

PLACEMENT REPORT

2023-24



OUR Founder

“
**Education is all about
igniting young minds and
enabling them to achieve
their fullest potential**”

Smt. Nita M. Ambani

Founder Chairperson
(Reliance Foundation Institution of
Education & Research)



ABOUT

Jio Institute

Jio Institute is a multidisciplinary higher education institute set up as a philanthropic initiative by the Reliance Group. The Institute is dedicated to the pursuit of excellence by bringing together global scholars and thought leaders and providing an enriching student experience through world-class education, and a culture of research and innovation.



Jio Institute

VISION

We envisage being a world-class higher education Institute through our multidisciplinary academic programmes, and a culture of research, innovation, and entrepreneurship. To achieve this, we focus on creating relevant ecosystems for lifelong learning, developing an attitude of problem-solving, and associating with global scholars and thought leaders from around the world. With the solution-driven approach, Jio Institute aims to play a pivotal role in nation-building and nurturing global citizens.



Academic Excellence



Industry Relevance

PILLARS OF Jio Institute



Research Focus



Solution Driven Approach



Global Outlook



State-of-the-art Infrastructure

PILLARS OF **Jio Institute**



Holistic Education



Learning for Life

MESSAGE

VICE CHANCELLOR

Dr. Dipak Jain

Former Dean, Kellogg School of
Management, USA

Former Dean, INSEAD, France



Dear Reader,

We at Jio Institute are committed to shaping the next generation of professionals who are equipped to thrive in a rapidly changing world. Our goal is to bridge the gap between industry needs and specialized skills through carefully crafted postgraduate programmes. Currently we offer three postgraduate programmes: (a) Artificial Intelligence & Data Science (AI&DS), (b) Management (specialisation in Marketing), and (c) Sports Management. These programmes are meticulously designed and mentored by expert academicians from renowned international universities. Our faculty comprises both academics and industry practitioners from India and around the world.

Our educational philosophy emphasizes holistic learning, combining academic excellence with personal development, practical skills, and real-world experiences. This comprehensive approach ensures that our students are well-prepared to step confidently into the professional world. Additionally, our curriculum includes a 'Study Abroad Module', offering students the opportunity to engage with global institutions and industry, broaden their perspectives, and gain valuable international exposure.

We place significant emphasis on cultivating a mindset oriented toward exploration and innovation, which we believe is essential not only for personal growth but also for driving positive change in society.

PGP PROGRAMMES

PGP in **Artificial Intelligence and Data Science**

This programme offers a comprehensive and rigorous curriculum that covers courses from foundation to advanced levels including Machine Learning, Deep Learning, Fundamentals of AI, Natural Language Processing (NLP), Optimization, Bigdata Engineering, Data Visualisation, Responsible AI, Reinforcement Learning and Time Series Analysis. The programme focuses on both theoretical foundations and practical application. Students learn to solve business problems using AI and Data Science across various industries. Through hands-on projects, capstones, industry interactions and internships, students gain practical exposure to real-life AI & DS applications.

PGP in **Management (specialisation in Marketing)**

This Management Programme in Marketing offers a robust foundation in core management principles, preparing students to effectively plan, lead, and execute strategic decisions. The programme includes a specialized focus on marketing fundamentals, delving into consumer behaviour and brand strategy. It emphasizes New Age Digital Marketing, equipping students with essential skills such as social media analytics, content marketing across emerging platforms, and leveraging AI-powered marketing tools.



PGP in **Sports Management**

This Sports Management programme equips students with the skills to navigate the fast-growing sports industry. Students master sports marketing, event management, finance, analytics, and legal aspects, preparing them for careers in sports media, sales, marketing & sponsorships, sports analytics & consulting, sports events, operations, performance management and eSports. Through case studies, guest lectures, and real-world projects, students emerge career-ready with a deep understanding of the business of sports.

PGP in

**Management
(specialisation in Marketing)**

PROGRAMME OVERVIEW

Management (specialisation in Marketing)

The programme offers comprehensive education that encompasses modern marketing strategies, effective media communication, and a solid foundation in business and management. The curriculum is designed to provide students a well-rounded education, incorporating applied projects, case-based learning, tools, frameworks and global exposure to cover all facets of the marketing domain, from foundational concepts to the latest technologies.

