



**JAGRAN LAKECITY  
UNIVERSITY**

Established under Section 2(f) of UGC Act 1956  
and incorporated by Government of M.P. vide  
Act No. 22 of 2013



Ranking  
#1 in MP  
#22 in India  
Among Private  
Universities

Central India's Global Gateway

# FACULTY OF MANAGEMENT & COMMERCE



# CENTRAL INDIA'S GLOBAL PROMISE FOR **STUDENTS IN COMMERCE AND ECONOMICS**

Access to Globally Recognized Add On  
Professional Qualifications



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Access to International Quality Contents, Knowledge  
and Delivery Partners



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Global Exposure, Opportunities for Summer Abroad,  
Student Transfer, and Pathways to International PG  
(e.g. MBA & MSc in Accountancy) without GMAT/GRE



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# ABOUT JLU

JagranLakecity University Bhopal is a private university established under Section 2(f) of UGC Act 1956 and is based out of Bhopal, Madhya Pradesh.

JLU Bhopal is one of the fastest growing and one of the most awarded universities of Central India having practice-based pedagogy at its core. Currently, the university is offering 56-degree program to more than 2500 students from 8 countries and 27 states of India. The university has numerous partnerships with top industries and international educational institutes, ensuring the students get great exposure both nationally and internationally. JLU Bhopal is the only participating university from Central India ERASMUS+ programme under the Tuning India Project, funded by the European Commission and is also currently the country chair for Association of Universities of Asia Pacific (AUAP).

The University has been awarded the QS IGauge E-Learning Excellence for Academic Digitisation (E-Lead) Certification 2020, India Today and Outlook India, has ranked Jagran School of Journalism and Mass Communication, JLU Bhopal as No.1 in Madhya Pradesh and top 15 in India in 2020 and the University has been bestowed with several prestigious awards, such as 'University of the Year' by Government of Madhya Pradesh for consecutive four years in 2015, 2016 2017 & 2018 and is recognized as a Global League Institution in 2015 at the House of Commons, London, UK

# LEADERSHIP STRUCTURE



**Shri. Hari Mohan Gupta**  
Chancellor  
Jagran Lakecity University



**Shri. Abhishek Mohan Gupta**  
Pro - Chancellor  
Jagran Lakecity University



**Dr. Sandeep Shastri**  
Vice Chancellor  
Jagran Lakecity University



**Prof. (Dr.) Vivek Khare**  
Registrar  
Jagran Lakecity University



**Prof. (Dr.) Shailaja Shastri**  
Dean - Faculty of Liberal Arts  
& Humanities  
Jagran Lakecity University



**Prof. (Dr.) Nilesh Khare**  
Dean - Faculty of Management  
& Commerce  
Jagran Lakecity University



**Prof. Diwakar Shukla**  
Dean - Faculty of Journalism  
& Creative Studies  
Jagran Lakecity University



**CA Archana Jain**  
Chief Finance & Accounts Officer  
Jagran Lakecity University

# FROM THE PEN OF VICE CHANCELLOR



**Dr. Sandeep Shastri**  
Vice Chancellor  
Jagran Lakecity University

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**Greetings to you from the Jagran Lakecity University!**

It is indeed a pleasure for me to welcome you to this introduction to our University. I am happy that you are considering this institution as a destination of choice for the pursuit of education. We at Jagran Lakecity University (JLU) endeavour to ensure that every learner who becomes a part of the JLU family, finds their experience and learning at our institution truly rewarding, memorable and enriching. We aim at inculcating in our students the skill set that makes them not merely adept in their chosen field of learning but also equipped with values and capacities to make their lives socially useful and satisfying. We strive every moment through our intent and actions to create a 'psychologically safe space' for all those who are part of the JLU family. We at JLU are blessed to have a committed management, dedicated faculty, conscientious staff and a proactive student community. This allows us to strive and achieve excellence. We invite you to join us in this noble endeavour and partner in our efforts to build a robust education framework for India that is dedicated to promoting excellence, equity and equality. Once again, welcome to Jagran Lakecity University! Experience the hope and happiness of being a Jagranite!

