JK LAKSHMIPAT UNIVERSITY
ज्ञानम् अमृतम्
JKLU

INSTITUTE OF MANAGEMENT

ADMISSIONS OPEN

AN INITIATIVE OF THE JK ORGANISATION

NAAC ACCREDITED 'A' GRADE UNIVERSITY

jklu.edu.in

Near Mahindra SEZ, Mahapura,
Ajmer Road, Jaipur- 302 026, Rajasthan, India

8302223344 admissions@jklu.edu.in



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INSTITUTE OF MANAGEMENT

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ABOUT IM

MENTORING DREAMS

Welcome to JK Lakshmipat University's Institute of Management, where we cultivate visionary business leaders through an entrepreneurial mindset and 21st-century skills like critical thinking and collaboration. Our interdisciplinary approach, led by the Centre of Communication and critical thinking, equips students with essential life skills while specializing in key management domains: Marketing, Finance, Organisation, Strategy, and Operations. With exposure to liberal arts, design thinking, and computer science, our students excel in various fields, whether in organizations, startups, or further studies. Explore our BizLab for business simulation and our Atal Incubation Centre for innovative startups, supported by collaborations with AIMA and Niti Aayog. With globally recognized BBA programs, PG Diploma in Analysis & Research (PGDAR), and diverse Ph.D. programs, JKLU offers comprehensive opportunities for academic and professional advancement, guided by expert mentorship on your journey to becoming a business leader.



DIRECTOR'S *MESSAGE*

Dear Applicant,

At the outset, I congratulate you on choosing the Institute of Management (IM), JK Lakshmipat University (JKLU) for your higher studies.

At IM-JKLU, we are committed to providing a high-quality business education to our students that equips them with the knowledge, skills and attitude necessary to thrive in an ever-changing world. The curriculum of our **BBA program,** as you would have noticed, is highly distinctive and has been meticulously designed to meet the current as well as future industry needs. Besides core courses in the management discipline, the structure also provides adequate opportunities to students to choose their own electives/concentrations and specialize in their chosen fields of interest, such as **Entrepreneurship** or **Banking and Fintech.** We also offer a uniquely designed **BBA-Interdisciplinary** program, that provides a multidisciplinary curriculum with exposure to business, design, and technology courses, as well as critical life skills.

The teaching pedagogy employed by our team of highly qualified and experienced faculty members makes learning highly engaging and impactful. The faculty members at IM, and JKLU are always available to mentor you and help you in realizing your dreams. For them, your growth and well-being is valued above all else. Our teaching-learning process, with heavy emphasis on self-development, and above all, a personal touch in all our dealings, certainly goes a long way in ensuring the success of our students.

I look forward to welcoming you to the JKLU family in the days to come.

Best Regards,
Dr. Ashwini Sharma
Acting Director
Institute of Management

DIRECTOR'S *PROFILE*



Dr. Ashwini Sharma,
Acting Director
Institute of Management

Dr. Ashwini Sharma, the Acting Director at the Institute of Management, has played a vital role at **JKLU since 2010**, contributing significantly to institution building. With expertise in IT/IS, Data Analytics, and General Management, he boasts over 20 years of teaching, research, training, and consulting experience. **Dr. Sharma** has conducted extensive training programs for executives, served as a guest faculty for FDPs at several institutes, and excelled as a freelancer in developing and implementing information systems. He is empanelled as a Paper Setter and PhD Supervisor/Examiner by multiple universities and has authored over fifty publications, including case studies published by the European Case Clearing House. Affiliated with professional bodies such as **ISTD, NHRD Network, CSI, ISCA**, and **III**, Dr. Sharma's extensive research work has earned him recognition and awards at national and international conferences.

