

## JaganNath Institute of Management Sciences

*Under-Graduate Institute for Professional Studies*

- Management
- Information Technology
- Mass Communication
- Hotel Management and Tourism
- Fashion Design
- Interior Design
- Jewellery & Accessory Design
- Diet & Nutrition



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

[www.jimssouthdelhi.com](http://www.jimssouthdelhi.com)

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अमृतं तु विद्या  
Knowledge is Immortal



Late. Sh. Jagannath Gupta  
(1950 - 1980)

The Divine Spirit

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**Ankur Chowdhary**  
Perspective PR



**Isha**  
Hotel Shangri-la



**Rahul Sharma**  
Radisson Blu



**Bhavya Chugh**  
L & T Finance



**Syed Shabhat Ali**  
Actor Channel [V]



**Akshay Kr Wadhwa**  
Tata Cosultancy Services



**Payal Rajput**  
Actress Star TV



**Dhruv Dhingra**  
Tommy Hilfiger



**Amit M. Sharma**  
Divine Earth



**Pooja Gupta**  
Bollywood Costume  
Designer



**Abhinav Kumar**  
United Colors of Benetton



**Rohan Gandotra**  
HCL



**Neha Sharma**  
Actress Star TV



**Kushagara Aggarwal**  
FICCI.



**Prableen Khurana**  
B&B Italia



**Ashish**  
Kotak Mahindra Bank

# Alumni Achievements

The Alumni of an institute are an integral part of its existence- its heritage and future. The Alumni are important ambassadors, who can return much of their knowledge and experiences from their working life.

JIMS Alumni are the life and soul of JIMS, and they continue to be that for the rest of their lives. Any educational establishment rests its laurels on how well its students perform and the fame and name they earn for themselves. JIMS in this respect has become a very proud institution at the undergraduate level in a short span of time.

Several graduate students of JIMS are having a satisfying career and now heading major divisions in large Business Houses, Banks, IT software companies, Media Houses, Production Houses, Hotels and Tourism Sector, Fashion and Interior Industry as Fashion Designers, Interior Decorators, Space Planers etc.

The JIMS alumni are leaving their footprints of success behind for their successors to follow and fulfill their career dreams.

# Mission

To serve the society and improve the quality of life by imparting high quality education in diverse fields of professional education such as Management, Information Technology, Mass Communication, Hospitality, Catering & Tourism and Design; providing training, development and consultancy services to Industry; disseminating knowledge through the publication of books, journals and magazines.

# Vision

JIMS is envisioned to be the centre of academic excellence in diverse fields of professional education with a holistic concern for quality of life, environment, society and ethics.



# Why Jims?



- Excellent and easily accessible locations in Delhi.
- Systematic plan to develop much needed intellectual capital.
- Committed to developing graduates who could understand the complex issues of sustainable development and contribute to their solutions effectively.
- A sustained commitment to work for the betterment of the students coming from different sections of the society and enabling them to maintain a contact with the experts from the Industry.
- Setting up of new benchmarks by establishing the first FM Community Radio Channel '96.9' in the private sector in Delhi.
- Recognition of sincere efforts in the field of Hospitality and Tourism by Sikkim Manipal University in terms of best study centre for the three consecutive years.
- Continuous updation of syllabi in tune with Industry on international business, information technology, media studies, culinary skills, design portfolios and developing communication not only in English but also in foreign languages like French and German.
- Comprehensive education and research programmes aimed at a thorough understanding of the Global Economy.
- Extensive student support networks of teachers, administrators, counselors and mentors.
- Summer internships for enhancing employment prospects.
- Proper guidance for finding out full time work, developing employability and ability to develop familiarity with career services after graduation.

# New horizons

JaganNath Institute of Management Sciences (JIMS) has come a long way as an Institute of Excellence in the field of professional education. The Institute has been set up under the aegis of Jagan Nath Gupta Memorial Educational Society with the sole aim of providing professional education to young minds. JIMS offers multidimensional & multi-disciplinary courses in Business Management, Information Technology, Journalism & Mass Communication, Hotel Management & Tourism, Fashion and Interior Design.

All JIMS Institutions have proper infrastructure along with state-of-the-art Classrooms, IT Centre, Communication Lab, Multimedia Audiovisual equipments and presentation tools, Internet and Intranet connectivity in Classrooms, Digital Electronic Labs and FM Radio Studios, Hospitality Kitchens and Labs, Design Studios and comprehensive library with a hybrid collection of books and journals.

The Institution has been instrumental in providing a level knowledge based platform to its students resulting in enhancement of their employment prospects in the industry. The curriculum at JIMS is a fine blend of theoretical inputs along with practical exposure and is under constant review to incorporate the latest trends in Industry.

The Institute has well qualified and experienced faculty with specialization in diverse areas in Management, IT,

Journalism & Mass Communication, Hotel Management & Tourism, Fashion and Interior Design. In specialized fields we invite visiting faculty and guest speakers from reputed academic and corporate sectors to give our students the benefit of their rich expertise and experience. An excellent learning environment is ensured at all times.

All around personality development, exposure to general, political, scientific and cultural trends and honing of communication and interpersonal skills of students are some of the key focus areas of our Institution.

The students have opportunity to participate in a remarkable range of

activities: from academic courses taught by renowned professors and industry experts to an extraordinary breadth of extracurricular activities like seminars, workshops, quiz programmes and student development programmes.

JaganNath Institute of Management Sciences (JIMS) remains dedicated to finding solutions to the great challenges of the day and to prepare students to become the next generation of leaders.





# A step further

It has been a long felt necessity to align higher education with the emerging needs of the economy so as to ensure that the graduates of higher education system have adequate knowledge and skills for employment and entrepreneurship. The higher education system has to incorporate the requirements of various industries in its curriculum, in an innovative and flexible manner while developing a holistic and well groomed graduate.

Ministry of HRD, Government of India had issued an Executive Order for National Vocational Education Qualification Framework (NVEQF). Subsequently, Ministry of Finance, in pursuance of the decision of Cabinet Committee on Skill Development has issued a notification for National Skills Qualifications Framework (NSQF) which supersedes NVEQF.

Under the National Skill Development Corporation many Sector Skill Councils representing respective industries have/are being established. One of the mandates of Sector Skill Councils is to develop National Occupational Standards (NOSs) for various job roles in their respective industries. It is important to embed the competencies required for specific job roles in the higher education

systems for creating employable graduates.

The University Grants Commission (UGC) has launched a scheme on skills development based higher education as part of college/university education leading to Bachelor of Vocation (B.Voc.) Degree with multiple exists such as Diploma/Advanced Diploma under the NSQF. The B.Voc programme is focused on universities and colleges providing undergraduate studies which would also incorporate specific job roles and their NOSs alongwith broad based general education. This would enable the graduates completing B.Voc to make a meaningful participation in accelerating India's economy by gaining appropriate employment, becoming entrepreneurs and creating appropriate knowledge.

JaganNath Gupta Memorial Educational Society has been given approval by all India council of Technical education (AICTE) to become Skill Knowledge Provider under the National Vocational education Qualification Framework (NVEQF) which is pilot programme of Ministry of Human Resources Development (HRD) central Govt of India Under this scheme of all students enrolled for programmes at JIMS will be receiving Vocational Diploma/ Degree

from concerned State University / Technical Board. It includes 7 certificates level at each level it will be providing multiple path ways between formal education System and the job market allow students to progress through different certificates Level at their pace and according to their jobs needs.

The courses have been designed for students to have hands on practical training along with regular class room teaching. These practical training have been incorporated after conducting a survey of the local needs of the industry and professions being run in the surrounding areas. The main objective is to provide opportunities to the local people for enhancing their professional skills under continued education system and flexi hours along with :

- Providing skill based education to the community with facility for continuing education
- Organizing workshop, Seminars and Conferences and observance of days of national important.
- Conducting research, monitoring and evaluation.
- Creating a conducting environment for continuing education programmes.



# About the Society

In pursuance of our belief that standard of living can be improved through Quality Education, Jagan Nath Gupta Memorial Educational Society - a non-profit registered organisation, has been imparting high quality professional education for the past 20 years in NCR-Delhi and Jaipur. The Society has already set up a good number of quality educational Institutes and is making efforts to establish more Institutes in other cities of the country.

The educational programmes of the Society are dedicated for the promotion of holistic education and academic excellence in the technical arena. Along with carving a niche for itself, the Society has promoted the general advancement of knowledge by igniting the cerebral dimensions of the students and by nurturing their innate talent. Students qualified from JIMS have proved their worth in Business and Industry.



**JNIT**



**JAGANNATH**  
UNIVERSITY  
JAIPUR



जगन्नाथ कम्युनिटी कॉलेज  
JaganNath Community College



**Jagan Institute of Management Studies**  
3, Institutional Area, Sector-5, Rohini, New Delhi.



**Jagannath International Management School**  
MOR, Pocket 105, Kalkaji, New Delhi.



**Jagannath International Management School**  
OCF, Pocket-9, Sector-B, Vasant Kunj, New Delhi.



**JIMS Engineering Management Technical Campus**  
Knowledge Park-III, Greater Noida, U.P.



**Jagan Nath University**  
Village Rampura, Tehsil Chaksu, Jaipur (Rajasthan)



**JaganNath Institute of Management Sciences**  
Community Centre, (Near Police Station) Sector-3, Rohini, Delhi.



**JaganNath Institute of Management Sciences**  
34, Ring Road, Lajpat Nagar-IV, New Delhi



**Jagan Nath University, NCR**  
State Highway-22, Bahadurgarh-Jhajjar Road (Haryana)



**JaganNath Gupta Institute of Engg. & Technology**  
Plot No. IP 2 & 3, Phase-IV, Sitapura Indl. Area, Jaipur (Rajasthan)

# Our rankings

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# Our rankings

## Jagan Nath Gupta Group of Institutions



CSR Award for Excellence in Education by Competition Success Review Awards 2013



CSR Award for Excellence in Education by Competition Success Review Awards 2013



Best B-School Award for "Promoting Industry Academia Interface" at the National Excellence Awards , ASSOCHAM – INDIA 2013



Ranked A++ on All India Basis Ranked 6th on All India Basis (Placement) by Business & Management Chronicle



Ranked 20th on All India Basis (Industry Interaction) by Business World 2013



Ranked 14th in Emerging B School of Super Excellence on All India Basis by Competition Success Review 2012



Ranked 6th in Delhi Ranked 11th in India (North) by the Week 2012



Ranked 12th on All India Basis by Bureaucracy Today 2013



Ranked 37th on All India Basis by Indian Management 2013



Ranked AAA among best B School in Pedagogy on All India Basis Ranked 12th on All India Basis (Industry Interaction) by MBA By Choice 2013



Ranked among Top 10 on All India Basis by Mail Today 2013

# Core | Visiting Faculty

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# Core | Visiting Faculty

**Mr. Abhishek Chakraborty**

Masters in Fashion Technology

**Ms. Alpana Harjai**

B.Arch., Member of IIA

**Dr. Ambrish Saxena**

Ph.D., Masters in Journalism, M.A.

**Mr. Amit Bali**

M.A. (Eco.)

**Ms. Amrita Singh**

M.Phil., MBA, M.Com., B.com (Hons.)

**Ms. Anjali Kapoor Dhameja**

Jewellery Designer & Gemologist

**Ms. Anju Chawla**

PGDM

**Mrs. Anshoo Walia**

Graduate from IHM – PUSA, Delhi

**Ms. Anubha Suyal**

M.Sc. (Maths)

**Ms. Anupama**

M.Phil MCA, PGDM & Pursuing Ph.D

**Ms. Anuradha Sharma**

MBA

**Ms. Aparna Raj**

M.Sc. (Comp. Sc.), PGDCA, B.A.

**Ms. Aruna Puri**

Graduation, Diploma in Vedic Sciences & Vaastu Shastra, Diploma in Commercial Art

**Mr. Asheesh Kapur**

CS (ICSI), LL.B., B.Com.

**Mr. Ashwani**

Diploma in Hotel Mgmt., Professional Development Course from USA CAIIB Certified

**Mr. Ashwani Arora**

M.Com., B.Com.

**Ms. Barnali Nandy**

UGc Net cleared, Masters in Fine Art (Shanti Niketan), B.F.A

**Mr. Chetan Sharma**

BMC, MMC, Sr. Journalist Mail Today, India Today Group

**Mr. Deepak Behl**

PGDM, M.Sc., LL.B.

**Mr. Deepak Parvatiyar**

B.A Hons in English, Diploma in Journalism

**Mr. Deepak Tandon**

LL.B., C.A.

**Ms. Deepti Verma**

M.Sc in Foods & Nutrition, B.Sc (HomeScience)

**Ms. Divya Gupta**

PGDM

**Ms. Divya Khera**

MMC, BMC, Diploma in French Language

**Mr. Lokesh Kumar**

CAD Expert

**Mr. Gaurav Vashishth**

MBA, BMIT

**Mr. Gurjeet Singh Kalsi**

Diploma in Comp. Graphics & Animation, B.Com.

**Ms. Gurleen Kaur Hans**

MJMC, BJMC, B.Ed

**Mr. Gurmeet Kohli**

PGD (Tourism & Travel), PGD (PR)

**Mr. Harpreet Singh**

MBA, B.Sc. (Hons.)

**Mr. Harpreet Singh**

AIIA, Diploma in Architecture

**Mr. Inderpreet Singh**

MBA, PGDBM

**Mr. Jatin Chopra**

M.Com., B.Com., B.Ed.

**Mr. Javed Akhtar**

3 Years Degree in BSc. Hospitality from Pusa

**Mr. Jitender Vig**

MCA, PG Diploma in Comp. App., PG Diploma in CADD

**Ms. Jyoti Nanda**

Graduation, Diploma in Interior Design

**Mr. Khursheed Alam**

M.A. (Hindi), PG Diploma in Media

**Ms. Kanwaljeet Kaur**

M.A. (Eco.), B.Ed.

**Ms. Khushboo Asija**

Diploma in Interior Design

**Mr. Kulvinder Singh Grover**

B.Arch.

**Mr. Madhu Chandhok**

FF & E Consultant

**Mr. Madhukar Sharma**

LL.M., LL.B., B.A. (Hons.) English

**Ms. Meena Dutta Gupta**

B.Arch.

**Ms. Meenakshi Sharma**

Graduate from IHM – Lucknow

**Prof. (Maj. Gen) M.P. Singh**

M.Tech, MMS, FIETE, FIE, MIMA MCSI

**Ms. Namrata Chadha**

M.Sc. (Interior Design), Diploma in Interior Design, Diploma in CAD

**Ms. Navneeta Mital**

MBA, B.A. (Hons.)

**Ms. Neerja Sharma**

Masters in Travel & Tourism

**Ms. Nidhi Talwar**

M.Sc. (Clothing & Textile), B.Sc.(Home Science)

**Mrs. Nirmal Bhatnagar**

MBA (Hanley Landon), M.A. Pol. Sc. (Intl. Relations), Diploma in Journalism, Diploma in Media operations IIMC

**Mr. Pankaj Mishra**

B.A. (Hons.) English, M.A. (IR), PG Diploma in Mass communication

**Ms. Parul Malhotra**

M.Phil. (Mass comm.), MMC, PG Diploma in advertising & PR, B.A. (Hons.) English

**Mr. Perminder Singh**

M.Com.

**Ms. Pooja Sharma**

Graduate and Diploma in Interior Design

**Ms. Poonam Verma**

MCA, M.Tech (IT) & Pursuing Ph.D

**Mr. Prateek Bhardwaj**

B.A. (Hons.) English, Diploma in Animation

**Ms. Preeti Bhardwaj**

M.A., B.A.