Best Wishes  
**Dr. Sandeep Shastri**  
Vice Chancellor, JLU

# DEAN'S MESSAGE



**Dr. Nilesh Khare**

Ph.D (Ohio State, USA), PGDBA, CFA(I), BE  
Professor (Strategy)

Dean - Jagran Lakecity Business School and Research  
Jagran Lakecity University, Bhopal, India

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Thanks a lot for your interest in educational programme from the Faculty of management and Commerce at JagranLakecity University, Bhopal, India.

The faculty represents the flagship business school JLBS and the JLU School of Commerce and Economics. The schools offer Ph. D., PG including MBA, and UG courses in management, commerce, and economics. The faculty brings very close operational association among its constituent schools drawing in on and providing resources, expertise and experience from/to both the schools. We strive to provide international quality, experience and exposure in education we provide. It would not be possible without such a close association. You have heard of synergy 1+1>2! Some mention it as 1 and 1 = 1! That's what the faculty brings and it leverages both JLBS and JLU SoCE.

Our cutting edge programme and course design are reviewed and updated every year. Revamped curricula and partnerships with Harvard Business Publishing, Wadhvani Foundation's National Entrepreneurship Network, course and programme level associations with USA, UK Universities, and professional firms such as E&Y,CMA, ACCA all ensure cutting edge academic context, and lay the foundation for global competitiveness. Our partnership with CBU ([www.calbaptist.edu](http://www.calbaptist.edu)), Clayton State (<https://www.clayton.edu/>) and ACCA offer access to UG exchange after one or two years, MBA in USA and MS from UK respectively even without the GRE/GMAT. We are in the process of bringing in such partnerships with Univ. in the UAE and Far East as well.

McGraw Hills online book bank, HSTalks, HBP, and Cesim offer world leading text books, prerecorded videos, Harvard cases and articles, and business simulation games. Every programme offers electives to shape your degree to what you want it to be. Both schools work closely bringing in rich set of electives to choose from. Additionally, other schools such as Law, Media, Humanities, and Hospitality that offer exciting width not possible except in a University where schools come together to enrich students' experience.

Our dedicated faculty members take great pride in continuous improvement to offer you the best they can. Clubs at JLU, FMC, JLBS and SoCE provide engaging opportunities for and infrastructure at our truly awesome JLU campus enrich lives. Our campus beautiful infrastructure and amenities make the experience memorable.

Are you surprised? But that's why we take pride in being Central India's Global University. We seek students who are committed to taking the advantage of what all we offer. Who want to be the best they can be in whatever they undertake. Who have dreams, are not afraid of hard work, and want to put in their best to turn their dreams into reality.

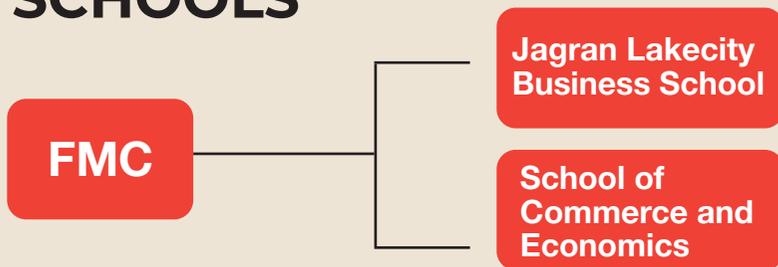
Please feel free to reach out to our admission department we would be happy to address your queries to help you make more informed decision for an important part of your life—your education.

Best Wishes,

**Dr. Nilesh Khare**



## CONSTITUENT SCHOOLS



**JLBS:** JagranLakecity Business School is committed to bringing international benchmarked quality in management education at a surprisingly affordable cost to its students.

We pride on offering rich internationally benchmarked academic content such as Harvard cases, articles, business simulation, access to online courses and video lectures from world leading institutes, faculty, business leaders, online book bank from international publishers, and add on courses with CMA and ACCA.

**SoCE:** The JLU School of Commerce and Economics provides different undergraduates and post-graduates programs such as B.Com(Honors) – Financial Market/Banking & Finance, B.Com, B.A. Economics (Honors), M.A. Economics and MBA-Financial Markets/Banking & Finance. The JLU School of Commerce and Economics programs are designed to expose students to various subjects having applications in business, commerce and trade through outcome based teaching and learning process which emphasizes on practical exposure rather than only on theory.