Teaching Interests

- **Information Systems**
- **Business Data Analysis**
- **Research Methods**
- **Statistics**
- **Computer Programming**

Research Interests

- **Information System Effectiveness**
- **Faculty Engagement in Higher Education**
- **Management Education, Consumer Behaviour**
- **E-Waste Management**

MEET YOUR *MENTORS*



Dr. Ashwini Sharma
Acting Director
IT/ IS and Analytics



Dr. Sheetal Mundra
Professor
Economics and Entrepreneurship



Dr. Lokanath Mishra
Professor
Accounts and Finance



Mr. Praveen Arora
Professor of Practice
Fintech, Micro Enterprise Lending and Micro Finance



Dr. Upasana Singh
Associate Professor
OB/ HR



Dr. Punam Mishra
Associate Professor
Marketing



Dr. Vijaylakshmi
Associate Professor
Centre For Communication and Critical Thinking



Dr. Sameer Mittal
Assistant Professor
Operations Management



Ms. Shraddha Bharatiya
Assistant Professor
Centre for Communication and Critical Thinking



Dr. Azeemah Saleem
Assistant Professor
Centre for Communication and Critical Thinking



Dr. Shivram Choudhary
Assistant Professor
Marketing and Operations Management



Dr. Monika Soni
Assistant Professor
Organisation Behaviour Sustainability



Dr. Saurabh Singanapalli
Assistant Professor
Centre for Communication and Critical Thinking



Dr. Riya Sureka
Assistant Professor
Finance and Accounting



Dr. Sangbida Lahiri
Assistant Professor
Centre for Communication and Critical Thinking



Ms.Tanushka Jangid
Lecturer
Centre for Communication and Critical Thinking

DISCIPLINES

BBA BANKING & FINTECH



Our program in Banking & Fintech immerses students in the rapidly evolving digital landscape of India's banking and payment systems. With industry-integrated courses taught by experts, our students gain practical experience through unique internships with premier organizations, including India's most Innovative Bank of the Year and other leading financial institutions.

BBA ENTREPRENEURSHIP



Elevate your career with our BBA Entrepreneurship program, offering a unique blend of degree attainment and entrepreneurial pursuits. Engage in hands-on learning at JKLU's Start-up Studio, leverage our Atal Incubation Centre in collaboration with Niti Aayog, and access Rajasthan's exclusive BizLab with All India Management Association.

BBA INTERDISCIPLINARY



Our innovative interdisciplinary program combines a strong management foundation with contemporary skills and a range of courses in technology and design. Students benefit from industry-expert insights, gaining a deep understanding of how technology and design intersect to shape customer experiences, preparing them as versatile graduates for the modern economy.

WHY STUDY AT INSTITUTE OF MANAGEMENT?

- **Highest faculty-student ratio 1:11***
- **Start-up and funding support from Atal Incubation Centre****
- **Industry partnered fintech programs**
- **Higher education support**
- **Exclusive AIMA Bizlab in Rajasthan*****
- **Multidisciplinary Curriculum******

TEACHING PHILOSOPHY

Novel and innovative pedagogical techniques, coupled with a result-oriented teaching methodology, make classroom learning an ongoing process of enrichment at JKLU.

World-class facilities and resources enable you to learn, think, communicate, and introspect more. 'Learning at JKLU,' our redefined curriculum model, offers you a holistic learning environment to become future-ready professionals and global leaders.

Reimagining Education
Diverse learning methodologies that foster endless opportunities.

Multidisciplinary Approach
Develop perspective and awareness through discussions and seminars on economics, politics, history, social science, development, and more.

No Boundaries
Learn from the best facilitators, practitioners, and teaching assistants on campus.

Industry Interactions
Benefit from a close and sustained dialogue with the industry. Leverage the advantages of mentorship, counselling, and work opportunities.

Autonomy and Flexibility
Choose what you want to study. Take charge of your learning. Enjoy the freedom to follow your curiosity and pursue interests.

Experiential and Tech-Driven Learning
Learn by doing. Apply classroom concepts to real-world challenges.