**Ms. Preeti Gahlot**

MBA (Mkt.), NET Qualified

**Ms. Puloma Chhaya**

B.Arch

**Mr. Rajan S. Kochhar**

Diploma in Accessory Design (NIFT, Delhi), Diploma in Product Design (NID, Ahmedabad)

**Mr. Rajkishor**

M.A., LLB

**Mr. Rajneesh**

MMC

**Ms. Rajni Batra**

Advance Diploma in German, Z.M.P. (German), B.A. (Hons.) English

**Mr. Raman Soni**

MBA (UBS), Diploma in Sales & Mktg. Mgmt., B.A. (Hons.) Eco.

**Ms. Renu Singh Malik**

M.Sc. (Fashion Technology), UGC - NET

**Dr. R. M. Mehra**

Vaastu & Color Consultant

**Mr. Richard**

B. Arch.

**Ms. Richa Mittal**

Graduate from IHM, Pusa

**Ex. Lt. Rita Gangwani**

MBA, B.Sc.

**Ms. Rohini S. Yaduvanshi**

M.A. (Fashion Designing)

**Ms. Ruchi**

PG Diploma in Mass Comm.

**Ms. Ruchi Sharma**

B.A. (Hons.) Psychology, PG Diploma in Media Mgmt.

**Ms. Rupam Behl**

MSc., BSc. (ID)

**Mr. Rupesh Rai Sikand**

PG Diploma in Journalism & Mass Comm.

**Ms. Sandhya Soni**

M.Phil., M.Sc. (Maths), B.Sc. (Maths), B.Ed.



**Ms. Sangeeta Malik**

M.A. (Food & Nutrition)  
Gold Medalist Post Graduate (Home Science)  
Silver Medalist Graduate (Home Science)

**Ms. Saroj Sharma**

M.Com., Advance Diploma in French,  
B.Com.

**Ms. Sarojini Singh**

M.A. (French), B.A. (French)

**Mr. Saurabh Kalra**

PGDBM, Diploma in Fashion  
Merchandising & Export Mgmt.

**Ms. Shalu Mehra**

M.A. (German), B.A. (Hons.)

**Ms. Shazli**

Bachelor in Fine art(Applied Art)

**Ms. Sheelu Sharma**

B.A. (Hons.) English

**Ms. Shikha**

B.A., GDID

**Ms. Shilpi Saraf**

Graduate, Diploma in Interior Design,  
Diploma in Vastu Shastra

**Dr. Shipra Dua**

PhD. (Mass Communication), MMC, BMC

**Ms. Shipra Khanna**

M.Sc. ID, B.Sc. ID

**Ms. Shivani Wadhwa**

MBA, B.Sc. (Hons.) Textile Designing

**Ms. Shruti Gill**

MBA

**Ms. Shruti Jain**

MSc. (Id)

**Ms. Smriti Dua**

MBA, PGDMM, BBA

**Ms. Sonal Pahwa**

MBA (HM), B.Sc. Hons.

**Ms. Sonali Satpathy**

Diploma in Hotel Mgmt., Masters in  
Tourism Mgmt.

**Ms. Sonali Srivastava**

M.A. (Mass Com), NET Qualified

**Mr. Subir Guha**

PGDM (IIM Calcutta), B.E. (Mech.)

**Mr. Sumantra Sarthi Das**

MA (Mass Communication)  
PG Diploma in Public Relations

**Mr. Sumit Choudhury**

LL.B, PGDPM

**Ms. Swathi Rao Kapoor**

PG Diploma in Packaging Technology,  
B.Sc. (Microbiology)

**Ms. Tanu Chawla**

M.A. (Psychology), B.A. (Psychology)

**Ms. Tulika**

M.A. in Mass communication

**Mr. Upendra Vajpayi**

Sr. Journalist & News Reporter, T.V

**Ms. Varsha Bhatnagar**

Post Graduate in English, Diploma in  
Interior Design

**Mr. Vijay Palit**

Graduate from IHM - Kolkata

**Mr. Vikas Kalra**

MBA, Graduate from IHM – Bangalore

**Mr. Vikas Sharma**

B.Sc. (HHA), NCHMCT

**Mr. Vishal Goel**

C.A., PGDBA, M.Com.

**Mr. Vipin Chand**

M.Sc., Graduate from IHM, Jaipur

**Mr. Yogender Bahadur**

BSc, Diploma in Hotel Mgmt. Catering  
Technology & Applied Nutrition - ISM  
Ranchi

**Mr. Yogesh Vajpeyi**

M.A. (English)

# Student support

JIMS personal tutoring activities aim to help in developing one's full academic and personal potential. The faculty helps students to integrate into the University, academically and socially, at an early stage. Course Coordinators and Mentors provide academic and personal support and, in some instances, developmental advice, on a planned and regular basis, usually through individual and group counselling. The system is reviewed semester wise to take account of students feedback.

Students can also get advice on academic and personal matters affecting their study through :

- Focus on their transition stage from school to university, so that they develop as an independent learner;
- Introduction to university and examination procedures;
- Early Contact Sessions from induction onwards;
- Strategically planned Academic Calenders;
- Personal Tutorial Support, recognition and responsiveness to the diversity of student's needs and situation;
- Drawing up Individual Action Plans;
- Time Management Skills.

## Counselling Services

While the majority of students overcome any problems with help from friends, family or a personal tutor, the Institute's counselling and advice services are available, when needed. Programme Coordinators offer student's practical information and advice before and during their stay at the Institute on a wide range of issues including funding studies, career mapping, and personality development.

Counselors offer counselling with trained professionals from the Industry who are invited to counsel the students, individually or in groups. Mentoring is also available to students along with regular appraisal and feedback system.

## Career and Employment Services

The Institute offers help and supports to its students throughout their study and after graduation. The placement cell of the Institute carry out the various functions and activities that build the growing relationship between Academia and Industry.

Placement counsellors provide student's, information relating to new business start up and freelance working. The placement counsellors are experienced and conduct a range of self development workshops and mock interviews to enhance self-confidence and improve job seeking strategies.

The placement cell aims at bringing corporate luminaries and student community together in intellectually stimulating and mutually beneficial interaction that forms the basis of a firm and lasting relationship. The Institute's enviable reputation for excellence in professional education makes it a popular choice for recruiters.

## Accommodation Counsellor

The Institute has a full time accommodation counsellor who provides comprehensive advice to the accommodation seekers and their parents. The counsellor helps in conducting a virtual tour and provides advice before enrolment on following services:

- Comprehensive paying guest accommodation advice
- Tips on locating successful paying guest accommodation
- Budget Planning (Rent, Electricity, Phones etc.)

## Accommodation

JIMS receives numerous requests from outstation students for rented residential accommodation.

There are a number of residential accommodations near the campus which offer paying guest accommodation facility to the students at reasonable rates. The rates for paying guest accommodation are according to the following norms :

- Kind of accommodation – Individual or shared
- Fully Furnished or partially furnished
- Aircool or Air conditioned
- With all meals or partial meals

# Infrastructure



## Lecture Halls and Seminar Rooms

Fully air-conditioned, spacious lecture halls and custom-built conference rooms, equipped with latest audio-visual aids, provide an excellent infrastructural back-up for academic interaction among faculties and students.

## Library

JIMS' library is a veritable storehouse of information with ample text and reference books, national and international periodicals and journals. Well equipped and fully computerized library provides latest research and reference material in print and audio-visual formats along with the facility to refer to e-journals, Project Reports, Government Publications etc. To cultivate values in students and enhance their personality, the knowledge storehouse has an array of books on social issues and historical readings. The reading rooms provide a conducive environment for better learning and concentration.



## Department of Information Technology



The Department of IT believes in providing practical approach to students along with sound theoretical background. The IT department labs have more than 120 nodes and state of the art IT-infrastructure. These nodes are running on the Windows 8/ Linux platform and are equipped with state of art software. The hardware devices and software are used for both teaching as well as research activities.

**The department holds the following lab facilities:**

### Labs with Internet

All the Computer labs are well versed with access to Internet with a speed of 10 Mbps along with wifi connectivity in the whole campus.

### Multimedia Lab

The department holds dedicated lab for multimedia for multimedia software training. The lab is well equipped with latest multimedia software. The labs are also equipped with a variety of Multimedia devices and software to provide support for Multimedia based 3D and Image Processing Projects.

### Robotics Lab

The day is not far when robots will do many imaginative things. To cope up with the ever changing IT industry and to expose our students to the latest technology, the Department has already setup Robotics Lab with several educational robots like the Robotic Car (BOE Bot), Sumo Bots and Robotics Arm

### Linux Lab

The department has set up a dedicated Linux lab for training purpose. The lab is well equipped with all Linux supported software. The lab is beneficial for teaching various open source software.

### Networking Practical

The Department holds various sessions for networking practical's in labs including simulation using network simulators such as Cisco Packet tracer/ NS2.

## Department of Mass Communication

### JIMS FM Community Radio '96.9' and '90.4'

JIMS is the first private sector Institute of Northern India to have been given a license by the Government of India to run Community Radio. This radio is being run by the students and is providing an opportunity to develop programmes for community broadcast. The radio station is used by the college as laboratory for training students specializing in radio broadcast and they work in close coordination with community representatives and leaders. At present the radio broadcasts daily for eight hours with original programme of four hours in the morning which is repeated in the afternoon. The students are encouraged to research the needs of the society, thereafter; they conceive, design and broadcast their own programmes in a real life environment.





## Communication Lab

In order to improve the communication skills of the students and give them proper diction and pronunciation, JIMS has a fully equipped communication laboratory fixed with latest equipment where the classes are supervised by technically equipped professors using language CDs.



## Electronic Media Studios

JIMS has two fully equipped studios : one for Radio and other for Audio-visuals – Television and Cinema. The studios have modern facilities like an Audio Lab with latest hi-tech equipment and a Video Lab with high precision cameras for indoor and outdoor shooting and dark room for development of photographs. Editing machines using latest digital technology are installed to provide practical training to the students in the field of Television and Cinema. The in house radio studio and recording equipments with music mixing facility provides students the full concept of programme visualization to be broadcasted.

## Department of Hotel Management & Tourism

### Training Kitchen/ Production Lab

In our State of the Art Kitchen the students are given a hand on training on the latest trends in food Production. The practicals begin with the basic knowledge of food later making them proficient in advance levels of food production wherein they start making multi cuisine menus. They are also taught the importance of time and material management.

### Bakery

A modern Bakery where fancy bakery and confectionery products like Breads, Cakes, Cookies, Pastries, Muffins, Patties, Croissant etc. are taught. Students make Desserts like Soufflés, Moussés and Puddings under expert supervision. Bakery practicals also include Sugar Craft and Chocolate Making.

### Front Office Lab

We have a well equipped Front Office Lab where the students are taught the practical functioning of this department like giving information, taking reservations, guest registration, billing etc on the latest Software. Along with this special emphasis is given on social and communication skills, Situations handling and Telephone Handling through Role-plays and importance of Power Dressing is an integral part of the Front Office Practical.







## Housekeeping Lab

The Housekeeping Lab comprises of a Mock Guest Room where the students are taught basic Guest Room procedures such as Bed Making, Turndown and Room Cleaning. Apart from this they are also trained in basic laundry procedures like Washing, Ironing and Stain Removal. Besides this the students learn the various aspects of interior decoration like different types Flower Arrangements, Rangoli and Theme Decorations.

## Training Restaurant

In the Training Restaurant the students are taught different types of Food & Beverage Services along with Bar Tending activities like serving drinks, creating Mocktails etc. The students organize various theme parties in a restaurant like environment, giving them a close feel of the actual work that they do in the Industry.



## Department of Fashion Design

### Design Multimedia Lab

Multimedia Lab is equipped with the latest design software like CorelDraw, Photoshop, Illustrator & Optimex. These software helps the students to explore and help to evaluate mood and color along with technical application and innovation.

### Pattern Making Lab

The lab is equipped with pattern tables, instruments & tools which is essential for developing patterns, drafts & layouts to acquire fundamental & advanced skills.

### Garment Construction Lab

Garment Construction lab is rigged with the latest cutting tables, embroidery machines & Juki Machines. These facilities and services allow the students the freedom to experiment and generate creative ideas.

### Resource Centre

Resource Centre is useful in providing all kinds of materials required by them for reference viz. Costume collection. Functional Materials, Accessories, Fabric Folios, Research Project etc.

### Draping Lab

Draping lab is rigged with the latest cutting & surface tables, sewing machines, International standard measurement dummies & mannequins that help students in enhancing their skills in creating designer garments by the use of different fabrics in various ways.

### Design Studio

The Institute has state-of-the-art 'Design Studio'. The studio is equipped with tables, specially designed to make the designing process comfortable. This enables students to visualize their mind mapping to the final product.

### Window Display

Window displays and exposition spaces are treated in every aspect with the most diverse styles using most varied materials. During the course the students have the opportunity to make real theme work for visual merchandising in elegant boutiques as well as in large commercial spaces.

Before the execution of the theme the virtual drawings are created by the students using software's such as Corel Draw, Illustrator, Photoshop etc., giving maximum effects of display. A real life environment is created for the students through window display wherein they master the techniques of placing mannequins and products in the window display area.



## Department of Information Technology



### Interior Design Studio

Well equipped interior design studio is there for students to get the exposure of technical drawing also known as drafting along with the standards and conventions for layout plans. Working on these drafting tables helps the student to get accurate line thickness, text size, symbols, view projections, descriptive geometry, dimensioning and notation.

### Design Multimedia Lab

The students are exposed to the latest AutoCAD applications, Revit, V-Ray which enables them to design in a fully 2D, 3D & 3 D Max architectural environment.

### Window Display

Window displays and exposition spaces are treated in every aspect with the most diverse styles using most varied materials. During the course the students have the opportunity to make real theme work for theme depiction and concept building in residential and large commercial spaces.

Before the execution of the theme the virtual drawings are created by the students using software's such as 3Ds max, V-Ray and Revit Photoshop etc, giving maximum effects of display. A real life environment is created for the students through window display wherein they master the techniques of space planning and creating a feature wall.





# Courses offered



## Management

26

**BBA & B.Com. (H)**

**International Business & Retail Management**  
(3 Year Regular)

**Eligibility** 10+2 with minimum 50% marks. Written Test followed by Group Discussion and Personal Interview.

## Information Technology

26

**BCA**

**Information Technology & Software Development**  
(3 Year Regular)

**Eligibility** 10+2 with minimum 50% marks. Written Test followed by Group Discussion and Personal Interview.



## NIELIT (Formerly DOEACC)

26

**'O', 'A', 'B' Level**

**Eligibility** 10+2 with minimum 50% marks. Written Test followed by Group Discussion & Personal Interview.

**Duration** DOEACC 'O' Level - 6 Months  
DOEACC 'A' Level - 1 Year  
DOEACC 'B' Level - 2 Years

## Mass Comm.

26

**B.Voc. (Journalism & Media Management)**  
(3 Year Regular)

**Eligibility** 10+2 with minimum 50% marks. Written Test followed by Group Discussion and Personal Interview.

**Note** Written Test & Group Discussion would be on topics related to media world & current affairs.





## Hotel Management

27

**B.Voc. (Hotel Management)**

Hospitality, Catering and Travel, Tourism & Service Industry

(3 Year Regular)

**Eligibility** 10+2 with minimum 50% marks. Written Test followed by Group Discussion and Personal Interview.

## Fashion Design

27

**B.Voc. (Fashion Technology)**

(3 Year Regular)

**Eligibility** 10+2 with minimum 50% marks. Written Test followed by Group Discussion and Personal Interview.

**Note** Written Test would be based on creativity and imagination of the aspirant & on topics related to current trends in fashion & current affairs.



## Interior Design

27

**B.Voc. (Interior Design)**

(3 Year Regular)

**Eligibility** 10+2 with minimum 50% marks. Written Test followed by Group Discussion and Personal Interview.

**Note** Written Test would be based on creativity and imagination of the aspirant & on topics related to current trends in interior & current affairs.