## UG@FMC

The faculty offers UG programmes in Management, Commerce and Economics.

BMS is our very distinguished UG programme in management that offers opportunities to earn specialization, major and minor. Additionally we have BBA (H) and B.Com (H) in accounting with ACCA that offers pathway to globally recognized UK based qualifications like Indian CA; and in Strategic Finance that is aligned with IMA USA global qualification CMA which is similar to Indian ICWA. We also have B.Com (H) in Banking and Finance and Capital Markets. BA (H) in Economics provides applied orientation and foundation to higher studies in economics, commerce & business. We also offer enriched BBA & B.Com programmes.

### **Distinct features common to all UG programmes@FMC**

1. Post UG from JLU FMC access to admission into PG/MBA in 1 year or 2 year programme at Clayton State, and to CBU ([www.calbaptist.edu](http://www.calbaptist.edu)) without the need to write either GRE or GMAT. We are also in the process of bringing similar offers from Univ in Far East and UAE.
2. Opportunity for Summer School abroad in US or UK.
3. Opportunity to student exchange after 1, 2 or 3 years into US based 4 year UG programmes.
4. Access to online book bank, HStalks video lectures by Leading Global Experts including Nobel laureate from Harvard.
5. Choice based credit system allows you to choose courses from set of electives.
6. Elective courses from other schools of the university including the flagship business school.



## BACHELOR OF MANAGEMENT STUDIES (BMS)

BMS is our elite UG programme. We often call it mini MBA. The programme provides access to Harvard cases, articles and book chapters, and business simulation. Students get an opportunity to earn minor/major or specialization across Digital Marketing / HR / Finance / Marketing / Entrepreneurship / Business Analytics. JLBS offers assistance for internship and placement. Importantly BMS has lower performance hurdle and greater chances for admission into CBU USA's MBA in 1 or 2 year programme.

KNOWLEDGE  
PARTNERS



HS  
Talks  
By leading world experts



### Salient courses

- Strategic management
- Skills for managers
- Advanced operation management
- Lean six sigma and process controls (E&Y)
- Survey of recent technology and business
- Advanced Entrepreneurship Management (NEN Wadhvani)
- Managing Family Business
- BMS Paper/Project
- Business awareness and work outs

**Specialization Offered\*:** Digital Marketing / Entrepreneurship / Finance / Human Resources / Marketing / Business Analytics. 12 credit elective specialization courses are spread over last two semesters.

### Key features

- Option to earn Harvard business publishing online course certificates in up to select 6 courses.
- Harvard business publishing cases, articles, and book chapters
- Six Sigma course designed and offered by E&Y
- WF and NEN network designed courses on Entrepreneurship with an option to earn a certificate.
- Pedagogy involves case discussions, AI backed eBooks, and business simulation.
- Option to earn a double major from within the specialization courses. For example, 6 credits in marketing and 6 credits in finance specialization courses will earn majors in both marketing and finance.
- Access to placement and internship services.

**Duration:** 3 Years (Full – Time)

**Eligibility:** 50% in 12<sup>th</sup> Standard Examination from a recognised board, good communication skills.

Tuition Fee (Per Annum)	Admission Fee One Time, Non-Refundable	Exam Fee (Per Annum)	Alumni Fee One Time, Non-Refundable	Caution Money One Time, Refundable	Digitalization Fee (Per Annum)
1,10,000	20,000	15,000	10,000	5,000	10,000

Book Bank Charges 10,000 - One Time, Non-Refundable



## BACHELOR OF BUSINESS ADMINISTRATION (HONS.) Accounting – (ACCA)

We offer two different kinds of BBA Honours programmes with access to placement assistance with knowledge partners.

- i. in Strategic Finance aligned with CMA programme of Institute of Management Accountants (IMA), USA; and
- ii. in Accounting aligned to ACCA (Association of Chartered Certified Accountants of UK; similar to ICAI/CA in India).