*T&C Apply | *In Rajasthan Amongst NAAC Accredited Institutions | **Atal Incubation Centre | ***All India Management Association | ****Business, Technology & Design Blended



ADMISSIONS

Components	Round 1	Round 2	Round 3	Round 4	Final Call
Application Form Deadline	30 January, 2024	01 April, 2024	24 April, 2024	24 May, 2024	30 June, 2024
Selection/Offer	05 February, 2024	08 April, 2024	30 April, 2024	30 May, 2024	05 July, 2024
Registration on Campus	08 July, 2024				
Admissions Close	15 July, 2024				
Classes Commencement	29 July, 2024				

Eligibility Criteria

- Applicants must attain a minimum aggregate of 60% in Class XII across English and three chosen subjects. However, subjects with internal marks below 50% will not be included in the calculation.
- Candidates in their final examination of Class XII are eligible to apply. Admission, however, is provisional and contingent upon meeting the minimum required marks.
- Marks obtained from a recognized Central/State Board/University Examination in India or from any foreign country, acknowl edged as equivalent to the 10+2 system by the Association of Indian Univer sities (AIU), will be considered valid.
- Foreign Nationals/Persons of Indian Origin/Non-Resident Indian candidates will be evaluated for admission solely based on their performance in the 10+2 or equivalent examination.

Fee Structure

Program	Duration	Fee Structure (in INR) for Academic Year 2024-25			
		Academic Fee (Per Year)	Admission Fee (One Time)	Caution Deposit (Refundable)	Total Fee
BBA	3	1,52,000	5,000	10,000	1,67,000



Scholarships

Scholarships are granted based on academic performance in Class XII, according to marks obtained in specified subjects, and are applicable for those who completed Class XII in 2023/2024. For the assessment of scholarships based on 12th-class marks, the scoring is outlined as follows:

Specified subjects for BBA encompass English and three subjects of the applicant's choice. Subjects with internal marks of 50 percent or lower will not be included in the evaluation.

For awarding scholarships based on CUET performance, the score will be computed as follows:

In the case of BBA, the three subjects comprise English and two domain-specific subjects of choice. However, the determination of whether a subject is considered domain-specific for a particular course will be made by a committee

Scholarship %	Scholarships for BBA Programme	
	12th % (4 Specified Subjects)	CUET Score (3 Specified Subjects)
100%	N/A	600 or above
75%	93 or above	550 - 600
50%	86 - 93	500 - 550
25%	80 - 86	450 - 500
15%	70 - 80	400 - 450

Additional Scholarships

Moreover, there is a fee reduction initiative for certain student categories, capped at a maximum of 100 percent. A 25% reduction in academic fees is applied to the following individuals:

- Wards of a staff member of JKLU or any entity associated with JKO
- Sibling of a student (both receive a fee reduction)
- Sibling of an alumna/alumnus
- An alumnus pursuing a second degree

Exceptional Performance in Extracurricular and Co-curricular Activities

If an applicant demonstrates outstanding performance in sports (such as representing the state in national-level sports), Olympiads (reaching the training camp level), or any other area, a special committee will assess the application and recommend additional scholarships.

Women Scholarships

All women students will receive a scholarship equivalent to 10 percent of the academic fee if they are ineligible for any above-mentioned scholarships. This award is granted annually, subject to the conditions outlined in the rules for continuation.

Special Category Scholarships

Students falling into the following categories will be entitled to a scholarship equivalent to 10 percent of the academic fee in the first year, if they do not qualify for any above-mentioned scholarships. This is applicable only for the initial year of studies:

- Wards of Defence Personnel
- SC/ST students
- Differently-abled students
- Students from North-Eastern States (domicile based on the school's address in the 12th class, and for open school, the address of the exam centre in the 12th class)
- Students from all Union Territories (except Delhi), with domicile determined by the same rule as above
- Students from JKO schools

Early Bird Scholarships

In addition to the existing scholarships, including women's scholarships and special category scholarships (subject to a maximum of 100 percent), JKLU offers Early Bird Scholarships.

- In Round 1, a total of 15 percent scholarship will be granted
- In Round 2, a total of 10 percent scholarship will be granted
- In Round 3, a total of 5 percent scholarship will be granted

All scholarships are expressed as a percentage of academic fee exclusively. No scholarship covers technology fee, hostel, transport, and mess charges.

