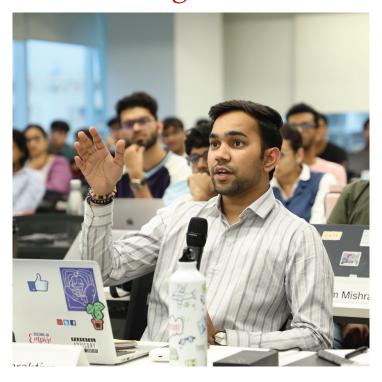


# One-year, Full-time Residential Programme

# Course at a glance.



## Mastering Management for the Digital Age

This future-ready postgraduate programme in Management is designed to build a strong foundation in management, analytics, and AI while offering specialisations in **Marketing or Finance**. The curriculum integrates case-based learning, applied projects, industry internships, and global exposure to prepare students to be agile leaders for the digital economy.

### Who is it for?

- Brand/Product Management enthusiasts
- Aspiring Sales & Marketing professionals
- Aspiring Business Managers
- Business Owners & Entrepreneurs
- Aspiring Financial Consultants
- Financial Management enthusiasts

#### Learn More



# The new age Curriculum

The cutting-edge and dynamic curriculum equips management graduates with in-demand competencies and technological prowess to excel in technology-driven business management.

## **Foundation Courses**

- Decision Making under Uncertainty
- Analytics with Python (Vibe-Coding)
- Marketing Management
- Financial Reporting & Analytics
- Structured Thinking & Communication
- Organisational Behaviour
- Management Accounting
- Managerial Economics
- Customer Insights & Market Research
- Data-Driven Insights & Visualisation
- Corporate Finance
- Decision Models for Optimisation
- Project Management
- Competitive Advantage in the Digital Era
- Brand Strategy & Experience
  Management
- Operations Management

# **Marketing Specialisation**

- Product Management I: Strategy & Design
- Digital & Social Media Marketing
- Sales & Marketing Strategies
- Brand Storytelling
- Product Management II: Growth & Lifecycle
- Go-to-Market Strategy
- Marketing & Retail Analytics
- Experience & Services Marketing
- Advanced Consumer Behaviour
- Pricing Strategy & Optimisation

### **Emerging Technologies & AI**

- Digital Strategy & Platform Business Models
- Al & Machine Learning Applications in Business
- Predictive & Forecasting Analytics
- Next-Gen Digital Transformation

### **Finance Specialisation**

- Investment Analysis & Portfolio Management
- Business Valuation
- Derivative Markets
- Mergers & Acquisitions
- Fixed Income Markets
- Financial Risk Management
- Investment Banking
- Private Equity & Venture Capital
- FinTech
- Corporate Financial Strategy & Value
  Creation

# **Experiential Learning**

The Institute lays a strong emphasis on providing a well-rounded higher education, rooted in practical exposure through:

Project-based Learning: Capstones, live projects and case competitions for practical applications of academic concepts

Study Abroad Module: A two-week international immersion with academic, industrial and cultural exposure at a partner foreign university

Industry Interactions: Talk series, case studies, guest sessions and conclaves by industry leaders, SMEs and entrepreneurs

Internships: 2-month job training that provides hands-on experience, develops industry-specific skills, and enhances understanding of workplace dynamics

# Our Faculty .

Our faculty includes a diverse mix of distinguished academics from top international and Indian universities, along with experienced industry practitioners, providing students with both theoretical knowledge and practical insights. Some of our faculty members include:

### Dr. Partha Krishnamurthy

Professor of Marketing, University of Houston, USA

#### Mr. Raghavshyam Ramamurthy

Co-founder. Wilson Consulting, India

#### Dr. Piyush Kumar

Associate Professor of Marketing, University of Georgia, USA

#### Ms. Taruna Manchanda

Principal Product Manager, Microsoft, India

#### Dr. B. B. Chakrabarti

Distinguished Professor Former Professor of Finance, IIM Calcutta Former Director, IIM Ranchi, India

#### Dr. Kiran Pedada

The Associates Fellow in Marketing and Inclusive Business, Associate Professor, University of Manitoba, Canada

#### Dr. Seshadri Tirunillai

Associate Professor of Marketing & Entrepreneurship, University of Houston, USA

#### Mr. George Heber Joseph

CIO & CEO - Equity, Ask Investment Managers, India

#### Dr. Denish Shah

Professor of Marketing. Georgia State University, USA

#### Dr. Sharad Borle

Associate Professor, Rice University, Houston, Texas, USA

#### Dr. Vishnu Prasad V

Assistant Professor (Marketing), Jio Institute, India

#### Mr. Mudit Mathur

CXO, Advisor, Consultant, Curate Data Analytics, UK

# Potential Roles

Our programme prepares students for numerous roles in this dynamic field, catering to diverse interests and enabling students to find their niche



Product Manager



**Brand Manager** 



Marketing Analytics Manager



Investment Banker



Financial Analyst



**Business Analyst** 



Consultant & Strategy Professional



**Digital Transformation** Professional



Asset & Wealth Manager

# Eligibility

- An undergraduate degree in any discipline with minimum 50% marks or equivalent CGPA
- A valid GRE/GMAT/CAT score or appear for Jio Institute Entrance Test (JET)
- Preference shall be given to candidates with relevant work experience

### Connect with us:

Contact: 1800-889-1100 | WhatsApp: +91 91370 83449

Email: admissions@jioinstitute.edu.in

Campus: Jio Institute, Sector 4, Ulwe, Navi Mumbai, India







Learn more about how to apply



Scan the QR code