## Jewellery & Accessory Designing

27

**B.Voc. (Jewellery & Accessory Design)**

(3 Year Regular)

2 Year / 1 Year / 6 Months

**Eligibility** 10+2 with minimum 50% marks. Written Test followed by Group Discussion and Personal Interview.

**Note** Written Test would be based on creativity and imagination of the aspirant & on topics related to current trends in jewellery & current affairs.



## DIET & Nutrition Education Program

27

**B.Voc. (Diet & Nutrition)**

(6 Months / 3 Months Regular)

**Highlight** Basic Nutrition (Manual -1)

Advance Nutrition (Manual -2)

Nutritive Value of Indian Foods Book

# BBA & B.Com. (H)

## International Business & Retail Management

(3 Year Regular)

The growth of Indian economy over the last 15 years has been tremendous. The opening up of Indian economy has led to free inflow of Foreign Direct Investment (FDI) along with modern cutting edge technology. This has increased the importance of private sector considerably. Previously, the Indian market was ruled by the government enterprises but the scene in Indian market changed as soon as the markets were opened for investments in 1991. This saw the rise of the Indian private sector companies in Banking, Retail, Telecommunication, Automobiles, Insurance, Manufacturing etc. which prioritised customer's need and speedy service through skilled manpower.

Working in a large, modern, international organisation, a medium sized company or even a small start-up firm requires a range of business capabilities. The managerial activities at small enterprises are a responsibility of owners while in multinational companies and large scale organisations, managerial responsibility is given to a hierarchy of skilled and certified professionals.

The most valuable employees are those who have not only a sound knowledge and understanding of the various parts of a business, but those who are quick learners and team players with leadership potential. Business activities are multifaceted and thus call for professionally qualified experts in business administration.

The BBA and B.Com (Hons.) programme at JIMS is designed around a set of modules that are common to all pathways. These modules cover general business functions, strategic management and organisational analysis. These modules also guide an aspirant towards the achievement of the generic post-graduate goals of strategic awareness, developing leadership potential and understanding the theory and practice of international business.

## Course Objective

A three year BBA and B.Com (Hons.) programme at JIMS is an intensive, rigorous and selective course designed to provide each student with the intellectual and professional tools needed to assume positions of higher responsibilities. The programme is focused at developing strong foundation for business fundamentals and enhancing conceptual skills to understand the basics of problem solving and encourages students to develop their own unique style of leadership.

To be successful in this programme, a person needs enthusiasm, commitment and a willingness to not only work hard but learn new ways of thinking and implementing.

The management programme at JIMS equips the students with the required skills, knowledge and attitude to efficiently discharge supervisory responsibilities in the ever growing business and corporate sector. This course helps in attaining a level of competence that permits a person to deal with all aspects of business transactions.

## Course Highlights

- Well structured lectures with practical approach
- Exposure to practical aspects of International Business i.e. Export Import Procedures, Shipment and Documentation.
- International Pricing, Foreign Exchange Regulations (FERA) and FEMA guidelines
- Exposure to Foreign Languages : German and French
- Guest Lectures from leading Industry experts on prevailing Industrial practices
- Industrial Visits
- Summer Placements/ Projects
- PDP sessions and Soft Skills
- Presentations on Academic/ General Topics
- Focus on key performance areas w.r.t. Current Affairs and Presentations, General Reasoning, Quantitative Aptitude etc.
- Customised lectures on
  - Public Speaking /
  - Power Dressing /
  - Personal Grooming /
  - Business Etiquettes
- Mock Interview Sessions
- Placement Assistance

## Course Curriculum\*

Semester - I	Semester - III	Semester - V
Principles of Management	Organizational Behavior	Business Policy & Strategic Management
Business Environment	Business Law	International Marketing
English & Communication	Managerial Economics	Marketing of Services
Financial Accounting-I	Marketing Management	Financial Management
Business Mathematics-I	Cost Accounting	Income Tax Laws & Practice – I
Business Legends of India	Business Statistics	Supply Chain & Logistics Management
Fundamentals of Computer	International Business Environment	Business Etiquette Workshop
Foreign Language - French	Communication Skills & Personality Development	Project Report & Presentation
Semester - II	Semester - IV	Semester - VI
Business Organisation & System	Human Resource Management	International Financial Management
Micro Economics	Management Accounting	Indian Financial Services
Business Communication & Personality Development	Consumer Behaviour	Income Tax Planning & Practice - II
Financial Accounting-II	Indian Economy	Public Relations and Business Ethics
Business Mathematics-II	Corporate Law	Social Security and Labour Welfare
Management Information System & ERP	Production & Operation Management	Entrepreneurship Development
Research Methods & Reports Preparing Modules	Operation Research	Soft Skills
Foreign Language-French	Comprehensive Viva-Voce	Comprehensive Viva-Voce
Comprehensive Viva-Voce		

\* Subject to change

\*\* Degree in Distance Learning Mode through UGC recognised Indian University

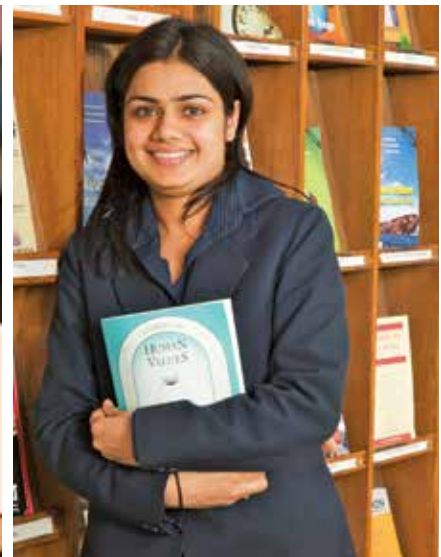
## Management - Honour Board

### Our Toppers

### Achievements

The students of JIMS make us proud year after year by securing top positions in their respective courses at Institute, University and National levels. These students are not only honoured by their respective Universities, but are given special recognition by JIMS.

Name	Batch	University Ranking on All India Basis
Purti Jain	2004-2007	I (Univ. Gold Medalist)
Honey Jain	2005-2008	I (Univ. Gold Medalist)
Jagjot Singh	2005-2008	II
Sumit Jain	2005-2008	IV
Sharda Vij	2005-2008	V
Abhilasha Jindal	2006-2009	I (Univ. Gold Medalist)
Kanishka	2006-2009	II
Ritu Manghnani	2006-2009	IV
Shreyansh Jain	2006-2009	V
Priyanka Mittal	2006-2009	V
Mukta Barnwal	2007-2010	I
Rupali khurana	2007-2010	II
Bhavna Gupta	2007-2010	III
Mohd.Ashraf	2007-2010	IV
Poonam Bhardwaj	2008-2011	II
Monica	2008-2011	III
Mehajabi	2008-2011	V



### Industrial Visit





## Annual Management Seminar - OPINE

The OPINE Seminar is the wealth of knowledge imparted to the management students successfully year after year. The experts from various fields are invited to talk on the current topic of interest to management students. The OPINE Seminar is a presentation, set on a particular topic or group of topics, put forth by an expert in the field. It keeps the students updated with the latest trends in the industry. Inviting eminent personalities who have achieved some feat in industries or the academic world are invited and the interaction with the students help them learn the new trends in industries, inspire them to walk on the same successful path thereby contributing good to the society at large, helping them make career choices too to some extent.



OPINE 2k16 on "GOODS & SERVICES TAX (GST)"



OPINE 2k15 on "Innovative Entrepreneurship-A way to Sustainable Development"



OPINE 2k14 on "Corporate Contribution towards MAKE IN INDIA mission"



OPINE 2k13 on "Global Work Environment Trends & Challenges"

## Corporate Interface

### Internships and Placements

The Management students are taken in as interns and recruited in prestigious organisations like:



- Akiko Callnet
- Allahabad Bank
- American Bureau of Shipping
- American Express
- Archies Ltd.
- AVIVA Life Insurance
- Axis Bank
- Bajaj Allianz LIC Ltd.
- Bajaj Auto
- Bank of America
- Barclays
- BHEL
- Birla Sun Life
- Bisleri Intl. Pvt. Ltd.
- British Council
- Business Standard Ltd.
- Centurion Bank of Punjab
- Citi Bank
- Dabur India Ltd.
- DELL
- Frontier Bazaar
- GenPact
- HDFC Life Insurance
- Hindustan Times
- HSBC
- Hyundai
- IBM - Daksh
- Ibibo
- ICICI Bank
- ICICI Prudential Ltd.
- India Bulls
- ING Vysya Life Insurance
- Jet Airways
- Jindal Industries Ltd.
- Kamdhenu Creators
- Kotak Mahindra Ltd.
- LIC
- McCan Ericson
- Mahindra Holidays Pvt. Ltd.
- Maizon International
- Maruti Udyog Ltd.
- Max New York Life Insurance Co. Ltd.
- Metlife India Insurance Co.
- MMTC
- MTNL
- NAFED
- NDPL
- Nirula's
- NTPC
- Onida Pvt. Ltd.
- Pearl Drinks Ltd.
- Pee Aar Securities
- Punjab National Bank
- Reliance LIC Ltd.
- Richmond Global School
- Royal Automobiles
- Sansui
- Shriram Pistons & Rings Ltd.
- Spire World
- Standard Chartered
- Steel Authority of India Ltd.
- Times of India (TOI)
- TVS Auto
- United Business Xpress India Pvt. Ltd.
- WIPRO
- YES Bank

# BCA

## Information Technology & Software Development and NIELT (DOEACC)

(3 Year Regular)

Information Technology – an industry which has played a key role in putting India on the global map with its great competitiveness in various key areas viz. Information Service Outsourcing, Information Technology Enabled Services Outsourcing and E-Commerce is continued to be India's one of the sunshine sectors showing vast opportunities of growth. According to a NAASCOM McKinsey report – Indian IT Industry is expected to be the fastest growing in the Asia Pacific region with a Compounded Annual Growth Rate (CAGR) of 18.6 percent and is likely to bring in US \$225 Billion in revenue due to vast emerging opportunities in new areas such as public sector, health sector and other countries opting India as the most preferred region for business process outsourcing. The human capital requirement for skilled manpower in system designing, application software development, enterprise resource planning, computer networks, system administration, web designing and development, database administration, parallel and vector processing, data mining and warehousing has grown manifold.

Thus, the modern dynamic business requirements pose a challenge before the academicians to prepare young minds to be a good fit into progressive organisations. The real challenge lies in imparting practical oriented IT education through the faculties who can bring business experience into the classroom and enable students to understand about IT and its industry applications. This existing potential is coupled with coping up with new challenges of meeting infrastructure requirement, business model innovation and the most important is replacing the computer engineers with the IT professionals who can well apply the technical skills in specialized environment.

With the advent of the information technology era, software application and communication systems have become an integral component of every organisation's strategic plan. At JIMS 'IT' is defined with a different fervor – "Innovating Tomorrow". With India as an IT giant, our endeavors will be in making today's youth, tomorrow's innovators.

## Course Objective

A three year BCA programme at JIMS has been designed in such a way that it meets the needs of IT industries by transforming the students as highly competent and dedicated professionals so that they enter into their professions with a perspective and breadth of knowledge in the field of IT. The Bachelor of Computer Application programme at JIMS boast of a sound academic base, well balanced course structures to emphasize on planning, designing and building of complex commercial application along with functional knowledge for a career in the field of computer application. The focus of our efforts is towards attaining a digital economy.

The Bachelor of Computer Application programme at JIMS aims at :

- Imparting fundamental knowledge of the specialized area among the students so that they become competent to embark on inventive paths.
- To promote convergence of knowledge, information, technology and skills.
- To prepare the students to face global challenges in the field of IT.
- To provide facilities to the students to develop their inherent talents and establish themselves as result oriented IT professionals.

For aspirants, willing to be a part of this booming IT Industry and looking for a challenging career, we at JIMS go beyond the conventional thinking and create a totally new sustainable environment which provides a culture - conducive to free thinking and learning; and a system that values and promotes an individual's integrity, worth and capabilities.

## Course Highlights

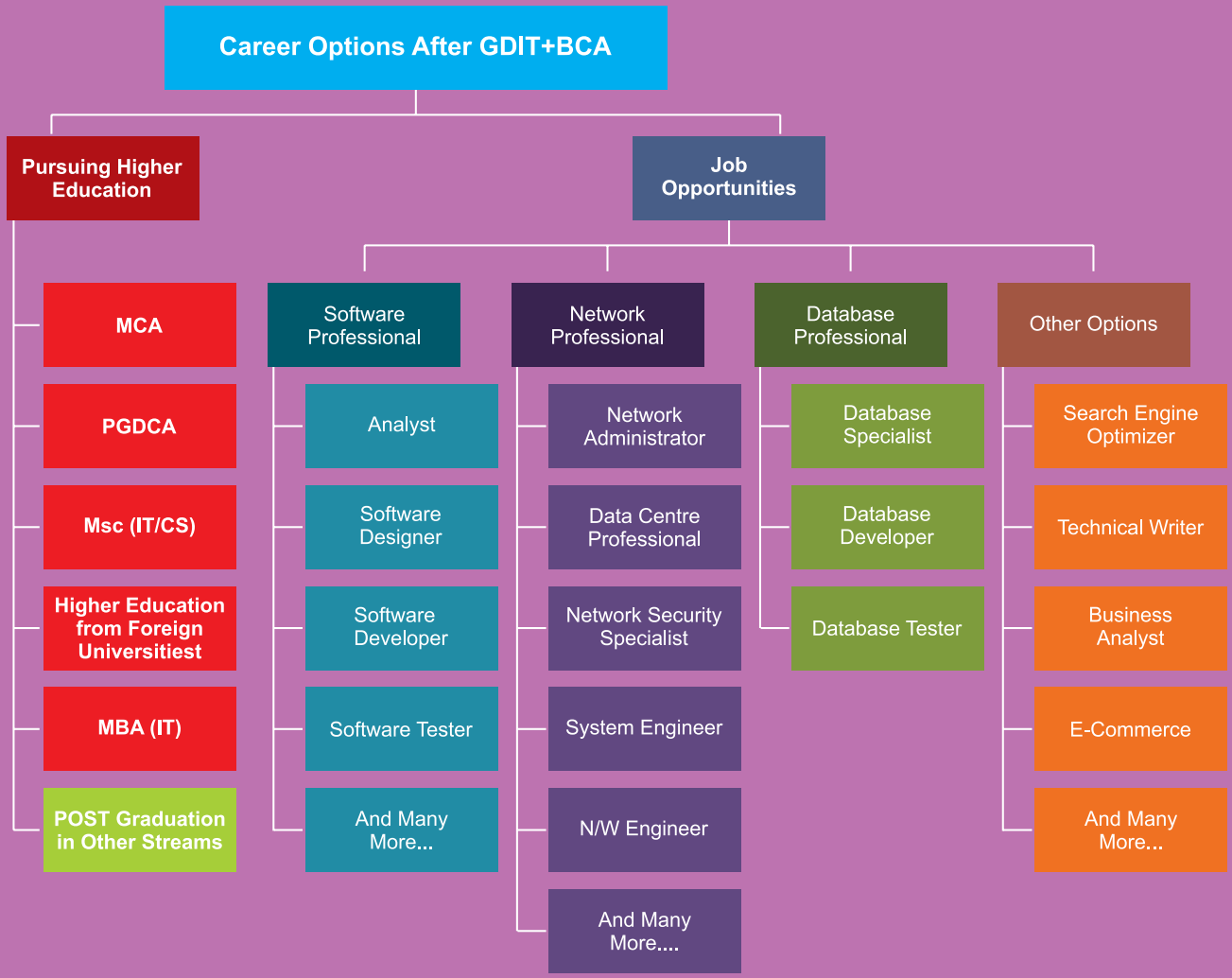
- Well structured lectures with practical approach
- Exposure to the latest technologies in IT Sector
- Exposure to latest computer languages
- Designing through Multimedia
- Knowledge of latest upcoming applications
- Focus on newer dimensions of key topics Cloud Computing, big data and Artificial Intelligence
- Guest Lectures on Latest technologies from IT Professionals
- Industrial Visits
- Presentations on topics based on new advancements made in the IT Sector
- Summer Placements/ Live Projects in companies engaged in software development
- Seminars
- PD sessions and Soft Skills
- Comprehensive Viva-voce
- Mock Interview Sessions
- Placement Assistance