Recruiters, Internships and Projects

jaro education™ ISO 9001:2008 Certified
upGrad
JK LAKSHMIPAT UNIVERSITY ज्ञानम् अमृतम् JKLU
PUMA
Hero Vired
KPMG
NIKE
DECATHLON
Clix Capital
Khatabook
JM FINANCIAL
sk FINANCE Saath Aapke... Hamesha
LEARNING ROUTES
JM FINANCIAL
fincare Small Finance Bank Wish More Get More

WINNING START-UPS

Dufferz

Received Special Honour Trophy during MSME Vendor Development Program



Hardik Garg, Rishit Agarwal, Riya Gupta



HoCat

Bismanpreet Singh, Saket Manihar, Divyanshu Khinchi, Khushboo Dasot



EcoFrag

Vikas Jain, Chitransh Panigrahi

STUDENT TESTIMONIALS



RITIKA BHOLA

BBA 2021-24

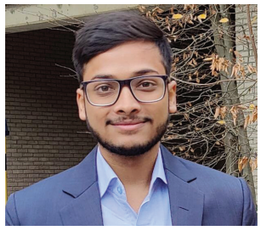
"At JKLU, I found a nurturing environment where the phrase 'Sky's the limit' became a reality. In my first year, I served as Vice-President of the Media club and an Event Coordinator of Sabrang. Multiple internships, coupled with corporate culture knowledge from our professors, earned me a place on the honours list during my first year."



ANUSHKA PATHAK

BBA 2021-24

"What attracted me to JKLU was their specialization in BBA, offering a niche in our field of study. In my first year, I gained valuable experience through internships. I've found no difficulty here with faculty and studies, and I look forward to learning more in the coming years."



DIVYANS SAHARIA

BBA 2021-24

"At JKLU, the BBA program emphasizes both theory and practical implementation, enhancing my personality, knowledge, and skills. It provided me with confidence and management abilities crucial for the business world challenges."



SARTHAK YADAV

BBA 2021-24

"As a BBA graduate from JK Lakshmipat University, I found the program's key differentiator in its ability to challenge students academically and professionally, motivating them to reach their full potential. Guidance from passionate professors and real-world examples helped me implement social projects in Atma Nirbhar Bharat."

EVENTS



SABRANG

The JKLU Campus Fest is an extravaganza held in the month of February every year. The annual cultural event is eagerly awaited by one and all as it offers the students an opportunity to showcase their talents in cultural, technical, and managerial activities. The event has gained immense popularity and is only getting bigger and better with time.



SPARDHA

JKLU's annual Sports Festival is a two-day event. This gala occasion is witness to an eclectic display of sportsmanship and team spirit where students from across the country come together to participate in sports competitions held on campus.



PARICHAY

PARICHAY is the most awaited event for the freshers that encourages the students to step out of their comfort zone and do something new. The event was envisioned to provide a platform where the students get to know each other better and form lifelong friendships.

GLOBAL NETWORK OF ACADEMIC PARTNERSHIPS

UF UNIVERSITY of FLORIDA
Edinburgh Napier UNIVERSITY
IIIT INDRAPRASTHA INSTITUTE of INFORMATION TECHNOLOGY DELHI
UNIVERSITY OF BIRMINGHAM
SZÉCHENYI ISTVÁN UNIVERSITY
IIT BHILAI
Amsterdam University of Applied Sciences
AIMA ALL INDIA MANAGEMENT ASSOCIATION
IIT JAMMU
ST. CLOUD STATE UNIVERSITY
한양대학교 HANYANG UNIVERSITY
IIT Gandhinagar Indian Institute of Technology Gandhinagar
INTERNATIONAL INSTITUTE OF INFORMATION TECHNOLOGY HYDERABAD

INDUSTRY COLLABORATIONS

इसरो ISRO
CISCO
CISCO CERTIFIED CCNA
UiPath
Microsoft

ABOUT
JK LAKSHMIPAT UNIVERSITY (JKLU)



UNIVERSITY INFRASTRUCTURE

Type of Accommodation	AC room charges for 2024-25	Non-AC room charges for 2024-25
Hostel Fee	₹ 80000	₹ 65000
Utility Charge	₹ 25000	₹ 10000
Mess Advance (to be adjusted as per actual)	₹ 55000	₹ 55000
Total	**₹ 160000**	**₹ 130000**

- Hostel charges are on an annual basis
- Hostel charges for one academic year and the students are not allowed to leave the hostel during the semester
- The hostel fee, as above, applies to all boarding students
- Hostel rooms are on a twin-sharing basis. Hostel charges are subject to yearly revision
- A hostel security deposit of 85,000 would be payable along with the first year's fee and is refundable at the time of leaving the hostel



Mess Facilities

At JK Lakshmipat University, we prioritize hygienic and healthy dining experiences for our students. Our centrally located mess, adjacent to the hostels, prepares and serves nutritious meals. The mess is efficiently managed by a committee comprising both students and faculty members.