Both these programmes offer relevant study material, and bring waiver to CMA and ACCA qualifications and help students prepare to succeed in those programmes while also earning credits toward BBA honours degree. Progression in ACCA programme also provides an opportunity to earn an MS in finance from UK.

KNOWLEDGE  
PARTNER



## Salient courses

- Principles of strategic management
- Communication, reasoning, and quantitative skills
- Financial accounting and reporting (CMA)
- Financial decision making I and II (CMA)
- Financial controls (CMA)
- Financial planning and performance (CMA)
- Accounting in Business (ACCA)
- Financial Accounting (ACCA)
- Performance Management (ACCA)
- Management Accounting (ACCA)
- Entrepreneurship basics (NEN Wadhvani)
- Advanced Entrepreneurship Management (NEN Wadhvani)
- Applied/Research group project
- BBA(hons) paper/project
- Business readings and discussions.

## Key features

- CMA ([www.cmacertification.org](http://www.cmacertification.org)) aligned courses in finance. These courses prepare students and provide them with an option to take CMA certificate exam (additional CMA exam fee is required).
- Pedagogy for CMA courses involves case discussions and real life problem solving.
- Courses in entrepreneurship aligned with a curriculum designed and developed by WF-NEN.
- Access to placement services.
- BBAH in accounting with ACCA <https://www.accaglobal.com/in/en/qualifications/glance.html> offers waiver in 6 ACCA papers, and option to earn PG from UK.

**Duration:** 3 Years (Full – Time)

**Eligibility:** 50% in 12th Standard Examination from a recognised board, good communication skills.

Tuition Fee (Per Annum)	Admission Fee One Time, Non-Refundable	Exam Fee (Per Annum)	Alumni Fee One Time, Non-Refundable	Caution Money One Time, Refundable	Digitalization Fee (Per Annum)
70,000	20,000	15,000	10,000	5,000	10,000

Book Bank Charges for CMA & ACCA courses: 10,000 (One Time, Non-Refundable)



## BACHELOR OF BUSINESS ADMINISTRATION (HONS.) Strategic Finance (with CMA)

Bachelor of Business Administration (Honours) in Strategic Finance is a minimum 3 year full time undergraduate programme in business administration with a strong finance modules aligned with the Certified management Accountant (CMA), from the Institute of Management Accountant (IMA) of USA curriculum <https://www.imanet.org/cma-certification?ssopc=1>. CMA certificate is a very valuable and well recognized globally. The programme aims at offering edge to finance focused students who would want to pursue professional career in finance area or follow this up with reputed MBA in finance.

KNOWLEDGE  
PARTNER



HS Talks  
By leading minds experts

## Salient Features

- Courses aligned with CMA curriculum of the Institute of Management Accountant, USA
- CMA aligned courses are delivered by a CMA approved faculty.
- CMA learning and exam material is provided. Access to library resources with occasional access to online e-Book text for other non-CMA courses.
- Access to placement and internship assistance in association with CMA India.
- Choice based credit system with option to choose elective courses from the pool of available courses.
- Access to credit transfers from online courses from leading institutes including IIMs.
- Pedagogy based on lecturing, case discussion, blended learning and flipped class rooms.
- Add on certificate opportunities from Wadhvani Foundation certificate in Entrepreneurship.
- HS Talk videos— Unrestricted anytime anywhere access to video lectures from world leading academics and corporate leaders.
- Pathway to US MBA—3 year course is eligible for direct admission into MBA (2 years) or accelerated MBA (1 years) without GRE/GMAT at California Baptist University (CBU), LA, USA.
- Global exposure— Opportunity for credit transfer from summer courses at partners such as CBU.
- Encourages for internship and select students may get on campus placement assistance.