## Course Curriculum\*

Semester - I	Semester - III	Semester - V
Computer fundamentals & PC Computing	Computer Organization And Architecture	Object Oriented Programming with Java
Problem Solving & programming Using C	Database Management System	Elements of Multimedia & Application
Fundamentals of Maths (Maths-1)	Maths-II	Computer Graphics
Communication English Skills	Object Oriented Programming using C++	Computer oriented Optimization, Numerical & Statistical Methods using C
Web Programming	Linux Environment	Advance Computer Networks
Foundation Of Management	E Commerce	Software Testing
Lab-1 Computer fundamentals & MS-Office& web prog.	French-I	Lab 1: Object Oriented Programming with Java
Lab-2 -C language	Lab 1: DBMS	Lab 2: CONS Using C
	Lab 2: Object Oriented Programming Using C++	
Semester - II	Semester - IV	Semester - VI
Operating Systems	Front End Design Tool (VB)	Artificial Intelligence
Data structures through C	Elements of Comm. & Networks	.NET Programming
Digital Electronics	Fundamentals of Software Engineering	Mobile Computing
Web Technologies	Oracle	Computer Network security
System Analysis & Design	PHP & Dreamweaver	Data Warehousing & Data Mining
Management Information System	System Software	Lab 1: .NET Programming
Communication English Skills	French II	Minor Project
Lab 1: Data structures through C	Lab 1: Front End Design tool (VB)& PHP & Dreamweaver	
Lab 2: Web Technologies	Lab 2: Oracle	
	Lab 3: PHP & Dreamweaver	

\* Subject to change

\*\* Degree in Distance Learning Mode through UGC recognised Indian University



## Corporate Interface

### Intern-ship and Placements

The IT students are taken in as interns and recruited in prestigious organisations like :



- Wipro Technologies
  - HCL Technologies
  - DELL
  - Mphasis
  - IBM
  - Mercer
  - Patni Computers
  - Siemens
- Tech Mahindra
  - TCS
  - WNS GS
  - Genpact
  - Infosys
  - Royal Bank of Scotland
  - Birlasoft
  - Headstrong
- Hewitt International
  - Pitney Bowes
  - AajTak - TV Today
  - Agilent Technologies
  - R Systems
  - Keane India

## SONIC – Annual IT Seminar

To augment student's knowledge and to create awareness about recent trends in IT the IT Department at JIMS is successfully organizing an Annual IT Seminar- SONIC for more than last 10 years. The Seminar is conducted in the month of January every year. Experts from industry are invited as Speakers to share their knowledge with the students about the recent technologies. In last few years SONIC was conducted on various technologies like Cyber Security and Forensics, Big Data, Internet of Things (IOT), Android, Open Source, Virtualization and Cloud Computing and many more. The invited Expert speakers from various reputed organizations like Cisco, Oracle, British telecom, VMware, Aricent, Ericson, Alcatel, IBM, NIIT Technologies, share their technical expertise. The seminar is designed to be a meeting point for technology providers and knowledge seekers associated with the technologies covered.



SONIC 2k17 on "Cyber Crime & Forensics "



SONIC 2k16 on "Big Data"



SONIC 2k15 on "Internet of Things "



SONIC 2k14 on "Open Source "

## Other Activities



Industrial Visit to Network Bulls



Annual IT Fest



Guest Lecture on Ethical Hacking



Hardware Assembling Workshop



Freshers2k16



Excursion Trip to Manali

# NIELIT

## NIELIT (Formerly DOEACC) 'O', 'A', 'B' Level

### Course Objective

The objective of the scheme is to develop quality manpower in IT by utilizing the expertise available at the Institute. NIELIT Program has been so designed that a student acquires in depth knowledge of the key areas of computer fundamentals and advance computing. The course is designed to develop all round capability of a student to conceptualize, develop, manage and analyze a software project.

NIELIT is implementing a joint scheme of All India Council for Technical Education and Department of Information Technology [formerly Department of Electronics (DOE)], Government of India. The management and administration of the Society is overseen by Governing Council, under the chairmanship of the Minister of State, Communications & Information Technology, Government of India. Members of the Council consist of eminent academia from IITs, Universities, etc. and professionals from the Industry.

### Course Highlights

- Highly Qualified & Expert Faculties.
- Broad & open environment.
- State-of-art Infrastructure, Wi-fi Campus.
- IT Resource Centre equipped with latest computers and leased lines.
- Knowledge Resource Centers with latest books.
- PDP sessions and Soft skills
- Mock Interview Sessions
- Knowledge enhancement through Seminars, Guest Lectures, Workshops, Industrial Visits, National Level Technical Competitions.
- Courses are recognized in US, UK, CANADA, JAPAN, NEPAL, SINGAPORE, & SRILANKA.
- 'B' Level is announced by Ministry of HRD as equivalent to MCA.
- 'B' Level Qualifiers can appear in GATE, UGC-NET, CAT etc. and can pursue further studies.
- Courses are approved by NASSCOM, AICTE and run by Ministry of IT (Govt. of INDIA).
- 'B' and 'C' level qualifications are recognized as equivalent to Associate Certified IT Project Managers (CITPM) Examination in SINGAPORE.
- 'A', 'B' and 'C' level qualifications have been recognized as equivalent to Fundamental Information Technology Engineer, Software Design and Development Engineer and Application System Engineer standards respectively of JAPAN Information Technology Engineers Examination Center (JITEC) of Information Technology Promotion Agency (ITPA), JAPAN.
- 'B' level is considered as equivalent to B.S. in by WES and Global Language Services, UNITED STATES of AMERICA, Applied Bachelors in CANADA (Canadian Community Colleges), B.Sc. (Hons.) - 4 Years in UNITED KINGDOM (By Kings College, London).

\*As per the Government of India Notification (54) No. F.2/6/97 - TS.III A. DOEACC 'B' Level has been recognized as MCA qualification for the purpose of employment under Central Govt., where MCA is the desired qualification.

# NIELIT Career Path

## NIELIT Career Path from 10+2 to MCA

NIELIT 'O' LEVEL (DURATION 1 Yr) - (FOUNDATION LEVEL)



NIELIT 'A' LEVEL (DURATION 1 Yr) - (ADVANCE DIPLOMA)



NIELIT 'B' LEVEL (DURATION 2 Yrs) - (MCA LEVEL)

## Course Curriculum\*

### 'O' LEVEL

**Eligibility :** 10+2/ ITI Certificate

**Duration :** 1 Year

#### Semester - I

IT Tools & Business System

Internet Technology & Web Design

#### Semester - II

Programming & Problem Solving Through 'C' Language

Elective: (One Module out of the following three modules to be chosen)

- Application of .NET Technology

- Introduction to Multimedia

- Introduction to ICT Resources

Practicals

Project

Data Communication & Network Technologies

Elective (One of the following two subjects to be chosen)

- Introduction to Object-Oriented Programming through Java.

- Software Testing & Quality Management

Practicals

Project

Elective - 2

Elective: (Any two from the following to be chosen)

- Embedded Systems

- Artificial Intelligence & Neural Networks

- E-Business

- System Modeling & Computer Simulation

- Parallel Computing

- Data Warehouse & Data Mining

- Software Testing & Quality Management\*\*

- Digital Image Processing

- Accounting & Financial Management System

- Applied Operations Research

- Wireless & Mobile Communication

- Information Storage & Management

#### Project & Practicals

Mini Project / Seminar

Final Project

Practical - 1: Examination will be based on the syllabi of :

- Software Engineering & CASE Tools

- Operating Systems

- Visual Programming

Practical - 2: Examination will be based on the syllabi of :

- Object Oriented DBMS

- Computer Graphics & Multimedia

- Internet Technology & Web Services

### 'B' LEVEL (MCA Level)

**Eligibility :** A Level / Graduate

**Duration :** 2 Year

#### Semester - I

Management Fundamentals & Information System

Discrete Structure

Software Engineering & CASE Tools

Operating Systems

Visual Programming

#### Semester - II

Computer based Statistical & Numerical Methods

Object Oriented DBMS

Computer Graphics & Multimedia Technology

Professional & Business Communication

Internet Technology & Web Services

#### Semester - III

Professional & Business Communication

Network Management & Information Security

Automata Theory & Compiler Design

Elective - 1

### 'A' LEVEL

**Eligibility :** Pursuing Graduation/ Graduate in any Discipline / 10+2 with Engg. Diploma from a Polytechnic

**Duration :** 1 Year (Full Time), 2 Years (Part Time)

#### Semester - I

IT Tools & Business System

Internet Technology & Web Design

Programming & Problem Solving Through 'C' Language

Computer System Architecture

Structured System Analysis & Design

#### Semester - II

Data Structures through 'C++'

Introduction to Database Management System

Basics of Os, Unix & Shell Programming

\* Subject to change

\*\* Degree in Distance Learning Mode through UGC recognised Indian University

# Mass Communication

## B.Voc. (Journalism & Media Management) (3 Year Regular)

Media has reduced the world into a global village, all news and information in any corner of the world is available instantly. Planning, growth and development is no more limited to local, national or international level, it requires professionals to project and implement in an organized manner to reach their achievements to the target audience. There is a growing need for media personnel who could plug the big talent gap in the field of mass communication.

We have designed and keep upgrading our course content to ensure that our students get to learn media in its latest format so that they can be absorbed in the industry.

Study of Mass communication and Journalism provides complete atmosphere and educational facilities for realization of aspirations, manifestation of your dreams to be converted into reality and commitment to achieve your career goals.

### Course Objective

Effective Mass Communication is one of the most potent weapons in the modern world. It can change the tide of public opinion and send vital messages out to a large section of society. The number of news channels are continually on the rise. It's the same case with newspapers and radio stations. The intelligent readership is growing and books are seeing resurgence in the market. The media has many segments: the print medium being the oldest journalism, electronic media such as television, radio, satellite communication, advertising and public relations, new media with added technology has taken it further to reach millions engaged in digital era of society are methods to reach out to millions.

The institute offers programmes in the areas of Journalism & Mass Communication to under-graduate by providing a strong foundation and comprehensive training to aspirants from any discipline to pursue careers in the media industry. We focus on nurturing the creative talent of students by providing them with hands on training and media exposure. One can also learn media law and ethics, research and journalistic techniques, media marketing, public relations and organizing events and exhibitions. Students are also encouraged to specialize in Print, Broadcast and web journalism, Radio Programming and production, Television Production, Film making, advertising and market communication.





## Course Highlights

- Well structured lectures with practical approach and latest technological tools
- Focus on communication skills, creativity and concepts
- Emphasis on operational knowledge of Camera , TV, Broadcasting and Production equipment
- Focus on Production of Documentaries, Short Film, and Quickies etc.
- Focus on Production of Radio Programmes
- Academic and Practical on Advertising , Public relations , exhibitions and events

- Operational knowledge of Social Media
- Local and National visits to enhance practical knowledge by Photography, videography, interactive interviews and project work.
- Participation in Audience based Programmes on current events, political developments, stock market fluctuations, women issues, price rise, international developments on NDTV, AajTak, India TV, Doordarshan, IBN-7 and other channels
- Workshops focusing on enhancing communication skills, Cyber journalism, presentations, project works and production techniques
- Students attend International Film festivals at Goa and other places

wherein they participate in screening of Films, attend seminars and workshops, interact and interview various national and international Directors and Actors.

- Frequent visits to Press, PR and Ad Agencies
- Practical hands on training in the fields of :
  - a) Camera Handling
  - b) Newspaper Production
  - c) Radio Broadcasting
  - d) Film Production
  - e) Cyber Journalism
  - f) PR, Advertising, events and exhibitions.

## Course Curriculum\*

Semester - I	Semester - III	Semester - V
History & Management of Print Media	Writing & Reporting for Print Media	Print Production - News & Magazine
History & Management of Broadcast Media	Radio -Script writing, Reporting & Broadcasting	Production Radio Programmes
History and Management of Audio Visual Media	Writing & Reporting for Television	Production of Audio Visual Media & Photo Journalism
Writing Skills English	Mass and Development Communication	Research Methodologies for Media (Project)
Writing Skills Hindi	Ethics & Morals	Media Laws
Introduction to Communication	Indian Constitution & Economic Growth	Cyber Journalism
Fundamentals of Computer	Research & Public Opinions	Public Relation- Event Exhibitions
Photography project on Visit	Computer Graphics	Mock Interview & Viva
Soft Skills & General Knowledge	Global Media Scenario and Current Affairs	Computer (Animation & Graphics)
French		
Semester - II	Semester - IV	Semester - VI
Print Journalism	E -Journalism	Editing & Reporting
Broadcast Media - Operations	Radio Production	Radio Journalism
Audio Visual Media - Operations	T V Production	Television Journalism
Ethics & Morals	Global, Social & Environmental Media	Advertising
Computer Graphics & Designing	Content Writing	Management of Media Organization and Commercial Planning
Project Writing on any Social or Current Issues	Production Portfolio	Production with Graphics & Animation
Personality Development & Current Affairs	Personality Development	Media Issues
French	Intro to PR & Advertising	Employment Enhancement & Viva Voce (Practical)
Writing for Media (English)	Computer Graphics	
Writing for Media (Hindi)		

1. Students are required to prepare a project report on subject allocated as summer assignment.
2. Summer internship for 6-8 weeks in media related Industry.
3. All students have to make two radio programmes & one short film or quickie to complete their Diploma.

\* Subject to change

## Achievements

The students of JIMS make us proud year after by securing top position in their respective courses at Institute, University and National levels. These students are not only honoured by their respective Universities, but are given special recognition by JIMS.

### Our Toppers

Name	Batch	University Ranking on All India Basis
Richa Sachdeva	2005-2008	I (Univ. Gold Medallist)
Neha Chopra	2007-2010	I
Tavleen Kaur	2009-2012	X
Sumana Kar	2010-2013	VII
Marrie Sharma	2011-2014	VI

In a short period the Dept. of Mass Communication has reached new heights and set new milestones in the field of journalism and mass communication. Our students have been acknowledge by various media organisations for their outstanding work.

- **Ms. Divyana Khanna**, student of BMC 2003-2006 Batch, working as a script writer with Balaji Telefilms Ltd., Mumbai
- **Ms. Anupama Tripathi**, student of BMC 2004-2007 Batch working as a Sports Reporter
- **Ms. Deepika**, student of BMC 2006-2009 Batch, working in the newsroom of Live India News Channel
- **Abhishek Nandwani**, student of BMC 2003-2006 Batch, working as a Senior Sub Editor in Network 18
- **Mr. Sahil Vaid**, student of BMC 2004-2007 batch, selected by Whistling Woods, MUMBAI (Sponsored by Mr. Subash Ghai)
- **Mr. Robin Kumar Singh**, student of BMC 2006-2009 Batch, working as Assistant Producer, Home Shop 18 Channel
- **Sugandha Shrivastava**, student of BMC 2003-2006 Batch, working in Aaj-Tak-TV-Today-Network
- **Mr. Nikhil**, student of BMC 2005-2008 Batch, working as an IT Manager with DEL
- **Ms. Bhavya**, student of BMC 2006-2009 Batch, working in the Dept. of Media Monitoring in ministry of Information and Broadcasting
- **Mr. Chetan**, student of BMC 2003-2006 Batch, working as a sports person in UNI
- **Aviral Raj Sharma**, of BMC 2005-2008 Batch, working as a Commercial Photographer
- **Mr. Aditya Uppal**, student of BMC 2006-2009 Batch CEO of "Pukar Theater"
- **Ms. Shilpa Sharda** student of BMC 2004-2007 Batch, working in T-Series



JIMS Students participating in KI & KA Promotional talk show at INDIA TV



Attended Exhibition on Photography and archives of films



Tarun Ujjainwal, Assistant Director, a JIMS Student with Cast and Director Nila Madhab Panda at JIMS for promotion



JIMS Students after the show HUM LOG with Nagma Sahar, NDTV



Talk show organised at JIMS with IBN7 during Delhi Assembly election



Students attending IIFF -Goa 16



**Neha Sharma**, a student of Mass Communication at JIMS, is in Lead Role “**Jamai Raja**”. T.V Serial (2.07.10); Also was awarded DIAMOND TROPHY for ‘Best Actress’ by STAR TV for her role in the serial “EK HAZARON MEIN MERI BEHNA HAI” in Star Parivar Awards - 2012

### Bollywood Actress

Our student **Payal Rajput** is a successful lead actress and model in Mumbai. She is also worked in one of the bollywood film - ‘Miss 420’ as lead actress.