Transport

For students commuting from Jaipur City to the JKLU campus, we offer AC bus facilities at a nominal annual fee of Rs. 45,000. Please note that this fee is subject to yearly revision.



Sports

JKLU encourages a vibrant sports culture with various inter-university sports competitions and intramural events held throughout the year. Students actively participate in outdoor sports such as cricket and basketball, as well as indoor activities like chess and table tennis.



Fitness Centre

Our well-equipped fitness centre, conveniently located within the hostel complex, enables students to maintain their physical fitness at their convenience. We are committed to providing ample opportunities and facilities for sports and games activities to ensure the holistic development of each student.



Healthcare

The university prioritizes the health and well-being of its students and staff. Our medical center offers qualified medical assistance round the clock, including regular health checkups, follow-ups, and wellness services. Additionally, a 24x7 ambulance service is available on campus for emergencies, staffed by professionals from Blue Circle Medi Services Pvt. Ltd.



Cafeteria

Indulge your cravings at our diverse multi-cuisine cafeteria, where a wide array of snacks await.

CAMPUS LIFE

At JK Lakshmipat University, embracing our campus means immersing yourself in a vibrant and diverse community tailored to student lives. Here, students, faculty, and staff collaborate to foster an ecosystem where learning isn't just about classes but also an engaging experience. Living on campus becomes a holistic journey, with our commitment to providing a safe and secure environment at its core. From well-equipped living spaces to a plethora of recreational activities, our campus offers numerous opportunities for students to enjoy, unwind, and grow personally.



COMMUNITY AND CLUBS

The university environment at JK Lakshmipat University provides outstanding opportunities, resources, and support for students to explore new interests, forge connections, and cultivate their creativity. With a diverse range of clubs and organizations, there's something for everyone at JKLU.

Technical Club	Photography Club	Community Development Club
Robotics Club	Media Club	Entrepreneurial Club
Coding Club	Design Club	Business/ Finance Club
Competitive Programming Club	Quiz Club	Cultural Club
Knowledge Club	Literary Club	

ANUNAAD The Music Club	ARC JKLU		Morpova	HOUSE OF ARTS
INQUIZITORS	THE MUSE-INK	NATAB	NAKSHATRA ASTRONOMY CLUB	
the media sociama club JKLU	STEPPERS SQUAD	THE SHADE PHOTOGRAPHY CLUB	udgam	WHITE SPACE DESIGN CLUB

FESTIVALS

Since its inception in 2011, the university's annual cultural festival, SABRANG, has been a cherished tradition, providing students with an electrifying platform to unleash their creative potential and talents. With each passing year, SABRANG has garnered overwhelming response, becoming a highly anticipated event on the university calendar. This dynamic festival serves as a melting pot for students from diverse backgrounds, hosting approximately 27 vibrant events right on campus.

Spanning three exhilarating days, SABRANG warmly embraces students from various educational institutions, fostering a spirited environment for their participation.

ABOUT JAIPUR CITY

Jaipur, known as the Pink City, is Rajasthan's capital, founded in 1727 by Maharaja Sawai Jai Singh II. Its meticulously planned architecture blends Rajput, Mughal, and European styles, characterized by pink-hued buildings. The city's layout includes six sectors dedicated to specific trades or communities, enclosed by protective walls and gates. Key attractions like Hawa Mahal offer unique insights into royal life, while the City Palace showcases traditional Rajasthani and Mughal architecture. Amber Fort, perched atop a hill, boasts stunning views and intricate designs like the Sheesh Mahal. Other landmarks like Jal Mahal and Nahargarh Fort further enrich Jaipur's rich cultural tapestry, making it a must-visit for history and architecture enthusiasts alike.