## Programme Objectives

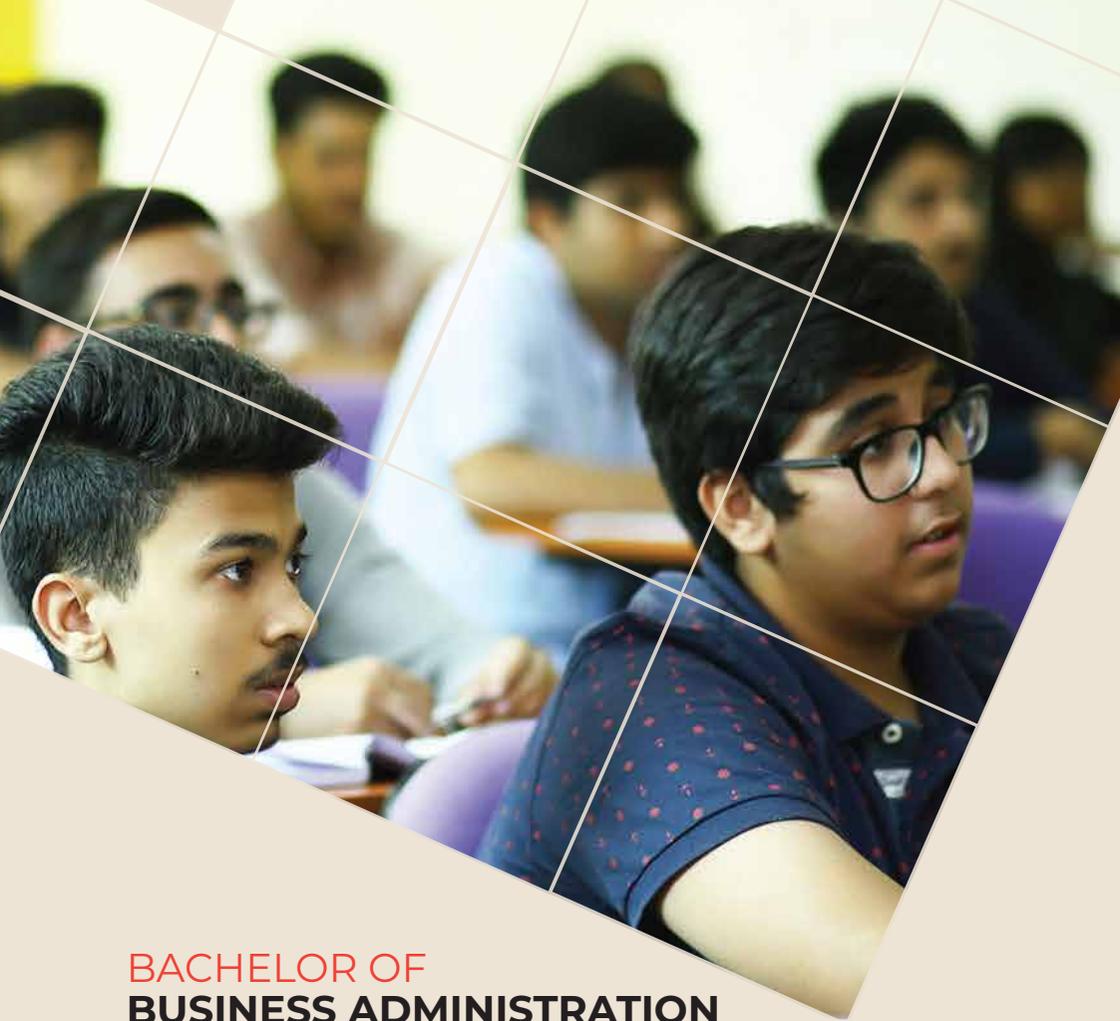
- Familiarize with fundamental concepts, framework, and tools in various management sub-disciplines, and the professional life and roles of functional managers.
- Help develop managerial perspectives and knowledge to identify and discuss business issues, problems and challenges, and their solutions.
- Enhance awareness of the business world, and the role of business in society and its interaction with it.
- Make aware of the ethical issues and challenges related to managers, and social impact and responsibilities of businesses.
- Produce confident skilled graduates with the ability to identify, analyze and solve managerial accounting, cost accounting, and financial decision issues, with professional expertise.

**Duration:** 3 Years (Full – Time)

**Eligibility:** Higher Secondary Certificate (HSC) qualification with a minimum of 50% or an equivalent qualification in any discipline from a recognised board.