**Anupma Tripathi** - Sr. Journalist  
The Telegraph



**Sahil Vaid** our student of t batch (2004-2007) actor and director, films Mumbai



Students attended workshop on direction and acting Internal Film fest Goa with Director Satish Shah



Chetan Sharma - Special correspondence India Today Group covering sports, parliament and crime



Karan Talwar, a student of Mass Communication at JIMS has worked as an Associate Director with leading film makers in Bollywood (Prakash Jha in the film RAJNEETI, Vishal Bhardwaj and others).



**Mr. Karan Talwar (2003-2006, BMC)**  
Associate Director, Film Rajneeti  
Prakash Jha Productions

## Career Opportunities

- Journalist
- Commercial Executive
- Production In charge
- Content and concept writer
- Marketing Executive in Newspaper and magazine
- Radio Anchor
- Technical Assistant
- Programme Producer
- News Reader
- Script writer
- Researcher
- News Reader
- Anchor
- Acting
- Camera Operator
- Production Assistant
- Direction and content writer
- Opportunity to interact with internal and external public, crisis management, corporate publication, exhibitions, event management and networking in
- Corporate Houses
- Hotels
- Airlines
- Media Houses
- Newspaper
- Television
- Educational Institution
- NGO'S
- PR Consultancies
- Political Parties
- Copy writers
- Visualizer
- Media Planner
- Account Executive
- Content Writer
- Researcher

## Success Stories

- **Niharika Tiwari** - News Anchor -DD News
- **Sanchit Khanna** - Photo Journalism -Hindustan Times
- **Prerna Sati** - Public Relation Officer -Aimfill International
- **Parul Budhraj** - Photography Technincal Assistant -Amity University
- **Priyansha Khurana** - Sub Editor -National Book Trust
- **Kanchan Uttam** - News Reporter -The

- **Sunday Headline**
- **Prachi Sharma** - News Reporter -STV, Haryana News
- **Paramjot Singh** - Business Executive -Dentsu Advertising
- **Devesh Bajpayee** - Senior News Reporter -TV100
- **Narendra Sharma** - NDTV
- **Versha Malik** - Reporter - India News
- **Dipsy Gera** - Intern Reporter - AajTak

- **Anurag Singh** - Creative Director - Broadcast Media Production House
- **Lalit Bajaj** - Photographer - Times of India
- **Lokesh Pathak** - Asst. Manager - The Pioneer
- **Ankur Saxena** - Zee News
- **Rohit Kumar** - PR Assistant - ITPO
- **Swati Sanghai** - Asst. Producer - Zee Business
- **Keerti Wadhwa** - PRO - Citi Bank



## Internships and Placements

The Bachelor of Mass Communication (BMC) students are taken in as interns and recruited in prestigious organisations like :



The Bachelor of Mass Communication (BMC) students are taken in as interns and recruited in prestigious organisation like :

- Aaj Tak
- Admas Advertising
- Adriot Films
- All India Radio (AIR)
- Azad TV
- Balaji Digital Solutions Pvt. Ltd.
- Balaji Telefilms (Mumbai)
- Balle Balle T.V.
- Bang PR & Features
- Channel-7
- CNBC Channel
- CNN
- Concept Neat
- Crayons Advertising
- DD News
- Doordarshan
- Facts n Fiction
- Focus TV
- Hindustan Times
- Interads Advertising
- Jain TV
- Janmat Channel
- Kent Communications
- McCan Ericson
- Magnum Films
- MH-1
- MTV
- NDTV
- Perfect Relations
- Pragma Channel
- Promodome Comm. Pvt. Ltd.
- PTI
- Punjab Kesari
- Rahi Communication
- Rashtriya Advertising
- S-1 Channel
- Sahara News
- Sanskriti Communications
- Siti Channel
- Subhash Ghai Production (Mumbai)
- Sudershan T.V.
- The Tribune
- Times of India (TOI)
- Total TV
- T-Series (Mumbai)
- TV 100
- UNI
- Zee T.V.

# B.Voc. (Hotel Management)

## Hospitality, Catering and Travel, Tourism & Service Industry

(3 Year Regular)

A blend of Art & Science; Technology & Tradition are taking place in the Hospitality Catering and Tourism industry. The Hotel industry is now looking at a blend of Technology and Traditions, this Sector is predicted to grow leaps and bounds and become triple of its size by 2020 generating enormous opportunities for well qualified professionals armed with credentials from an elite institute like JIMS. These graduates will be in great demand to assume exciting and rewarding positions anywhere in the World. The programme is designed to develop the Hospitality, Catering and Tourism Industry's middle and senior managers' cognitive skills in a variety of fields related to the industry. The curriculum comprises of a number of modules that are carefully selected and developed, these modules are regularly updated. For the aspirants, willing to be a part of booming Hotel & Tourism industry are looking for a challenging career in the colourful world of Hospitality, we offer exactly what they need to succeed in their dream career. We inculcate in the students the real meaning of the term 'Aathitya', the traditional age old hospitality for which Indians are known throughout the world, with a right blend of modern techniques. A fierce competition has led to lot of innovative ideas in this field resulting in impressive hospitality product and services for guest, this forecasts a bright future for all who choose to make a career in this field.

Keeping in view the increasing demand for such trained personnel, we at JIMS have designed a programme in Hotel Management. Having a pleasing personality, good communication skills, cheerful, sunny disposition and an ability to put in laborious working hours are some of the pre-requisites for a Hospitality professional.



## Course Objective

The three year degree course in Hotel Management and Tourism offered at JIMS explores the relationship between the Hospitality and Tourism Industry. An ideal candidate for this course should have excellent communication skills with a pleasing personality; he should be outgoing, friendly and have the ability to take responsibilities.

The hospitality programme at JIMS equips the students with the required skills, knowledge and attitude to efficiently discharge supervisory responsibilities in the fast growing Service Sector. The curriculum is designed to meet the global and regional need for qualified graduates, who will be able to apply their knowledge directly into the workplace. The programme will have an emphasis on managerial and operational issues and the philosophy can be described as 'Think Global, Act Local'. The delicate balance between Tourism Destination; Travel and Hospitality Management; and the cherishment of Cultural Diversity, Heritage and Authenticity will be the highlighting part of the course study. For aspirants, willing to be a part of this booming Hospitality and Tourism Industry and looking for a challenging career, we at JIMS offer what is needed to succeed in ones dream career.

## Course Highlights

- Well structured lectures with practical approach
- Practicals on Food Production and Bakery
- Front Office Practicals
- Food and Beverage Service Practicals
- Housekeeping Practicals
- Out Door Catering to give the students a hand on experience
- Frequent Visits to 5-Star Hotels, Resorts, Travel Agencies and other Service Sectors to give them a feel of the Industry
- PDP and Soft Skill sessions
- Presentations on Academic and Industry oriented subjects
- Guest Lectures by senior Industry Professionals
- Workshops on Food Production and Bar Tending
- Seminars focusing on the current trends in Hospitality and Tourism Industry
- Industrial Training
- Placement Assistance through Campus Interviews

## Course Curriculum\*

Semester - I	Semester - III	Semester - V
Basic Kitchen Management	Food Production & Bakery II	Industrial Training Report & Presentation
F & B Service-I	F & B Service III	Human Resource Management
Room Division Management	Front Office Operation-II	Advance Front Office Operation
Hotel Housekeeping-I	Housekeeping Management	Advance Accomodation Operation
French (Introduction)	Hospitality French	Principles of Management
Nutrition & Food Science	Airlines & Travel Management	Travels & Tourism Management
Introduction to Tourism	English Communication & Conversation	PD & Interview Techniques
Communication Skills	Food Production (Prac)	Production (Prac)
Basic Kitchen Management (Prac)	F & B Service (Prac)	Service (Prac)
F & B Services (Prac)	Bakery (Prac)	
House Keeping (Prac)	Front Office (Prac)	
Bakery (Prac)		
Semester - II	Semester - IV	Semester - VI
Food Production & Bakery I	Advance Food Production & Bakery	Professional Elective (Any two)
F & B Service II	Advance Food & Beverage Service	Front Office Management
Front Office Management	Event Management	Housekeeping Management
Hotel Housekeeping II	Hospitality & Hotel Law	Food Production Management
Hospitality French	Retail Management	F & B Service Management
Sanitation & Hygiene Management	International Tourism Technology	Project Report & Presentation
Tours & Travels Technology	Sales & Marketing Management	Entrepreneurship Development
Business Communication & Language Skills	Hotel Accounts Management	Cultural Heritage of India
Computer Applications	Food Production (Prac)	F & B Management
Food Production (Prac)	F & B Service (Prac)	
F & B Service (Prac)	Bakery (Prac)	
Bakery (Prac)	Housekeeping (Prac)	
Front Office (Prac)		

\* Subject to change

## Achievements

### Dept. of Hotel Management & Tourism : Best Study Centre Award

The Department of Hospitality & Tourism at JIMS Rohini, Delhi has received the status of being – The Best Study Centre of Sikkim Manipal University in North India Region for the three consecutive years. Ms. Anshoo Walia, Dean, Dept. of Hotel Management & Tourism, JIMS Rohini received the award for excellence.



## Ranking by GHRDC for CSR

In a recent survey conducted by GHRDC for Competition Success Review the Department of Hotel Management & Tourism, JIMS Delhi has been rated among the Top Hotel Management Institutes of Excellence (on overall basis) in India.

## Institutional Ranking

### CSR-GHRDC Hotel Management Institutes Survey - 2010.

#### Ranking of Top Hotel Management Institutes by State

Rank	Name of the Hotel Management Institutes
2 <sup>nd</sup>	JaganNath Institute of Management Sciences (JIMS), Rohini, Delhi
3 <sup>rd</sup>	JaganNath Institute of Management Sciences (JIMS), Mathura Road*, Delhi [* Now shifted to Lajpat Nagar]

Hotel Management course at JIMS Rohini and JIMS Lajpat Nagar, Delhi has been ranked 2nd and 3rd among Top Hotel Management Institutes in Delhi as per survey conducted by GHRDC for Competition Success Review-2010.

### CSR-GHRDC Hotel Management Institutes Survey - 2010.

#### Ranking of Top Hotel Management Institutes by Region

Rank	Name of the Hotel Management Institutes
6 <sup>th</sup>	JaganNath Institute of Management Sciences (JIMS), Rohini, Delhi
11 <sup>th</sup>	JaganNath Institute of Management Sciences (JIMS), Mathura Road*, Delhi [* Now shifted to Lajpat Nagar]

Hotel Management course at JIMS Rohini and JIMS Lajpat Nagar, Delhi has been ranked 6th and 11th among Top Hotel Management Institutes in North India Region as per survey conducted by GHRDC for Competition Success Review-2010.

### GHRDC Hotel Management Institutes Survey -2016

Rank	Name of the Hotel Management Institutes
7 <sup>th</sup>	Rank in the category of Emerging Excellence
2 <sup>nd</sup>	Rank in the State of Delhi (Private)

### GHRDC Hotel Management Institutes Survey -2013

Rank	Name of the Hotel Management Institutes
10 <sup>th</sup>	Rank in the category of Emerging Excellence
1 <sup>st</sup>	Rank in the State of Delhi
19 <sup>th</sup>	Rank in the category of Private HMIs in India





## Other Activities



Annual Convocation



Campus Placement Time



Coordination Team During Orientation



ODC at IPL



Mixology & Bartending Workshop



Mixology & Bartending Workshop



Industrial Visit to Hotel Crowne Plaza, Rohini



Kite Festival



Floral



Rangoli Practical

## Career Opportunities

- 5-Star Hotels and Resorts : Supervisory, Management Trainee & Entry level positions
- Airlines and Aviation Industry : Catering Assistant, Ground Staff / Operations & Cabin Crew
- Railway Catering
- Fast Food Outlets & Restaurants
- Luxury Cruise Liners
- Hospitals and Hostels : Co-ordinators, Catering Incharge, Housekeeping Supervisor etc.
- Travel Houses : Tour Operator, Counter Staff & Travel Co-ordinator
- Guest Relation Executive (GRE) in Multinational Companies
- Customer Care Executive in Banks
- Media Houses : Public Relation Executive
- Shopping Malls, Multiplexes and Retail Outlets
- Event Management Companies
- Entrepreneurs

## Success Stories



**Rahul Sharma**  
Duty Manager  
Hotel Radisson Blu



**Abhinav Kumar**  
United Colors of  
Benetton



**Prateek Paul**  
Asst. Manager  
Old World Hospitality



**Lokesh Gupta**  
Oceania Cruises



**Shitika Mehra**  
Taj Mahal Hotel



**Vikhyat Dutt**  
The Oberoi Delhi



**Juhi Jain**  
Crew Indigo Airline



**Varun Gulati**  
Chef at Hilton  
Worldwide



**Jyoti Nikhilja**  
Wine Trainer, Sula  
Vineyards, UB Group



**Mohammad Afnan**  
Chef Hotel Shangri-La



**Shobhit Pathak**  
Shangri-La



**Tarba Salim**  
ITC Maurya  
Sheraton



**Lakshay Duggal**  
Spice Jet



**Rishabh Chatterjee**  
Lodhi Hotel



**Harpreet Kaur**  
Metropolitan

## Corporate Interface

### Internships and Placements

The Hotel Management & Tourism students are taken in as interns and recruited in prestigious organisations like :



- The Taj
- The Taj Ambassador
- The Oberois
- Hyatt Regency
- The Grand
- Radisson
- The Lalit

- Leela Kempensky
- Shangrila
- Hilton
- Jaypee Vasant Continental
- Hotel Samrat
- The Park

- Ramada
- The Metropolitan
- India Habitat Centre
- Amatra Spa
- Uppal's Orchid
- McDonalds
- TGI Friday

- Nirula's
- Ruby's Tuesday
- Café Coffee Day
- PVR
- Benetton
- Air Canada
- Jet Airways

- Kouni Travels
- American Express
- Club Mahindra Holidays
- Tybros Events

# Fashion Design

## B.Voc.(Fashion Technology)

(3 Year Regular)

The Fashion Industry is one of the fastest changing and most dynamic industries in the World today. Fashion Industry refers to a platform that offers people the scope to display collection of clothes that they design, and an opportunity to the buyers to know about the latest trend that is prevailing in the market.

Fashion Industry is a glamour world that fascinates billions of youths to establish their careers. It is place where challenge comes at every step and there is a tremendous competition among the professionals such as the models, the fashion designers and fashion houses to triumph over their rivals.