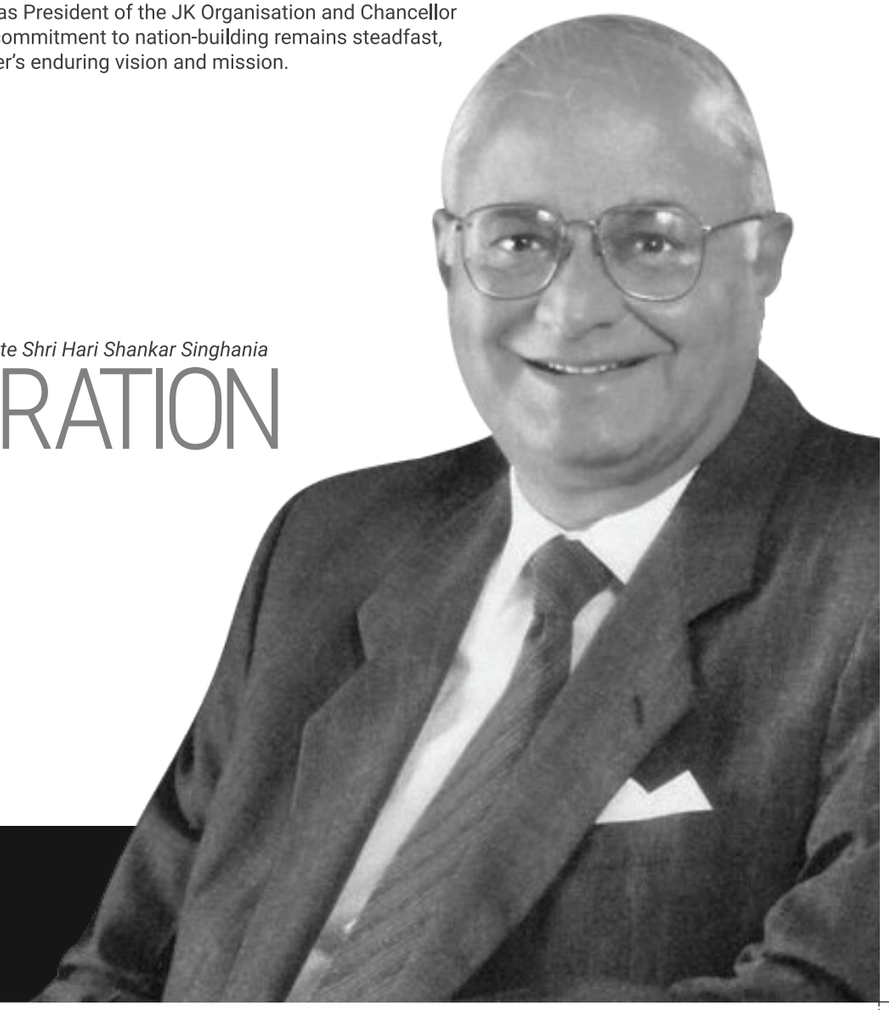


HISTORY & HERITAGE

For 125 years, the JK Organisation has been a cornerstone of India's progress, with diverse ventures like JK Cement, JK Tyres, and JK Paper. JKLU proudly carries forward this legacy, established as a philanthropic initiative by the Late Lala Lakshmipat Singhania, aimed at fostering intellectual capital in India. The Late Shri Hari Shankar Singhania furthered this vision as President of the JK Organisation and Chancellor of JKLU. Today, our commitment to nation-building remains steadfast, guided by the Founder's enduring vision and mission.

OUR INSPIRATION

Late Shri Hari Shankar Singhania



ACADEMIC ADVISORY BODY



Prof. Sunand Bhattacharya
Associate Vice President, Design and Innovation Strategies, Boston College, USA
Former Adjunct Professor, Olin College, USA



Dr. Prabhu Aggarwal
Vice-Chancellor of Bennett University
Former Professor of Management and Assistant Dean at William & Mary University, USA
President & Founder, Eduserv-Global LLC



Dr. Vijay Kumar
Dean, Penn Engineering
Professor, University of Pennsylvania, USA



Lt. Gen. Arun K Sahni
Indian Army Strategic Analyst
Defense Consultant

To enhance the academic environment at JKLU, we have established an Academic Advisory Board comprised of distinguished scholars.

