**Dr. Prasad Kaplieshwari**

HOD, JCER - Dept of MBA

**PGCET CODE: B035**



## **Vision @ JCER**

The Vision of the Institute is to identify the hidden engineering talent and to develop human resource capital in the technical field of education, and to facilitate the core competency in accordance with the company and industrial standards by meeting the persistent demands of the industries in the recent policies of globalization, which require specialized expertise and sophisticated instrumentation in the area of technology.

“To build a sound research based technological background”



## **Mission @ JCER**

The Mission of the Institute is to build a sound research based technological background amongst the students to precisely bridge the gap between the industrial organizations and the academic institutions leading to emerge with right selection of technology, which an end user viably can best afford economically.

“To bridge the gap between the industrial organizations and the academic institutions”

## **Objectives @ JCER - Dept of MBA**

- Deliver Comprehensive Business Education.
- Enhance Student Employability.
- Foster Leadership and Managerial Skills.
- Advance Research and Innovation.
- Cultivate Ethical and Social Responsibility





# Program Outcome

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1

## Strategic Thinking & Decision

Graduates should be able to analyze complex business situations.

## Ethical & Social Responsibility

MBA graduates should demonstrate a strong ethical foundation and an awareness of social and environmental responsibilities in business decision-making.

2



3

## Innovation & Entrepreneurship

The program should foster a spirit of innovation and entrepreneurship, enabling graduates to identify and capitalize on new business opportunities.

## Professional Development

The program should instill a commitment to continuous learning and professional growth, encouraging graduates to stay updated with industry trends and advancements.

4



# Eligibility Criteria

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1

Candidates can get admission to the MBA program in JCER-MBA on the basis of national and state-level entrance tests.

2

The national level exams such as CAT , MAT , ATMA , CMAT. Candidates can also appear in the state level examination like Karnataka PGCET, and KMAT.

3

Candidates should qualify for a bachelor's degree in any discipline from a recognized university and must secure a minimum of 50% marks (for the general category) & 45% marks (for SC/ST category).

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## THE JCER – MBA

With the curriculum benchmarked against the best in the world, JCER- MBA goes beyond the traditional functional silos of Finance, Marketing, OB-HR, and Operations and Strategy. Rapidly transforming industry has prompted a blended learning curriculum approach that focuses on Digital Disruption, Analytics, Artificial Intelligence, Block Chain, and Internet of Things. A Centre for Emotional Intelligence at JCER-MBA imbibes a learning culture encouraging responsible management. The course curriculum incorporates blended and experiential learning through mandatory Global Study and Company Visits. Business Simulation and Case Studies are core pedagogies in the classrooms.





JCER's flagship MBA program is designed to develop a holistic personality in business graduates equipping them with analytical, decision-making, technical, interpersonal and technological skillset. It is a flexible program of study offering students a balanced approach to management, providing a foundation and advanced knowledge across a range of business and management principles.

The curriculum at JCER-MBA imbibes some of the best aspects of courses offered at top B-schools around the world. The program is delivered over 4 terms, each term spread over 4 calendar months covers foundation concepts of management and basic tools and techniques used by managers. The academic year starts with Term One that covers General Management perspective courses which equip students to solve complex managerial issues and gain insight into the competencies needed to become capable and efficient managers.



## THE JCER – MBA ADVANTAGES



**Globally Benchmarked  
Curriculum with Blended Learning.**



**Full Time Faculty with  
Rich Industry Experience.**



**Merit and Means  
Scholarships and Loans**



**Career Centre &  
Placements Assistant.**

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# Globally Benchmarked Curriculum with Blended Learning

The curriculum at JCER-MBA imbibes some of the best aspects of courses offered at top business schools around the world. The brand VTU works 24\*7 for the development of student fraternity, designing the best-in-class curriculum. Blended and experiential learning, practical exposure and continuous feedback from Academic and Career Advisors are aimed at enhancing leadership styles by developing managerial skills of students. In the first year the focus is on core courses that build the foundation of management education in each discipline calibrated to the skills, experience, and future goals. In Second Year, students can choose Electives from Diverse areas. JCER-MBA approach is to give students flexibility and guidance needed to carve out a unique intellectual experience relevant to their specific educational and career goals.