Foundation

- Financial Management
- Organizational Behaviour
- Statistics for Business
- Economics
- Management & Strategy
- Business Communication

Core

- Marketing Management
- Consumer Behaviour
- Brand Management
- Marketing Analytics & Research
- Content Creation & Storytelling
- Digital & Social Media Marketing
- Product Management
- Sales & Business Development
- B2B Marketing
- Consulting

Advanced

- Media Planning & Buying
- Advanced Business Analytics
- Digital Media Metrics & Analytics
- Advertising & Promotions Strategy
- Strategic Negotiation
- Campaign Planning & Development
- Entrepreneurship

NON-CREDIT COURSES

- Leadership & Values
- Business Ethics
- AI for Marketing
- Design Thinking

Tools







DISTINGUISHED FACULTY

We bring together exceptional minds from around the world. Our faculty includes accomplished professionals, researchers and industry leaders. Our educators have a keen eye on current trends. Together, they collaborate to deliver an enriching learning experience for our students.



Mr. Ashok Charan

Consultant, NUS Business School, Singapore



Mr. Anurag Mishra

ICF-PCC Certified Leadership and Executive Coach | Ex-CXO turned Visiting Professor at Leading MBA Institutions, India



Dr. Atanu Ghosh

Former Dean, SME, IIT Jodhpur
Former Professor of SJMSOM, IIT Bombay
Former Visiting Professor and Dean (AER) IIM Ahmedabad



Mr. Chandrachur Ghosh

CEO, Nispand, India
Former CEO, DiGiSpice Technologies Ltd, India



Dr. Denish Shah

Barbara & Elmer Sunday Professor and Associate Professor of Marketing, Founding Director of the Social Media Intelligence Lab, Executive Director of the Marketing RoundTable, Georgia State University, USA



Mr. Dominc D'Souza

Former Legal Head, Balaji Group, India



Dr. Gaurav Aggarwal

Founder & CEO, Ananas Labs
Ex-Research Scientist, Google, India



Mr. Nitesh Mohanty

Visual Artist & Design Consultant
Adjunct Faculty, Mudra Institute of Communications Ahmedabad, India



Dr. Partha Krishnamurthy

Larry J. Sachnowitz Professor of Marketing, Director of the Institute for Health Care Marketing, University of Houston, US



Ms. Pratibha Vinayak

Adjunct Faculty, MICA, India



Dr. Seshadri Tirunillai

Associate Professor - Marvin Hurley
Professor of Marketing & Entrepreneurship, University of Houston, USA

CLASS PROFILE

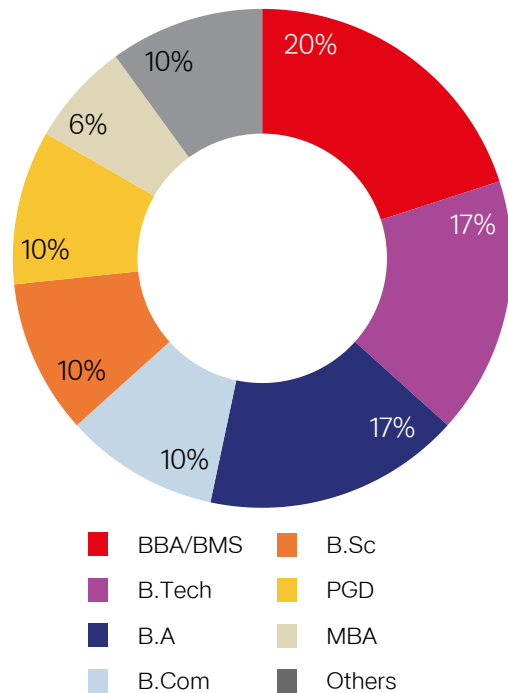
Management (specialisation in Marketing)