This board plays a crucial role in ensuring that the university's programs and curricula remain current and well-prepared for the future.



Dr. Sartaj Sahni
Distinguished Professor of Computer Science, University of Florida, USA
Member of the European Academy of Sciences;
Fellow of IEEE, ACM, AAAS, and Minnesota Supercomputer Institute, IIT Kanpur



Dr. Amit Sheth
Founding Director, Artificial Intelligence Institute, University of South Carolina
Cofounder and Chief Advisor ezDI LLC



Mr. Nagaraju Srirama
President and Director, JK Fenner (India) Limited

GOVERNING BODY



Shri Bharat Hari Singhania

Chancellor, JK Lakshmipat University
President, JK Organisation



Dr. R.P. Singhania

Pro-Chancellor,
JK Lakshmipat University Chairman
& Managing Director,
JK Tyre & Industries Ltd.



Shri H.P. Singhania

Pro-Chancellor,
JK Lakshmipat University
Vice-Chairman &
Managing Director, JK Paper Ltd.



Dr. Pramath Raj Sinha

Founding Dean, ISB Hyderabad
Founder and Trustee, Ashoka University
Founder & Managing Director,
Nine Dot Nine Mediaworx



Shri Saurabh Srivastava

Co-Founder & Former Chairman,
NAASCOM (Padma Shri Awardee)



Shri S.K. Roongta

Chairman, Bharat Aluminium
Company Limited Former CMD,
Steel Authority of India



Dr. Dheeraj Sanghi

Vice-Chancellor, JKLU
Former Dean, Academic Affairs, IIIT Delhi
Former Professor, IIT Kanpur
Former Director, LNMIIT, Jaipur & Punjab
Engineering College, Chandigarh



Smt. Vinita Singhania

Vice-Chairman & Managing Director,
JK Lakshmi Cement Ltd.



Shri Surendra Malhotra

Former MD, Orissa
Synthetics Limited,
Senior Management and
Engineering Professional



Shri Sanjay Jain

Former Managing Director,
Global Capability Network, Accenture



Shri Ajay Shankar

I.A.S., Former Secretary (Industry)
to the Government of India



Shri Prem Singh

President (Corporate HR),
JK Tyre & Industries Ltd.



Dr. S. Chouksey

Advisor, JK Lakshmi Cement Ltd.,
Delhi, Former President of
Cement Manufacturers Association
Former Chairman, National Council
for Cementand Building Materials



Dr. Ashutosh Sharma

Institute Chair Professor & INAE Visvesvarya Chair Professor & Coordinator,
DST Unit on Nanoscience & Centre for Environmental Science and
Engineering, Indian Institute of Technology, Kanpur, India Former Secretary,
Department of Science & Technology, Government of India, New Delhi



Shri Sunil Sharma

Commissioner, Department of
College Education, Govt. of Rajasthan.