Fashion in India has become a growing Industry with international events such as the India Fashion Week and Annual Shows by fashion designers in the major cities of India. The achievements of a number of Indian beauty queens in International Beauty Pageants such as the Miss World and Miss Universe have also made Indian models and attire recognized World wide. Fashion designers such as Ritu Kumar, Ritu Beri, Rohit Bal, Rina Dhaka, Muzaffar Ali, Satya Paul, Tarun Tahiliani, JJ Valaya, Manish Malhotra, Charu Parashar, Samant Chauhan, Bharat Mehra, Aparna and Norden Wangdi are some of the well known names in the fashion circuit of India..

### Course Objective

Fashion Design is the applied art dedicated to the design of clothing and lifestyle accessories created within the cultural and social influences of a specific time. Fashion design differs from costume design due to its core product having a built in obsolescence usually of one to two seasons.

The first fashion designer who was not simply a dressmaker was Charles Frederick Worth (1826–1895). Before the former draper set up his maison couture (fashion house) in Paris, clothing design and creation was handled by largely anonymous seamstresses, and high fashion descended from worn at royal courts.

The Indian fashion market has become more pronounced and energized with global players. The fashion industry's prospects are extremely encouraging and provide attractive openings at various levels not only to professionals but also to talented and skilled graduates.

This course offers a creative, inspirational and yet realistic education for creating the successful fashion design professional. The emphasis is on personal design philosophy. Whether negotiating the design elements appropriate for commercial fashion retailing or exploring the individual conceptual practice of the designer, you are critically challenged to extend your creativity.

### Course Highlights

- Well structured lectures with practical approach
- Institutional Member of FDCI (Fashion Design Council of India)
- Design Studio
- Pattern making, Garment & Draping Lab, Construction Lab
- Regular visits to Exhibitions, Fairs, Crafts Museum, Art Galleries, State Emporiums etc.
- Direct interaction with Designers & Industry Experts to enhance creativity
- Special inputs on Portfolio Development & Presentation Techniques
- Customized sessions on Personality Development
- Comprehensive training in Production Management, Export Documentation etc.
- Workshops & Fashion Shows displaying the talent of young budding designers
- Guest Lectures from leading Industry experts
- Six to eight weeks Professional Training

## Course Curriculum\*

Semester - I	Semester - III	Semester - V
Principle and Elements of Design Management	Fabric Formation and Processing	Visual Merchandising
Fundamentals of Fashion Design Management	Import Export Management	Apparel Merchandising
Fashion Illustration Technology-I	Fashion Illustration Technology-III	Fashion Illustration Technology-V
Pattern Making Technology-I	Pattern Making Technology-III	Pattern Grading Technology
Garment Construction Management-I	Garment Construction Management-III	Industrial Pattern Making & Sewing Technology
Computer Application in Management	Surface Ornamentation Technology-I	Quality Control & Management
Communication Skills	Draping Technology- I	Apparel & Production Management
French	Illustrator	
Semester - II	Semester - IV	Semester - VI
Advanced Multimedia	History of Costumes	Fashion Forecasting
Fundamental of Fashion Technology	Marketing, Advertising & Sales Management	TukaCAD Technology
Fashion Illustration Technology-II	Fashion Illustration Technology-IV	Portfolio Development & Management
Pattern Making Technology-II	Pattern Making Technology-IV	Concept of E-Commerce
Garment Construction Management-II	Garment Construction Management - IV	Retail Merchandising & Consumer Information
Textile, Fibers and Yarns	Surface Ornamentation Technology - II	Entrepreneurship Development
Financial & Management Accounting	Fabric Formation & Processing - I	
French	Draping Technology - II	

\* Subject to change

# Fashion World @ JIMS

## a snap shot



JIMS Students with Minisha Lamba & Designer Ranna Gill



JIMS Students with Designer Rohit Bal



JIMS Students with Actor Jimmy Shergill



JIMS Students with Designer JJ Valaya



JIMS Students with Designer Rahul Khanna



JIMS Fashion student with Neha Dhupia



JIMS Students with Actor Ayushman Khurana



Fashion Students with Actor Vidyut Jamwal (Amazon India Fashion Week)



JIMS Students with Designer Ritu Kumar



JIMS Students with Azhar Team (Bollywood movie)



JIMS Students with Mr. Sunil Sethi, Director-FDCI



JIMS Students with Designer Gaurav Gupta



JIMS Student with Ace fashion designer Mr. Manish Malhotra



Eminent Fashion Designers Charu Prashar, Samant Chauhan, Bharat Mehra, Prashant Verma registered with FDCI judging the JIMS Annual Graduating Show.



JIMS Students with Designer Manish Arora

# styles & Trends



Eminent jury members from fashion industry at Styles and Trends Mr. Amit Trikaya, Ms. Ramon Lamba, Ms. Reshma, Mr. Bharat, Ms. Varija Bajaj



Dr. J.K Goyal, Director, JIMS felicitating the esteemed jury member in Styles and Trends Mr Amit Trikaya



Mr Deepak Gupta, Vice Chairman, JIMS felicitating the esteemed jury member in Styles and Trends 2016 Ms. Rita Gangwani



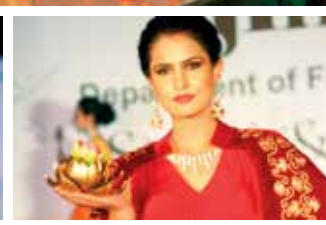
Mr Deepak Gupta, Vice Chairman, JIMS felicitating the esteemed jury member in Styles and Trends 2016 Ms. Reshma Grover

Dr. J.K Goyal, Director, JIMS felicitating the esteemed jury member in Styles and Trends Dr. Varun Katyal



Dr. J.K Goyal, Director, JIMS felicitating the esteemed jury member in Styles and Trends Ms. Varija Bajaj

Jury Member Ms. Sonia Jetley



## Industrial Visits and Workshops



Visit to Weaver Service Centre



Visit to NITRA



Visit to National Handloom Expo



Excursion Trip to Manali



Visit to Bagru, Rajasthan



Visit to Modern Art Gallery



Visit to Ajanta Printer



Visit to Ajanta Printers

## Success Stories



**Sarvjeet Thapar**  
(Joy Mitra)



**Aditi Wadhwa**  
(Shahi Exports)



**Divya Sehegal**  
(Shahi Exports)



**Akshi Tyagi**  
(Eleven Eleven)



**Gayatri Verma**  
(Frontier Bazar)



**Jai Bhagwan**  
(Orient Craft)



**Ity Choudhary**  
(Gaurav International)



**Neha Singh**  
(H&M)



**Nidhi Khurrana**  
(Pantaloons)



**Alam**  
(Bharat Exports)



**Kajal Malik**  
(Richa Exports)



**Nikhil Narang**  
(Ritu Kumar)



## Career Opportunities

- Fashion Designer in the Apparel Industry & related lifestyle sectors
- Fashion Illustrator
- Accessory Designer
- Freelancer
- Merchandiser
- CAD Specialist
- Visual Merchandiser / Display Artist in Retail Stores
- Documentation In-charge
- Fashion Show Organiser
- Quality Controller
- Production Manager
- Academician & Researcher
- Costume Designers for Fashion Publishers & Films
- Stylist

## Achievements



Fashion Design students of JIMS marked their presence as Designers in one of the most prestigious Fashion Show by showcasing their creativity in - **“COLORS & STYLES” - The Bollywood Fashion Awards** held in CANADA on Nov 5, 2011



### “INDO-NEPAL FRIENDSHIP” Celebration

JIMS Design students also marked their presence in Kathmandu (Nepal) as Official Designers in ‘Indo-Nepal Friendship’ celebration held in August 11, 2011

## Corporate Interface

### Internships and Placements

The Bachelor of apparel & Fashion Design students are taken in as interns and recruited in prestigious organisations like :



BHARAT EXPORTS



JOY MITRA

Shahi Exports Pvt. Ltd.



- Frontier Bazaar
- Kalpana
- Gujralsons
- Pantaloons
- Bombay Selection
- Spring Overseas Pvt Ltd
- PMK Vastra Overseas
- Orient Clothing Co Pvt Ltd
- Taurus
- Realm Clothing
- Sumani Exports
- ABN'S Apparel
- Riviera Home Furnishings Pvt Ltd
- Kanika Exports
- J J Exports
- Arya Exports
- Ragnik Exports
- Omjyoti Apparels
- Acus Impex Pvt Ltd
- Attire
- Boston Apparels
- Dream Collection
- FFI - Fashion Foundation of India
- FDCI
- Wills Lifestyle
- Orient Craft Ltd.
- Biba's
- Diwan Saheb
- Zohra Emporium
- Future Group
- White Rock International
- Diesel
- Afamado
- Gaurav International
- Studio by Janak
- Asiana
- Apparel Resorces
- H-2 Studio by Bharat and Reshma
- Kazo
- Life Style
- Joy Mitra
- H & M
- Shahi Exports Private Ltd.
- Tommy Hilfigure
- Ritu Kumar
- Intertek
- Li and Fung

# Interior Design

## B.Voc. (Interior Design)

(3 Year Regular)

World is integrating fast and consumerism is growing. Therefore, the market economy is expanding. These factors contribute to changes in the Interior Design Industry. Not only the interior design concepts are changing but the interior is becoming more attractive and there is optimum utilization of space. The dependency on technology has increased a lot and it is appropriate to resort to newer technologies that give a distinct dimension to interiors every time a design is conceptualized.

Interior Designing in India has become a growing Industry with booming real estate market. The interior design market in India is all set to register a 60 % growth rate this year. With the real estate sector expected to grow by 40-45%, the interior design market is catching up fast. With the middle-class segment now ready to spend on decorating their homes, this market is going to witness a phenomenal scale-up. Apart from new houses, the practice of furnishing of old houses has also picked up in recent times Today, a mere change in the design can get one, a better return on investments (RoI), giving a new dimension to a property altogether. Interior Designing deals with a lot of activities related to creativity and imagination, therefore Interior Designers must be imaginative, creative, self-motivated and good at listening. Apart from that they must have good interpersonal and management skills. They should be aware of the changes in trends and keep up with the latest styles. Excellent communication skill is essential for an interior designer, as they need to describe their ideas and requirements to clients and other professionals such as builders and electricians. In addition, they also need to be able to inspire confidence in their clients and at times accept criticism. They should have a high level of technical knowledge about past and present styles of architecture, computeraided design skills, artworks, building materials, infrastructure, texture and lighting. They should be able to calculate the cost of a design and to work out a budget best suited to their client. The Interior Design programme at JIMS is designed in order to analyse the client's needs, goals, safety and lifestyle requirements and integrate this information into a design that is pleasing to the eye and is functional.



### Course Objective

Interior design is the process of shaping the experience of interior space, through the manipulation of spatial volume as well as surface treatment. Not to be confused with interior decoration, interior design draws on aspects of environmental psychology, architecture, product design and furniture design in addition to traditional decoration.

Interior Designing is emerging as the most sought after and lucrative profession in urban India. Apart from the fact that it generates a good remuneration, its popularity lies in the glamour and recognition it provides.

A three year Interior Design programme at JIMS has been conceived to cater to the needs of aspirants interested in making a career in this innovative and creative profession. The programme emphasizes on basics of Architecture; Sketching & Drawing; Lighting & Decoration; Sourcing of materials; Attitudes, lifestyles and cultural preferences of respective clients; and Portfolio presentation.

### Course Highlights

- Curriculum constructed by Interior Design experts
- Practical training on comprehensive infrastructure which includes drafting tables, drafting stools, drawing boards etc. for a complete learning experience
- Focus on architecture and design fundamentals, rather than mere decor
- Active inputs in Design & Construction Studios
- Inputs on areas like Design Methods and Material, Providing Services, History and Technical theory
- Focus on creating 2D and 3D virtual drawing by working on AutoCAD and 3D Max
- Application based training on software's like : Coral & Photoshop
- Visits to Exhibitions like Interior- Exterior Expo, Society Interiors Malls and Construction Sites
- Market Surveys for various elements of materials - Timber, Marble, Paints, Hardware etc.
- Six to eight weeks professional training
- Workshop - Seminar and activities.

## Course Curriculum\*

Semester - I	Semester - III	Semester - V
Basic of Drawing and Graphics	Elements of Material & Technology-II	Elements of Services Technology-II
Elements of Interior Design Management-I	Construction Techniques- & Technology-II	Furniture Design-IV
Art & Architecture History-I	Interior Design Studio-III	3Ds Max-I
Interior Design Studio-I	Furniture design-II	Interior Design Studio-V
Computer Fundamentals in Management	Building Services Managements	Landscape Design
Communication Skills	AutoCAD-I	Vaastu
Business Management	Elements of Marketing Research	Visual Merchandising Management
Construction Techniques Materials & Technology		
French		
Semester - II	Semester - IV	Semester - VI
Construction Techniques & Technology-I	Building Services Management-I	Design Decision Process & Management
Elements of Material & Technology-I	Construction Techniques & Technology-III	3Ds Max-II
Graphic Presentation Technology	Furniture Design-III	Interior Design Studio-VI
Furniture Design-I	Interior Design Studio-IV	Estimation Costing & Accounting-II
Interior Design Studio-II	AutoCAD-II	Furniture Design-V
Advanced Multimedia In Management	Climatic Design	Revit Architecture
Marketing	Estimation Costing & Accounting-I	Visual Merchandising Management
Art & Architecture History-II		
French		

\* Subject to change



Ideometric Warriors is Annual Exhibition organized by Dept. of Interior Design to provide a platform to young designers to show case their creative ideas. Students are encouraged to conceptualize the idea and give it a final shape in the form of Interior Products, Furniture, Architectural Models and Solutions.





Students being awarded in their respective categories during the culmination of the event.



Mr. Amit Gupta, Chairman JIMS interacting with budding designers and appreciating them for their innovative work in creating cost effective interior design products.



“Santushi” the Design Exhibition organized by the Interior Design students: 20th and 21st Feb’ 2016

An expression of creativity and innovation the interior design students display, at this annual exhibition, self designed & hand crafted designs in the form of multi-purpose furniture and accessories. A proud moment indeed for the department when they manage to attract not only appreciative glances but also buyers for the products.

## Achievements

The students of JIMS make us proud year after year by securing top positions in their respective courses at Institute, University and National levels. These students are not only honoured by their respective Universities, but are given special recognition by JIMS.

### Interior Design - Honour Board

#### Our Toppers

Name	Batch	University Ranking on All India Basis
Siddharth Tekchandani	2005-2008	I
Swati Karwal	2006-2009	I
Nupur Jain	2006-2009	II

### Interior Design Competition by Hero Honda

The students of B.Sc. Interior Design JIMS, Delhi participated in Interior Design Competition organised by Hero Honda at its Gurgaon plant, Haryana. Our talented young designers showcased their design skills for the administrative block of Hero Honda plant within the given time frame and their performance was judged par excellence by Col. Sunil Khurana, Head Administration, Hero Honda and Mr. Samarjit Banerjee, Head HR, Hero Honda. The competition was indeed a break through step in the world of skill based creative interior design industry and lifted the morale of the participants.



### Durian Awards

Our students of B.Sc. Interior Design – 1st Year won the 1st Prize amongst all participating colleges on all India level in finals organized by Durian Society Interiors in Mumbai under 'Product Design Category'.



