



Jaypee Business School

A Constituent of Jaypee Institute of Information Technology

(Declared Deemed to be University u/s 3 of the UGC Act)

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September 4, 2025

Mr. Rohit Kumar
Director of Strategic International Partnerships (Interim)
External Relations
University of York
United Kingdom

Sub: Proposal for collaboration between Jaypee Business School and University of York for
BBA and MBA programs to enhance academic offerings and global reach

Dear Mr. Rohit Kumar,

Greetings!

We are pleased to introduce Jaypee Business School (JBS), a distinguished constituent of Jaypee Institute of Information Technology (JIIT), Noida, Uttar Pradesh, India. Established in 2001, JIIT has rapidly evolved into a premier institute offering a wide array of programs in Engineering, Science, and Management across its two state-of-the-art campuses in Noida. Recognized as a Deemed-to-be University since 2004 and accredited with an 'A' grade by NAAC in 2023, JIIT is committed to delivering excellence in education. JIIT established a Digital Learning Centre that comprises of state-of-the-art multimedia studio, discussion and chroma studios, a 100-seater review cum lecture room supported by automated control, editing, and simulation and animation infrastructure.

JBS, established in 2007, embodies JIIT's vision of becoming a centre of excellence in management education. Our mission is to nurture professionals who can lead in a dynamic business environment and foster entrepreneurial spirit. We offer full-time BBA, MBA, both online and offline, B.Com, M.Com and PhD programs that are designed to equip students with the skills needed to thrive in today's rapidly changing job market.

Our academic curriculum is benchmarked against the latest global standards, ensuring that our students receive a contemporary education that prepares them for long-term success. We focus on a competency-based learning approach, integrating technology into our teaching methods to enhance the educational experience. At JBS, learning outcomes are at the heart of our student-centric model, driving performance and achievement.

Our programs are distinguished by their focus on developing adaptable, culturally aware leaders who understand their social responsibilities. Our unique social internship program is just one example of how we instill these values in our students.

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Dr. Akhilesh Kapoor/Prof. Sunil Bhatia
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JBS is proud to offer cutting-edge resources, with all academic activities being faculty-driven. Our faculty, composed of 25 highly respected professionals from both academia and industry, design and manage the curriculum to ensure that it meets the highest standards of quality. Our faculty members are accomplished individuals with doctorates from esteemed institutions and extensive industry experience.

The MBA and BBA programs of JBS train students to successfully manage, lead, organize, and adapt in the changing business scenario. The programs equip the students with practical skills as well as theoretical knowledge. JBS equips its students with an innovative mind-set and with necessary skills and knowledge to make informed decisions.

JBS curriculum in MBA and BBA offers Major and Minor specializations. In MBA program, students can opt for a major specialization across the areas of Marketing, Finance, Human Resource Management, Operations Management, Information Technology & Business Analytics, Hospital & Healthcare Management and Education Management. In addition to this, they can choose a minor specialization by choosing from a wide range of electives under the choice-based credit system. Various specializations are also offered in the BBA program integrating with three/four-year curriculum.

Our PhD program, available in both full-time and part-time formats, offers advanced research opportunities in interdisciplinary and contemporary issues across various fields of management. The program is rigorous, requiring scholars to complete coursework and conduct original research, culminating in a PhD degree that reflects high academic achievement and the application of knowledge to real-world problems. Full-time PhD scholars receive a monthly stipend to support their research endeavors.

JBS is committed to provide a transformative educational experience that is reflected in the innovative teaching pedagogy, which sets it apart in the realm of business education. The classroom teaching is supplemented by experiential learning through case studies, simulations, and practical projects, industry integration by inviting industry experts for guest lectures, workshops, and seminars, technology-driven approach, global perspective by giving opportunities to students through global immersion program, holistic development by inculcating interpersonal skills, leadership qualities, and a sense of social responsibility.

To enhance the practical exposure, on the concept of learning by doing, project-based/ practice-based learning, corporate internship, social internship/ community initiatives, emphasis on self-learning initiatives through MOOCs, industrial visits, employability skill enhancement courses, flipped classrooms and blended learning are an integral part of the curriculum.

Understanding the importance of continuous professional development, JBS offers Management Development Programs (MDPs) for corporate professionals. These programs address emerging issues, evolving concepts, and best practices, fostering collaboration and diversity appreciation.



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Our Management Development Centre, equipped with the latest ICT tools, provides an ideal setting for these programs.

We are keen to explore opportunities for collaboration with international universities in areas such as immersion programs (2 plus 2 years & 3 plus 1-year models), summer schools, student exchanges, and other academic initiatives.

We look forward to discussing potential partnerships and working together to enhance our academic offerings and global reach.

Thank you for your consideration.

Prof. (Dr.) Anubha Vashisht
Director - JBS, JIIT