Shri KK Maheswari

Officiating Registrar,
JK Lakshmipat University



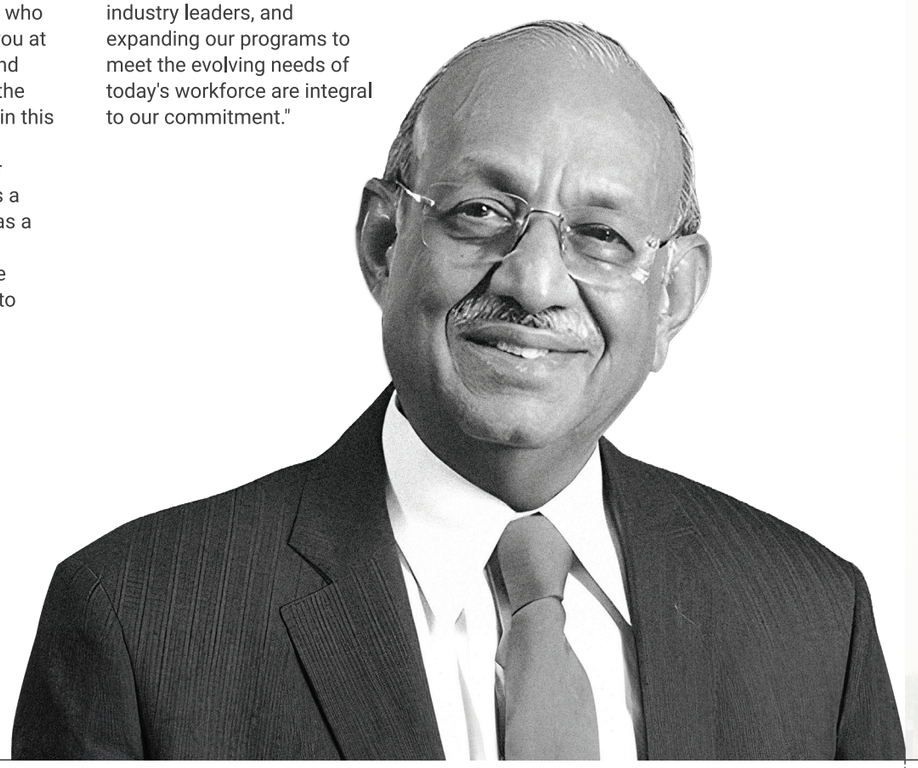
Smt. Renu Sud Karnad

Managing Director HDFC Ltd.

FROM THE CHANCELLOR'S DESK

Shri Bharat Hari Singhania
Chancellor, JK Lakshmipat University
President, JK Organisation

"We, as an industrial conglomerate, have been steadfastly committed to education and meritocracy in the country for more than 125 years. In the world of JK Lakshmipat University, your passions and talents are not only nurtured but also encouraged to blossom.
It's a realm where you can cultivate lifelong relationships with mentors and peers who will guide and support you at every step. Education and meritocracy have been the driving forces for years in this world.
At JKLU, we view higher education not merely as a means to a degree but as a journey of personal and professional growth. We challenge our students to explore new ideas and perspectives, think critically and creatively, and embrace innovation and entrepreneurship.
Constantly striving to improve and innovate, we push the boundaries of what is possible and create new opportunities for our students to succeed.
Investing in cutting-edge research and technology, forging partnerships with industry leaders, and expanding our programs to meet the evolving needs of today's workforce are integral to our commitment."



VICE-CHANCELLOR'S MESSAGE



Dr. Dheeraj Sanghi
Vice Chancellor, JK Lakshmipat University

"At JK Lakshmipat University (JKLU), we are committed to nurturing our student dreams by mentoring them. Our institution has undergone a remarkable transformation, establishing itself among India's leading emerging universities. What sets JKLU apart is our steadfast dedication to delivering an exceptional educational experience, facilitated by a faculty comprising of accomplished individuals from premier Indian and global institutions.

Our meticulously designed programs encourage students to participate in cutting-edge, interdisciplinary projects, fostering valuable global collaborations. Internship opportunities with industry leaders such as DMRC, EY, Desmania, and many more, provide our students with real-world exposure, preparing them for successful careers. Moreover, our global exchange program expands students' horizons, allowing them to explore diverse cultures and academic environments.

The university places a strong emphasis on cultivating critical thinking, communication, and problem-solving skills, ensuring our graduates are well-prepared for the unknown challenges of the future. To make our outstanding educational offerings accessible to a diverse range of individuals, we provide liberal scholarships for meritorious students.

The Bachelor of Business Administration (BBA) programme offered by IM is one of the flagship programmes of the Institute and has been well-received by the industry since its inception. The curriculum of our BBA programme is highly distinctive and has been meticulously designed to meet the current as well as future industry needs. Besides core courses in the management discipline, the programme structure provides ample opportunities to students to choose their own electives/ concentrations and specialize in their chosen fields of interest, such as Entrepreneurship or Banking & Fintech.

We have also launched a uniquely designed BBA-Interdisciplinary programme, that offers a multidisciplinary curriculum with exposure to business, design, and technology courses, as well as critical life skills. The teaching pedagogy employed by our team of highly qualified and experienced faculty members makes learning highly engaging and impactful.

At JKLU, we take great pride in our role as mentors, who dream and aspire with our students and remain dedicated to excellence in education, upholding our students' aspirations at every step. We take our role as a mentor extremely seriously, making it a way of life for everyone in the institution."