Mr. Siddhant Sharma & Ms. Sakshi Chugh (B.Sc. Interior Design)



**Kaushika Sharma** won Product Design Category in Society Interiors Design Competition and Awards



Students won 3rd Prize in AMITY COLORVERVE



Students won 2nd Prize in FDDI Display Competition

## Industrial Visit - Interior Design



## Workshop and Creative Activities





## Career Opportunities

- Commercial Interior Designer
- Residential Interior Designer
- FF & E Consultant
- Color Consultant
- Space Planner
- Interior Illustrator
- Visual Merchandiser
- CAD Specialist
- Landscaper
- Free Lancer
- Exhibition Designer
- Kitchen Designer
- Furniture Designer
- Product Innovator
- Event Manager

## Corporate Interface

### Internships and Placements

The Interior Design students are taken in as interns and recruited in prestigious organisations like :



- Acme Design Tech
- Actpl
- Ambience Interiors Pvt. Ltd.
- Ansa Interiors
- Asian Paints
- B&B Italia
- Concept to Design
- Concept to Design
- Design Tattav
- Dzignintra Building
- Dzine Intra
- Enarch Consultants
- Godrej Interio
- Guntier Doors
- K2 India - Kohelika & Sunita Kohli
- Kings Men
- KK Enterprises
- Laposs
- Linez "N" Designz
- Lipika Sood
- Mirabel Interior Design
- More Inside Design
- Natuzzi Gurgaon
- Oyo Room Gurgaon
- Planner's
- Qurio Noida
- R.V. Interiors
- Rare Interiors
- Ritu Singh Interiors
- Santushti Interiors
- Sarthak Sahil Design Company
- Seven Seas
- Somany Tiles
- Stroika
- Yellow Star
- Zed Associates

## Success Stories



**SIDDHANT SHARMA** placed with **K2 INDIA** as an Interior designer.

K2India is a New Delhi based multi-disciplinary design and architectural firm constituted, in 2010, by Sunita Kohli (Padma Shri, 1992) and her Pratt Institute educated architect daughter, Kohelika Kohli. It was established, as their brand, to bring all the design disciplines practiced by their various companies, under one umbrella. These are 'Kohelika Kohli Architects' (est. 2004), the Architecture and Project Management cell of the company, known for its creative and contemporary buildings; 'Sunita Kohli Interior Designs Pvt. Ltd.' (est. 1972), the Interior Design cell of the company, research-based and concerned and sensitive to the physical context of a project and its cultural milieu; 'Sunita Kohli & Co.' (est. 1971), the Furniture



**AASHNA ARYA** placed with **POMEGRANATE EVENT DÉCOR** company as designer.

Pomegranate aims at transforming wedding , interiors and event designs into spectacular reality for refined clientèle. Our collaborative spirit allows us to work with ease in both modern and traditional styles. Our finished creation merges the vision of both the client and our creative team.



**PRERNA KHURANA** placed with Ravish Vohra home as an Interior designer.

Ravish Vohra has been in the bespoke lifestyle industry since 1992. He has had a life-long passion for architecture and interiors. His drive and passion for design are beautifully executed through his technical expertise in creating high-end quality pieces with attention being paid to the comfort of the furniture, lavish design and unparalleled quality. As a natural progression, Ravish Vohra Home was started. The flagship store launched in October 2010 and Ravish Vohra Home was introduced in a space that showcases Ravish's abundant offering of the best in luxury lifestyle. Creativity and technology, glamour and functionality, quality and innovation: an extraordinary combination of factors, along with a strategic vision has contributed to the lasting success of Ravish Vohra.



**NUPUR ALAGH** placed with **SEVEN SEAS** as event designer.



**KAUSHIKA SHARMA** placed with **iRenovate** as an Interior designer.



Ms. **Shivani Luthra** got a placement with an international firm **NATUZZI** (Brand associated with Interior Design Products) as a Space Designer.

# Jewellery & Accessory Designing

## B.Voc. (Jewellery & Accessory Design)

(3 Year Regular)

2 Year / 1 Year / 6 Months

The jewellery industry is one of the fastest changing and most dynamic industries in the world today. Accessories industry refers to platform that offers people the scope to display collection of jewellery that they design and an opportunity to the buyers to know about the latest trend which is prevailing in the market. Jewellery industry is a glamour world that fascinates billions of youths to establish their careers.

Jewellery in India has become a growing industry with international events such as HONKONG FAIR, IIGJ FAIR'S And India Fashion Week. Now days Jewellery show are very much in. The Indian fashion market has become more pronounced and energized with global players.

Before an article of jewellery is created, design concepts are rendered followed by detailed technical drawings generated by a jewellery designer, a professional who is trained in the architectural and functional knowledge of materials, fabrication techniques, composition, wearability and market trends.

Traditional hand-drawing and drafting methods are still utilized in designing jewellery, particularly at the conceptual stage. However, a shift is taking place to computer-aided design programs like Rhinoceros 3D and Matrix. Whereas the traditionally hand-illustrated jewel is typically translated into wax or metal directly by a skilled craftsman, a CAD model is generally used as the basis for a CNC cut or 3D printed 'wax' pattern to be used in the rubber molding or lost wax casting processes.



## Course Objective

The programme blends creative palette of an individual in the area of Jewellery Designing, CAD, Diamond Grading, Gemology, Export Management and Accessory Designing.

Jewellery Design Graduate course brings out each individual's innate creativity, helping enthusiasts to design with ability and confidence. It makes an apprentice designer learn the basics and complexities of designing any type of jewellery, along with estimating its cost. Through practical work, designers are assisted to express their creativity by designing a portfolio of their own styles.

Specializations Accessory Design is a bachelor programme that is one of its kind in the country. It has a well-defined curriculum for developing integrated expertise in design methodology, materials and production process, consumer behavior and market dynamics, trends and forecast interpretations, business practices and project management in the field of fashion and lifestyle accessories. A strong industry orientation is reflected in its credo 'Design for Business' with the most successful industry education interface in student learning. The programme has gradually evolved to address the entire spectrum of accessories, precious and costume jewellery, belts buckles, footwear broaches, watches, giftware, silverware, and visual merchandising. Each JIMS centre is expected to provide national leadership in the area of its specialisation.

Jewellery and Precious Products: Precious Jewellery, Costume Jewellery, Silverware, Giftware using Precious Metals and Precious Stones.

Accessory Design program prepares students for careers as Designers, Brand Managers, Visual Merchandisers, Product Managers and Entrepreneurs in the broad areas of precious and costume jewellery, leather goods, giftware, watches, footwear, handicrafts and lifestyle Jewellery within the specialization .

With education comes knowledge, as well as the confidence necessary to buy, sell and appraise jewelry. Each year, thousands of professionals and consumers enroll in the our Gemology. Whether you want to become a more confident buyer, a diamond grader, jewelry designer, sales professional or Graduate Gemologist, worldwide schools offer an unrivaled range of coursework, spanning everything from rough diamond grading to gemstones, diamonds, pearls, modern treatments and computer-assisted jewellery design.

Internship will be in good brands in companies like Tanishq, Kama Jewelers, Gili, PP, PC JEWELLERS, etc.

## Course Highlights

- Use of simple tools for effective design
- Workshops on handcrafted jewelry
- Costume Jewellery
- Designing a portfolio
- Gold, diamond and craftsmanship calculations
- Focus on creating 2D and 3D on Jewel CAD softwares matrix
- Diamonds' Grading & Sorting;
- Training and practical work using diamonds ranging from 0.15 carat to above a carat
- Gemology
- Fashion Accessories
- Jewellery Retail and Export Management
- Market Surveys for various elements
- Intensive lab sessions
- Informative manual and grading kit ,sourced in Antwerp, Belgium
- Guided tour ,exhibition ,laboratory and research facilities
- Men /Girls accessory
- Gold calculation
- Setting in jewellery
- Visit at Jaipur, Bombay and Surat

## Courses

### Jewellery & Accessory Designing

(3 Year / 2 Year / 1 Year / 6 Months)

#### Certificate Course

- Costume Jewellery
- Diamond Grading
- Gems Grading
- Accessories Designing
- CAD Designing



## Infrastructure

### Design Lab

The lab is fully equipped with the latest modern tools and machinery required for manufacturing jewellery/accessories. It provides a stimulating environment which motivates students to explore various jewellery fabrication techniques and utilize these skills for creating unique designs.

### Gemology Lab

Gemology Lab has an extensive collection of Precious and Semi-Precious Gemstones, Rocks, Geodes & Minerals. The purpose of this lab is to sensitize and academically train students to be Gemologists who are qualified to identify and evaluate precious & semi-precious gems.

### 3D Printing Lab

3D Printing is a name associated with a form of manufacturing called additive manufacturing. This lab is equipped with 3D Printing Machine which is used to synthesize three-dimensional objects created using

Rhinoceros commercial 3D designing software. It will expose and educate students to design jewellery/accessories for export market which extensively utilizes jewellery casting process.

### Resource Centre

Resource center is provided that stocks all kind of materials required by them in Jewellery Designing Viz. Costume Jewellery, Kits for Grading.

## Admission Procedure

10+2 with minimum 50% marks. Written Test followed by Group Discussion and Personal Interview. Written Test would be based on creativity and imagination of the aspirant and on topics related to current trends in fashion, interior, multimedia design and current affairs.

## We are conducting workshops to educate people about



- How to Check Diamonds'
- Basic Jewellery Designing
- Navratan Identification
- Difference between Diamond & Zircon
- 4 c'of Diamonds
- Costume Jewellery (How to make Artificial Jewellery ourself)
- Diamond Grading
- Gemology Grading
- Knowledge about Hallmarking System

**Anjali Kapoor Dhameja**, HOD of Jewellery Department

"The desire to adornment is deep rooted in us. We see it growing from stone Jewellery to costume Jewellery and so on. We strive for furtherance of the quest for adornment with latest trends, materials and technologies to train our students as world class Jewellery Designers."

A vision to excel and position it as a benchmark institute for the Gems and Jewellery sector has been the true aspiration; also a strong focus on Design is the most integral part of its mandate. Not only there is a great shortage of good Jewellery Designers and dedicated Jewellery Design schools in India but the mere issue of other programs offered by various institute focuses only on Design as Fashion based interface or they are drawing based design focused and prescribing it to be an elitist practice of profession. Design in its true potential is under utilized and thus operates for a particular section of society. Yet another important issue to be raised here is that Design is a multi-tiered activity in the Jewelry industry, so the number of programs to be offered to address the true and specific needs of these requirements calls for a cohesion and plan programs accordingly. This will enable us to differentiate all the programs against true needs of the industry with minimum clashes of graduating profile with its fitment in G & J industry context.

## Career Opportunities

The JIMS graduates get working opportunities in Jewellery and export organizations and design groups such as:

- Jewellery Consultant
- Jewellery Designer
- Freelancer
- Merchandiser
- Jewellery Manufacturer
- Pd Executive
- Cad Designer
- Exports Manager
- Diamond Buyer
- Diamond Assorter
- Diamond Grader
- Valuer/Appraiser
- Diamond Broker
- Jewellery Buyer
- Jewellery Manufacturer
- Importer / Exporter
- Retailer / Showroom Owner
- Lab Owner
- Rough Diamond Trader
- Rough Diamond Assorter
- Rough Diamond Planner
- Diamond Broker
- Diamond Manufacturer
- Importer / Exporter
- Gemstone Buyer
- Gemstone Assorter
- Gemstone Broker
- Jewellery Buyer
- Jewellery Manufacturer
- Importer / Exporter
- Jewellery Retail Brands
- Showroom Owner
- Lab Owner
- Product Design House
- Fashion Jewellery Designers
- Jewellery Show Organizers
- Accessory Design House
- Craft Sectors

# DIET & Nutrition Education Program

## B.Voc. (Diet & Nutrition)

6 Months / 3 Months (Regular)

### What it covers ?

The course provides an opportunity to interact with and learn from very successful, highly qualified and experienced professionals. Training towards becoming a nutritionist allows you to enter fastest grow area with more and more people requires advice and guidance for their nutritional needs.

### Beneficial for

1. Students
2. Health Fitness Professionals
3. Fitness Trainers
4. Sports Coaches
5. Housewives
6. Nursing Staff & Physiotherapist

### Course Highlight

- Basic Nutrition (Manual -1)
- Advance Nutrition (Manual -2)
- Nutritive Value of Indian Foods Book

### Duration

- Total Time - 6 Months / 3 Months
- Regular Classes - 3 Times in a Week
- 2 Exams + Practicals

## Content

1. Introduction to Human Body
2. Role of Nutrients in Human Body
3. ENERGY - Requirement, Expenditure, Body Composition, Energy Balance etc.
4. Carbohydrates,
5. Proteins, Fats
6. Vitamins - Water Soluble and Fat Soluble
7. Minerals
8. Water
9. Methods of cooking
10. Exchange List
11. Menu planning
12. Counseling Tips
13. Nutrition in Life cycle - Pregnancy, lactation, Infancy, Childhood, Adolescence, Adulthood, Old Age.
14. Weight Management (Over Weight & Under Weight)
15. Nutrition In Cardio Vascular Diseases
16. Nutrition in Hypertension
17. Nutrition in Gastrointestinal, Liver, Pancreas and Gall Bladder Diseases
18. Nutrition in Diabetes Mellitus Disorder
19. Nutrition in Bone Disorder
20. Nutrition in Anemia Disorder
21. Nutrition in Febrile Disorder
22. Nutrition in Renal Diseases
23. Endocrine Disorders
24. Nutrition for Fitness and Sports
25. Understanding Nutrition Labels
26. Terminology

## Methodology

Course will include Lectures, Practical & case Studies, Assignments Regular Evaluation and Examination.

## Career Opportunities

Career opportunities include: weight loss consultants and nutritionists. With further study you could become a Dietitian or Sports Nutritionist. The opportunities can be perused as an employee or as a part of your own private consultancy.

According to government statistics the health industry is among some of the fastest growing sectors today with strong growth projected into the future.

Typically tasks graduates of our program will regularly conduct the following activities:

- Discuss diet, nutrition and weight loss strategies with clients
- Assist in the creating weight loss menus and diaries for clients
- Assist with food selection based on nutritional content labeling
- Assist with weight loss measurements and weight loss calculations
- Provide emotional support and ongoing coaching
- Provide nutritional based counselling
- Discuss and refer clients to other health and fitness providers.



**Sangeeta Malik**, HOD of DIET and Nutrition Department

e-mail : malik\_apple@hotmail.com

Gold Medalist Post Graduate in Home Science with a career spanning 20 years of experience in teaching Nutrition at various institutions, like Better Fattiness for you (Mumbai), New Delhi YMCA as classic fitness and JIMS as a lifestyle and weight management consultant certified by American Council of sports Medicine. She has been associated with Delhi government Bhagidarri and Dr. Kiran Bedi's Navjyoti Foundation in helping women from poor backgrounds to make healthy food choices and educating pregnant and lactating women about the importance of Nutrition in daily life.

- **Gold Medalist Post Graduate (Home Science)**
- **Silver Medalist Graduate (Home Science)**
- **Sports Nutrition - ISSA**
- **Lifestyle & Weight Management - ASCM**

# Student Activity

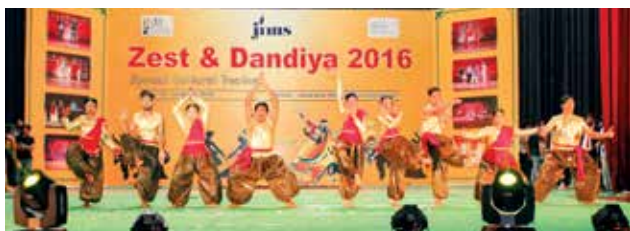
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# Student Activity

## Zest & Dandiya Nite



Annual Cultural Fest “Zest and Dandiya” at Jawahar Lal Nehru Stadium auditorium on the 10th of October ‘2016 : Zest and Dandiya - the annual cultural fest is a delightful medley of varied performances including singing, dancing, ramp



Annual Cultural Fest “Zest and Dandiya” at Jawahar Lal Nehru Stadium auditorium on the 10th of October ‘2016

One of the most awaited event at the annual cultural fest is the “Fashion show”. A blend of fashion and style, this leaves one spellbound by the sense of aesthetics and department.



## Farewell Party



## Other Activity



Overnight picnic at 27th, 28th & 29 of Dec. 2016

27 Manali; 28th Solang valley; 29th Kullu and Manikaran

‘All work no play makes Jack a dull boy’. The college with its firm belief in the philosophy of striking a balance between studies and pleasure takes the students every year for an outstation trip. This year it was to Kullu, Manali and Solang valley. While the students enjoyed participating in adventure sports at the Solang valley, they had a truly rejuvenating experience at Manikaran - a pilgrimage center for Hindus and Sikhs - Known for its extraordinary and miraculous healing powers concealed in its sulphur water springs.