BATCH STRENGTH

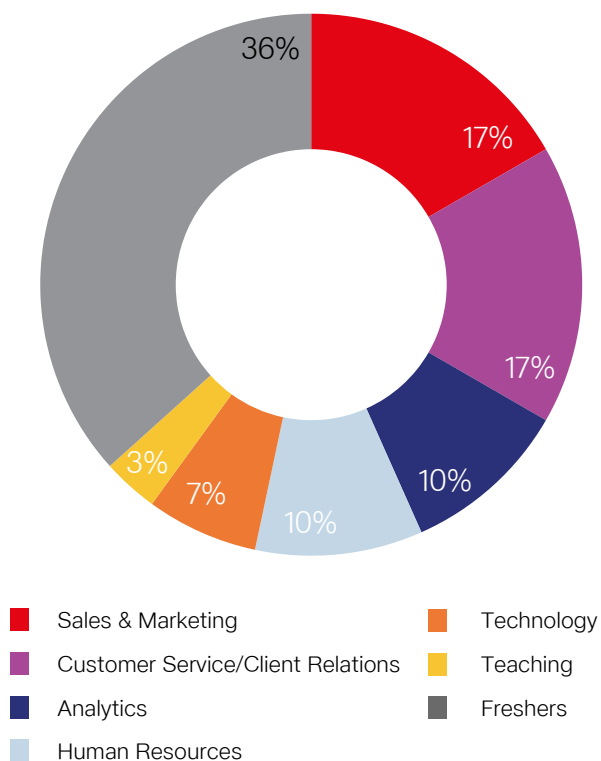


AVERAGE
WORK EXP.
17
MONTHS

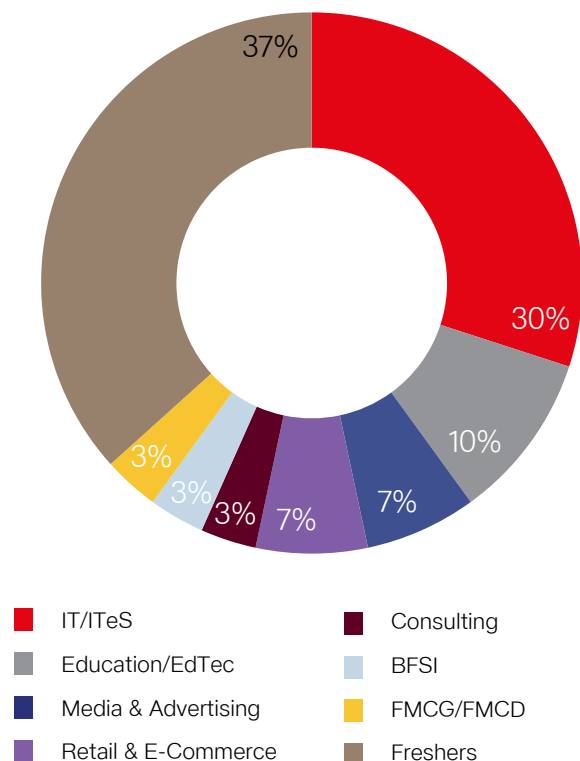
EDUCATIONAL BACKGROUND



FUNCTIONAL BACKGROUND



INDUSTRIAL BACKGROUND



INTERNSHIP DETAILS



PRISM JOHNSON LIMITED



Companies

Reliance Brands Limited

Bold Care

Jio

Tira Beauty

MBATrek

Pidilite

CherryPeachPlum Growth Partner

Jio Ads

Larsen & Toubro Metro

Meraki Sport & Entertainment

Prism Johnson Limited

Internship Roles

Digital & Growth Marketing

Brand Management

Product Management

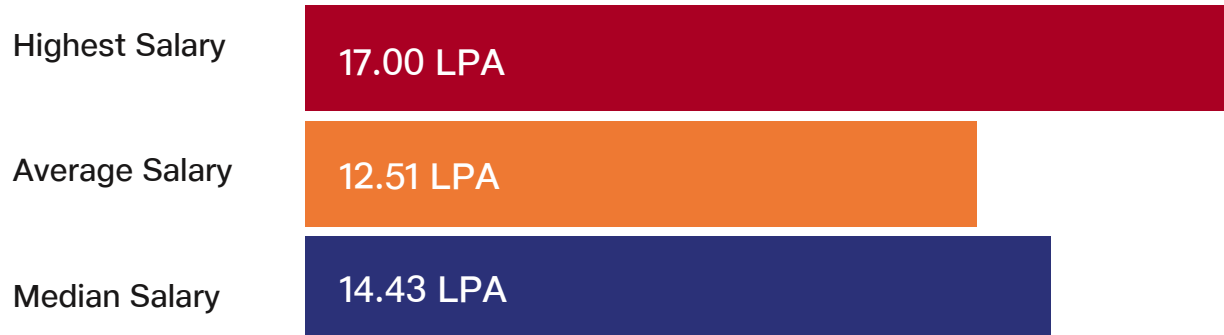
Media, PR & Communications

Sales & Business Development

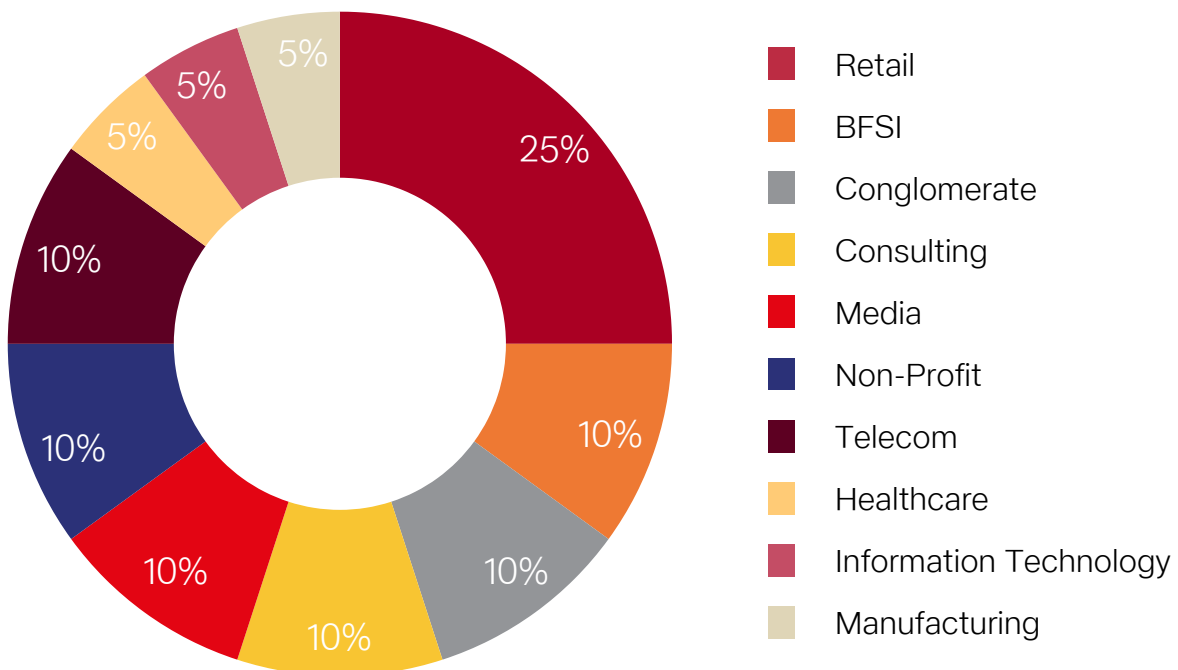
Consulting & Strategy

PLACEMENT DATA

Compensation



PLACEMENT DATA: INDUSTRY WISE BIFURCATION



RECRUITING Organizations

OFFICE OF Career Services



The Office of Career Services supports the students to realize their potential and professional aspirations, whether it is to pursue a corporate career, explore research opportunities or embark on entrepreneurial ventures. The Office offers a gamut of resources to upskill students and help them make informed career decisions. They offer comprehensive career support to the students.

PLACEMENT Support

01. One-on-One Career Mapping

- Career-guidance sessions
- Exploring career options as per their professional expectations
- Identifying skills, strengths and interests to develop a career path
- Understanding organizational norms and industry expectations

02. Soft Skills Training Programme

- Self-Introduction
- Elevator Pitch
- Public Speaking & Debate
- Personal Grooming & Emotional Intelligence
- Resume Building
- SOP Writing
- Group Discussion
- Mock Interview

LEVERAGING THE Corporate Network

Jio Institute has developed a strong network of more than 250 corporate partners. The objective is to promote the convergence of academia and industry professionals to provide holistic education to the students.