## SEMESTER 1

- Principles of Management and Organizational Behaviour
- Entrepreneurship Development
- Accounting for Managers
- Statistics for Managers
- Marketing Management
- Business Communication

## SEMESTER 2

- Human Resources Management
- Financial Management
- Research Methodology and IPR
- Operations Research
- Strategic Management
- Managerial Economics
- Societal Project





Core papers: **Logistics & Supply Chain Management**

Core papers: **Information Technology for Managers**

#### **Marketing Professional Elective Courses**

- Consumer Behaviour
- Sales & Retail Management
- Services Marketing
- Rural Marketing
- Internship

#### **Human Resource Professional Elective Courses**

- Recruitment & Selection
- Industrial Relations & Legislations
- Organizational Change & Development
- Compensation & Reward Management
- Internship

#### **Financial Professional Elective Courses**

- Strategic Cost Management
- Security Analysis & Portfolio Management
- Advanced Financial Management
- Banking & Services Operations
- Internship

#### **Business Analytics Professional Elective Courses**

- Introduction to Python data and Control systems.
- Exploratory data analysis for business
- Business Analytics and Intelligence
- Big Data
- Internship



Core papers: **International Business**

Core papers: **Innovation and Design Thinking**

#### **Marketing Professional Elective Courses**

- Strategic Brand Management
- Integrated Marketing Communication
- Digital & Social Media Marketing
- Business Marketing
- Project Report

#### **Human Resource Professional Elective Courses**

- Conflict & Negotiation Management
- Global HRM
- Personal Growth & Interpersonal Effectiveness
- Strategic Talent Management
- Project Report

#### **Financial Professional Elective Courses**

- Global Financial Management
- Mergers Acquisitions & Corporate Restructuring
- Risk Management & Insurance
- Indirect taxation
- Project Report

#### **Business Analytics Professional Elective Courses**

- Machine Learning
- HR Analytics
- Marketing, Web & Social Media Analysis
- Financial Analytics
- Project Report



## Career Centre

The JCER-MBA Career Centre helps students to get out of their comfort zones and explore their potential. Launching successful careers through a combination of academic courses and practical guidance, JCER-MBA Career Centre aims at steering the students in the right direction for a successful and fulfilling professional life through a variety of endeavours. JCER-MBA Career Centre offers support and guidance through a forum called **S.P.A.R.K**

The Career Centre hopes to nudge the students towards self-development and pushing them to realize their full potential. Career Centre believes that the world is an oyster and students can achieve anything they wish in life or go anywhere they want because they can create the opportunity and develop the ability to do so.

S

Student Activities

P

Personality Development

A

Academics

R

Recreation

K

Knowledge (Media Connect and Industry Interface)



## Faculty with Rich Industry Experience.

The faculty at JCER-MBA comes from leading institutions across the region and have diverse industry experience. They are always available to answer queries and clarify doubts of students. The MBA faculty are knowledge creators who rigorously pursue research in their fields. In an endeavour to develop JCER-MBA's objective to educate, develop innovative entrepreneurial and responsible business leaders and matching world class teaching methodologies, JCER-MBA draws strength from the international arena for research excellence and teaching acumen.