Overnight Picnic at 27th, 28th & 29 of Dec. 2016

27 Manali; 28th Solang valley; 29th Kullu and Manikaran

High point of the college outstation trip is a chance for the students to come together as one team and enjoy the nature and its gifts. Solang valley with its lovely environs and surroundings saw students participating in adventure sports like river rafting, paragliding, dirt biking, horse riding etc.

# Student Activity

## Kshitij

JIMS held its Annual Inter College Cultural Festival 'Kshitij 2016'. More than 30 colleges in Delhi and NCR region participated in this galaxy of events. Spirited young students exhibited their wide range of talents in Theme Play (Darpan), Dance, Drama, Solo Song Contest – Sur aur Taal, Antakshari – Jugal Bandi, Ad Mad (Hard Sell), Face Painting (Picassa), Solo Dance (Fusion), Fashion Show and Mr. & Ms. Kshitij etc. in a competitive environment. Kshitij concluded with a JIMS Rock Show Nite with a rocking performance by Singer 'Badshah'



Celebrity Nite - Badshah Nite '25th Nov '2016 at Tyagraj Stadium: One of the major highlights of the year was the Badshah Nite '2016-25th November' 2016 was the day when the young and sprightly star of the music world popularly known as "Badshah" decided to party with the blithe and fancy-free spirits of JIMS. Nothings short of a musical eruption, the concert within in no time had the students and the faculty members alike swaying to the foot tapping numbers. Filled to capacity and attended by almost 200 Rotarians, corporate professionals and almost 2,000 students, Tyagraj stadium, for hours on end, reverberated with the sounds of extremely popular numbers. The event was organized by members of Rotary Nirvana district 3012 and Rotary club of Delhi Nirvana. The proceeds from the show were used for funding charity project for underprivileged-deaf and dumb children.



Badshah Nite '25th Nov '2016 at Tyagraj Stadium An inaugural performance at Badshah Nite by a Dance troupe of Students of JIMS, Lajpat Nagar. Coordinating the steps with each other, the group gave a spectacular performance.



Badshah Nite '25th Nov '2016 at Tyagraj Stadium Dancing to the electrifying numbers belted out by their favourite singer- Badshah students had the time of their life at the Tygaraj stadium



# Student Activity

## Verve

Biggest glam-wham of the year, JIMS annual Inter-College Techno Management Cultural extravaganza, VERVE witnessed a storm of events and was well participated by more than 100 B-Schools/Institutes and colleges in and around Delhi.

Held at the JIMS Rohini campus in the month of February, the pulsating music coupled with the swaying crowd gave a taste of the ever rocking spirit of VERVE with the addition of genre of events like Business Plan, Chill Photography ,Lan Gaming , The Culinary Show ,Group Dance ,Lets Rock, Tadoo Art ,Fashion Show,etc.

The event was inaugurated by Mr. Deepak Gupta,vice-chairman, JIMS ,Dr. J.K Goyal, Director,JIMS who encouraged the students to actively participate in cultural and extra-curricular activities.Fashion Show choreographed by Kaushik Ghosh , attained a new dimension this year with riveting display of haute couture on the ramp by the students of JIMS.Verve reached its heights with an electrifying performances by famous celebrity singers Neha Kakkar, Daler Mehndi , Badshah , Raftaar, Jassi Gill & Babbal Rai.



Celebrity Live Concert by - Singer 'Neha Kakkar'



Celebrity Live Concert by - Singer 'Jassi Gill & Babbal Rai'



Celebrity Live Concert by - Singer 'Raftaar'



Celebrity Live Concert by - Singer 'Badshah'



Celebrity Live Concert by - Singer 'Daler Mahendi'

# Student Activity

## JIMS Convocation – Graduating Ceremony

Every year Convocation is held in the JIMS Campus to honor the outgoing batch. The graduating ceremony is held with full vigour where in the distinguished guests are invited from political arena and Industry to award Degrees and Diplomas to the outgoing batch. Special recognition is given to the University Gold Medalists and meritorious students.



Hon'ble Director Vigilance Ministry of Home Affaris, Sh. C. Uday Kumar awarding the Gold Medal, Degrees and Diplomas to the graduating students.



Hon'ble Union Minister of Housing & Urban Powerty Alleviation, Sh. Ajay Maken, the Chief Guest on the occasion: Mr. Deepak Gupta, Vice Chairman JIMS Rohini awarding the Gold Medal, Degrees and Diplomas to the graduating students.



Hon'ble Member of Legislative Assembly (MLA) - Aam Aadmi Party, former President of Delhi University Students Union, former National President of National Students Union of India, former General Secretary of Delhi Pradesh Congress Committee and former Secretary of All India Congress Committee & Chairperson of NGO 'Go India Foundation'. Mr. Deepak Gupta, Vice Chairman JIMS Rohini awarding Degrees and Diplomas to the graduating students.



Former Hon'ble Vice Chancellor of IGNOU, Sh. Rajshekhar Pillai, the Chief Guest; Dr. Amit Gupta, Chairman JIMS, Lajpat Nagar, Delhi awarding Degrees and Diplomas to the graduating students.



Special Commissioner - Delhi Police (Special Cell) Sh. P. N. Aggarwal, the Chief Guest on the occasion awarding the Degrees and Diplomas to the graduating students.



JIMS Convocation : The ceremonious gesture by graduating students.

# Student Activity

## Commemorative Lecture



Sh. Amit Gupta - Chairman, JIMS Kalkaji, Delhi; Hon'ble Member of Parliament Shree Naveen Jindal, Mr. Manish Gupta - Chairman JIMS Rohini, Delhi presiding the Commemorative Lecture.



Sh. Amit Gupta - Chairman, JIMS Kalkaji, Delhi; Hon'ble Chief Minister of Delhi Smt. Sheila Dixit; Mr. Manish Gupta - Chairman JIMS Rohini, Delhi presiding the Commemorative Lecture.

JIMS family cherishes the memory and ideals of its founder Sh. JaganNath Gupta through a Annual Commemorative Lecture Series, where in Hon'ble Chief Minister of Delhi, Smt. Sheila Dixit, Diplomat and Policy Planner Sh. Abid Hussain and Legal Luminary Sh. Soli Sorabjee have already shared their thoughts and vision towards transforming India through a better education system and social up-liftment of the society. The fourth Jagan Nath Gupta Commemorative lecture was held at Sri Sathya Sai International Centre. Renowned industrialist and Member of Parliament Sh. Naveen Jindal, the distinguished speaker for the occasion expressed his views in transforming the education system of India and encouraged today's youth to act pro actively and adapt a logical approach towards their career progression. Sh. Naveen Jindal also pointed out that whenever countries made very fast progress, it was only during a time when they had the largest youth population. India is going through this golden stage right now. If India is to grow, its youth must be given good quality education and skill sets so that they can be gainfully employed and make meaningful contributions to the development of the country.

Sh. Naveen Jindal applauded the sincere efforts of Jagan Nath Gupta Memorial Educational Society for its total commitment in achieving excellence in disseminating knowledge in diverse fields of professional education.

## Blood Donation Camps



Blood Donation Camp at JIMS, Lajpat Nagar on 8th Sept' 2016 Rotary Nirvana - an offshoot ^ Chapter of world's largest NGO Rotary International - organized a blood donation Camp on the 8th of Sept' 2016 at JIMS, Lajpat Nagar Campus. Students turned up in large numbers to participate in the noble cause. The motto of the camp was to help those in need of blood and to inculcate in students a sense of selfless service towards the community.



Student body of JIMS regularly organizes Blood Donation Camps in association with Rotary Club, Armed Forces Transfusion Centre, Lions Club for welfare of the society, where in students actively participate in large numbers for this noble cause.

## Rotary Club Charter Ceremony



To mark the 150th Anniversary of Rotary International, Rotary Club ceremony was organised in JIMS Lajpat Nagar Campus. It is world wide service organisation for leading business and professional men and women with more than 1.2 million members in over 31000 Rotary Clubs. To make this day more memorable, officers of Rotary Club, Delhi South District declared JIMS Lajpat Nagar a member of Rotaract Club. Under the supervision of Prof. (Maj. Gen.) M.P. Singh, Director JIMS, Lajpat Nagar JIMS Rotaract Club officially adopted the Rotaract Constitution.

## Cleanliness Drive



Cleanliness Drive - 12th October '2015 : Carrying forward the mission of "Swachh Bharat" the members of the Rotaract club - Jims, Lajpat Nagar organized a cleanliness drive on the 12th of October '15. The area chosen for the purpose was the one kilometre stretch before the college. Wielding brooms, dust pads and bags in hand, the student volunteers did manage to earn many appreciative glances from the passers-by. What was truly gratifying for the volunteers however, was the feeling of having done something worthwhile for the country; the thought of having contributed something to the nationwide movement started by their beloved Prime Minister - Narendra and value of keeping their environment clean. They pledged to spread the message of cleanliness, henceforth, to one and all continue to serve the society at every opportunity that comes their way.

# Student Activity



## JIMS Social Student Body- 'Samvedna'

JIMS students voluntarily contribute for the social cause by distributing books, clothes and food items to the under privileged children from time to time.

## XIX : Common Wealth Games : Delhi

More than 200 JIMS students volunteered for XIX Commonwealth Games. They represented the nation in different capacities as Protocol Officers, Event Hostesses, and Volunteers. The students had the chance of a lifetime to be a part an event of such a big magnitude. They interacted with various delegations and athletes of participating nations and witnessed the nations capabilities as an perfect host.



Siddhant Sharma, a student of JIMS served as a volunteer during XIX Common Wealth Games, Delhi.

# Student Activity

## Celebrity @ JIMS

The Cast & Crew of the "Ek Main Aur Ekk Tu" arrived at the JIMS Campus, on February 08, 2012 to promote their much hyped and awaited movie. The event received an overwhelming response from the students as immense crowd turned up to have a glimpse of the Reigning Glam Doll of Bollywood "Kareena Kapoor" & Current heartthrob of India "Imran Khan".



## NDTV "Be the solution" Campaign



Students of JIMS participated in NDTV-BPTP "Be the Solution" Campaign which was organised in association with the Common Wealth Games organising Committee and the Government of Delhi. The campaign aimed at spreading a positive feeling among the citizens to come together as a city and as a nation to organize and contribute towards Delhi-2010 Common Wealth Games. The students participated in this noble campaign in various activities like painting, cleaning, laying green grass cover and saplings around Jawaharlal Nehru Stadium and Indira Gandhi Indoor Stadium and few chosen locations in the city.

## General Health Awareness Campaign



Students of BCA organised a General Health Awareness Campaign wherein all the students were made aware of the pros and cons of having junk food, alcohol, tobacco and aerated drinks in particular which are responsible not only for diseases like obesity & osteoporosis but also eventually reduce one's will power and stamina. The campaign focused on adapting a healthy life style to stay fit and energetic.

# Student Activity

## Annual JIMS Alumni Re-Union

The Annual JIMS alumni meet was held at JIMS campus. The event gave a chance to the alumni to reconnect with their Alma Mater and interact with their old friend classmates and teachers and share their memorable experience with all.



Alumni meet - 17th Dec.'2016 in the pretty lawns of Chelmsford club : The most precious assets of any educational institute are its Alumni members, They are indeed the ambassadors who carry forward the vision & legacy of the organization to the world. The Alumni meet '2016 was held on the 17th of December at the sprawling lawns of Chelmsford club. Special in more ways than one, the event is not only home coming for the older members but also an opportunity for the college to recognize those who have distinguished themselves in their areas fo expertise.

Alumni meet - 17th Dec.'2016 in the pretty lawns of Chelmsford club : Proud of its Alumni network, the management takes immense pride in rewarding the achievers.





# Student Activity

## Jims Annual Sports Meet

JIMS Rohini organized Annual Sports Meet on 1st, 2nd and 3rd Feb 2017. Different Sports activities like Basketball, Volleyball, Race, JIMS Marathon, Cricket, Badminton etc were organized. Mr. Deepak Gupta, Vice Chairman - JIMS Rohini and SDM - Sh. Santosh Kumar Rai, IAS inaugurated the event.

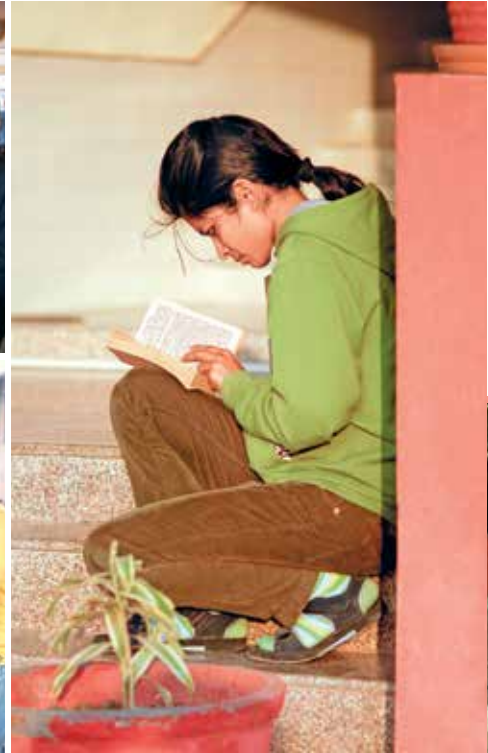


BCA - 3rd Year Students : Winners of T-20 Cricket Tournament at JIMS Annual Sports Meet.

Students participating in Intra-college Football Tournament Annual Sports Meet.



# Campus life





# Rules & regulations



## Non-Refund of Fees

All fees once paid are not refundable for any reason whatsoever. Only Security Deposit will be refunded after making necessary adjustments as required.

## Cancellation of Admission

JaganNath Institute of Management Sciences (JIMS) reserves its right to cancel the admission of a successful candidate under any of the following circumstances:

- If the fee is not deposited by the stipulated date.
- If the candidate fails to join a particular programme within the stipulated period, after the fee has been submitted.
- If the candidate fails to furnish the proof of the stipulated minimum qualification.
- If any student is found to be misbehaving or any other issue regarding discipline at any point of time.

## Payment of Fee

- Fee is to be paid in two installments on July 31st and December 31st each year, failing which a penalty of ` 20 per day will be charged for the next 30 days.
- After a period of 30 days, the name of the defaulting students will be struck off the rolls. However, re-admission could be sought by submitting `5000/- towards re-admission fee along with the fine.

- If a student is required to re-appear in an exam, he/she would have to pay ` 300/- per paper.
- On completion of the course, the students are required to fill in a prescribed 'No Dues Form' for refund of Security Deposit and submit it in the office after the approval of their HODs. An amount of ` 1,000/- will be deducted from the security deposit towards payment of Alumni Membership Fees and ` 4,000/- would be refunded, provided security deposit is claimed within six months of completion of course with the valid 'No Dues' Certificate.

## Right of Alteration/ Modification

- Management reserves its right to alter or modify the structure of any of the programmes to attain the objective of excellence.
- JaganNath Institute of Management Sciences (JIMS) reserves the right to change the fee structure mentioned in the brochure.
- JaganNath Institute of Management Sciences (JIMS) reserves the right to modify, alter or include any other Rules and Regulations that may be deemed fit in the interest of the Institution.

## Jurisdiction

Any dispute pertaining to admission or any other matter concerning a student or alumnus of JIMS shall be subject to the jurisdiction of the Delhi Courts only.

## Limitation Clause

No dispute shall be raised after the expiry of 30 days from the date on which the process of admission and /or selection is completed.

## Agreement Clause

All successful candidates shall be bound by the above mentioned Rules & Regulations of JIMS.





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