The Institute engages with corporates by inviting them for:

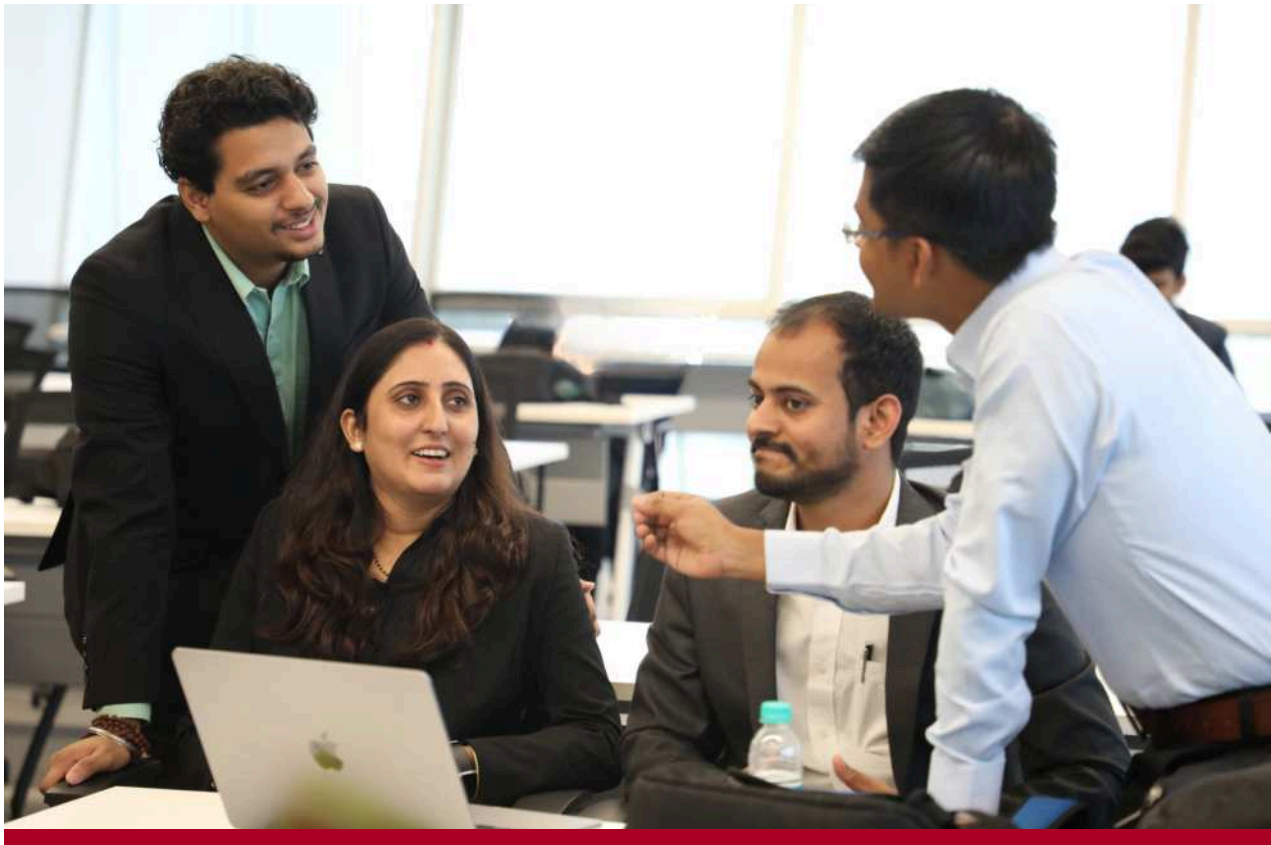
1. Guests Talks
2. Masterclass
3. Conclaves