# JGi



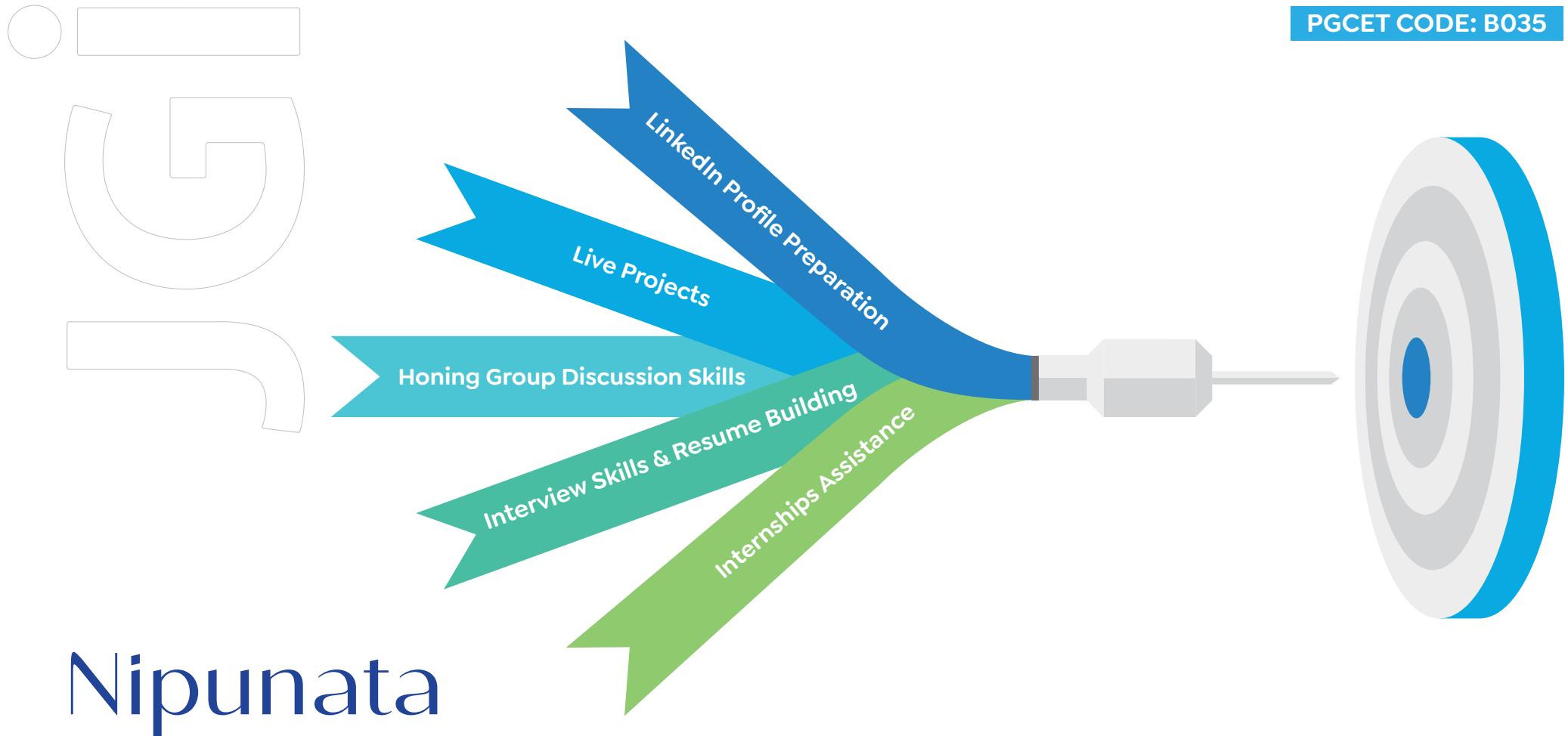
# Placements

JCER-MBA has a robust Placement Cell - Career Development Center (CDC) which is well connected with different Industry sectors. The principal focus of the Career Development Center (CDC) is to foster Corporate Connect by facilitating industry engagement. The CDC frequently networks with the best companies in FMCG, Banking, Automotive, Research, IT, Telecommunications, Manufacturing and many more.

JCER-MBA has all the required facilities for conducting recruitment processes for company presentations, group discussion rooms and conferencing facilities etc. CDC renders outstanding placement support to students by using well planned roadmap to review career options, resume and LinkedIn profile preparation, honing group discussion skills, interview skills, placement related workshops, providing good opportunities for summer internships, live projects, mentoring by faculty members , empower students with life-long career decision-making skills, prepares students on acquiring and demonstrating the right personality traits and assist the students for placement in reputed companies through in-campus and joint campus placement programs.

## Our Placement Partner





# Nipunata

A Preplacement Training Programme is a structured initiative designed to prepare students and job seekers for the demands of the professional world. This program typically encompasses a variety of components, including resume building, interview skills, group discussions, and aptitude tests. It aims to enhance the employability of participants by equipping them with essential soft skills, technical knowledge, and industry insights. Through interactive sessions, mock interviews, and practical exercises, attendees gain confidence and competence to navigate the recruitment process effectively. Such training often involves collaboration with industry experts and career coaches, ensuring that participants receive up-to-date advice and relevant skills to meet current job market requirements. Ultimately, a Preplacement Training Programme bridges the gap between academic learning and professional expectations, fostering a smoother transition into the workforce.



UTKARSH 2025 - In-House Management Fest - an event filled with intellect, creativity, and leadership challenges.



Stress Round – Best Manager



Creativity Round



Outbound Team





**Rendezvous With Industry Experts**  
**Prof. (Dr.) Basavaraj S. Kudachimath**



**Rendezvous With Industry Experts**  
**Dr. Pramod N Sulikeri**



**Outbound Training Program at the West Hill Resort, designed to foster teamwork, leadership, and interpersonal skills. From engaging activities to thought-provoking challenges, the day was filled with energy, learning, and fun!**





FOR LOCATION QR



FOR JCER WEBSITE QR

**ENHANCING  
LEADERSHIP EXCELLENCE**



JCER - DEPARTMENT OF  
**MASTER OF BUSINESS ADMINISTRATION**

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Udyambag, Belagavi, Karnataka - 590008