

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
- AI & 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

Dr. B. B. Chakrabarti

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

Dr. Denish Shah

Professor of Marketing,
Georgia State University, USA

Mr. Raghavshyam Ramamurthy

Co-founder,
Wilson Consulting, India

Dr. Kiran Pedada

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

Dr. Sharad Borle

Associate Professor, Rice University,
Houston, Texas, USA

Dr. Piyush Kumar

Associate Professor of Marketing,
University of Georgia, USA

Dr. Seshadri Tirunillai

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

Dr. Vishnu Prasad V

Assistant Professor (Marketing),
Jio Institute, India

Ms. Taruna Manchanda

Principal Product Manager,
Microsoft, India

Mr. George Heber Joseph

CIO & CEO - Equity, Ask Investment
Managers, 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