PLACEMENT

Committee

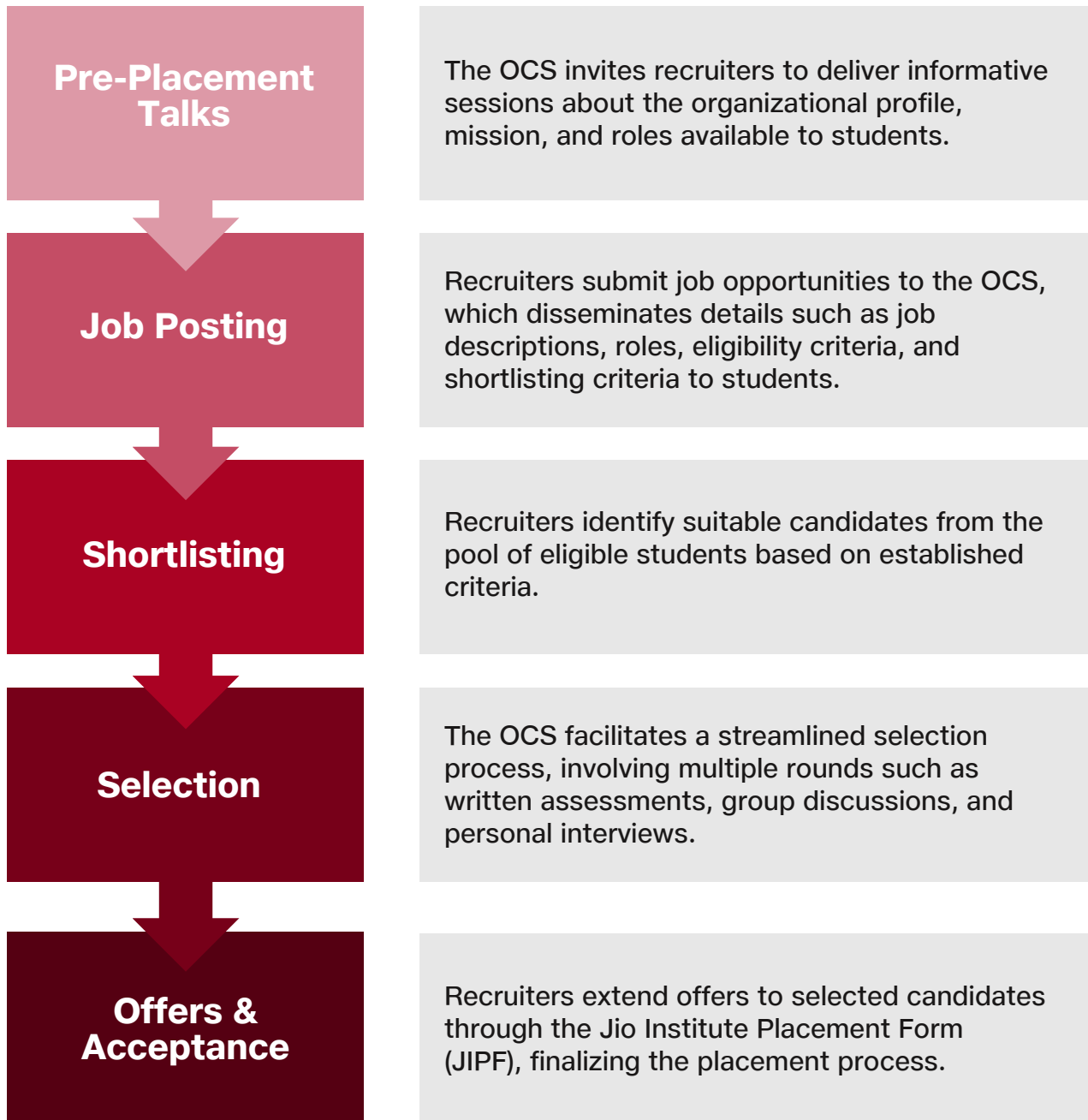
The Placement Committee plays a pivotal role in shaping the future careers of the students. Comprising dedicated representatives from the student body, this committee is selected through a rigorous process, ensuring that its members are fully committed to fostering a professional recruitment experience for both companies and candidates.

The committee works closely with the Office of Career Services throughout the year, to organize events, workshops and networking sessions that help students prepare for the challenges of the job market. Through their work, the Placement Committee ensures that every graduate leaves the Institute not only with excellent education but also with the skills, confidence and opportunities to succeed in their chosen careers.



PLACEMENT Process

To streamline the recruiting experience, the OCS follows a five-step process:



STUDENT Testimonials



Hamza Khalid Baig

PGP 2023-24

Artificial Intelligence & Data Science

"Jio Institute isn't just about education; it's about empowering futures. The incredible placement experience truly reflects their dedication to shaping lives and nurturing excellence."

Sree Kavya Godavarthy

PGP 2023-24

Management (specialization in Marketing)

"My placement experience at Jio Institute was positive. The career services team ensured smooth interview coordination. Though the day of the interview was tiring, the results and the wait was worth it."



Sharanjeet kaur Sonsoy

PGP 2023-24

Sports Management

"At Jio Institute, I transformed my passion for sports into a career. From learning under international professors to gaining hands-on experience of volunteering at the IOC & IPL, every moment was invaluable. My journey included an overseas study module, an internship, and ultimately, a life-changing placement. Jio Institute is not just an institute; it's a life-changing experience."