<b>Tuition Fee</b> (Per Annum)	<b>Admission Fee</b> One Time, Non-Refundable	<b>Exam Fee</b> (Per Annum)	<b>Alumni Fee</b> One Time, Non-Refundable	<b>Caution Money</b> One Time, Refundable	<b>Digitalization Fee</b> (Per Annum)
<b>70,000</b>	<b>20,000</b>	<b>15,000</b>	<b>10,000</b>	<b>5,000</b>	<b>10,000</b>

Book Bank Charges for CMA & ACCA courses: 10,000 (One Time, Non-Refundable)



## BACHELOR OF BUSINESS ADMINISTRATION

Bachelor of Business Administration course is a regular 3-year undergraduate degree program in management that focuses on the fundamentals of business and imparts management skills. This program will help you adapt to a business environment, whether you are interested in joining a company, starting your own business or joining your family business.

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## Salient Features

- Choice based credit system with option to choose elective courses from the pool of available courses.
- Access to credit transfers from online courses from leading institutes including IIMs.
- Pedagogy based on lecturing, case discussion, blended learning and flipped class rooms.
- Add on certificate opportunities from Wadhvani Foundation certificate in Entrepreneurship.
- Access to library resources with occasional access to online e-Book text.
- HS Talk videos— Unrestricted anytime anywhere access to video lectures from world leading academics and corporate leaders.
- Pathway to US MBA—3 year course is eligible for direct admission into MBA (2 years) or accelerated MBA (1 years) without GRE/GMAT at California Baptist University (CBU), LA, USA.
- Global exposure— Opportunity for credit transfer from summer courses at partners such as CBU.
- Encourages for internship and select students may get on campus placement assistance.

## Programme Objectives

- Familiarize with fundamental concepts, framework, and tools in various management sub-disciplines, and the professional life and roles of functional managers.
- Help develop managerial perspectives and knowledge to identify and discuss business issues, problems and challenges, and their solutions.
- Enhance awareness of the business world, and the role of business in society and its interaction with it.
- Make aware of the ethical issues and challenges relevant for managers, and social impact and responsibilities of businesses.
- Produce confident graduates aware of career opportunities and the ability to think through them.

**Duration:** 3 Years (Full – Time)

**Eligibility:** Higher Secondary Certificate (HSC) qualification with a minimum of 50% or an equivalent qualification in any discipline from a recognised board.

<b>Tuition Fee</b> (Per Annum)	<b>Admission Fee</b> One Time, Non-Refundable	<b>Exam Fee</b> (Per Annum)	<b>Alumni Fee</b> One Time, Non-Refundable	<b>Caution Money</b> One Time, Refundable	<b>Digitalization Fee</b> (Per Annum)
<b>55,000</b>	<b>5,000</b>	<b>15,000</b>	<b>10,000</b>	<b>5,000</b>	<b>10,000</b>



## BACHELOR OF COMMERCE

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**HSTalks**  
By leading world experts

**Mc  
Graw  
Hill** connect<sup>®</sup>

**WADHWANI**  
FOUNDATION

The degree provides the students with a wide range of managerial skills and competence in wide areas of commerce. It equips student with the knowledge of accounting principles, business laws, economic policies and other aspects of trade and business. B. Com is an undergraduate degree designed to inculcate business acumen in students with a view to giving them a hold on theoretical aspects of different concepts of commerce and finance.

### Specialization Offered

- Taxation
- Computer Application
- Management

### Key Features

- Principle of Micro Economics
- Business Ethics & CSR
- Principle of Macro Economics
- Principal of Management
- Merchant Banking and Financial Services
- Company Law
- Cost Accounting
- Income Tax
- Financial Management
- Marketing Management
- Entrepreneurship Development

**Duration:** 3 Years (Full – Time)

**Eligibility:** Higher Secondary Certificate (HSC) qualification with a minimum of 50% or an equivalent qualification in any discipline from a recognised board.

Tuition Fee (Per Annum)	Admission Fee One Time, Non-Refundable	Exam Fee (Per Annum)	Alumni Fee One Time, Non-Refundable	Caution Money One Time, Refundable	Digitalization Fee (Per Annum)
45,000	5,000	15,000	10,000	5,000	10,000

Book Bank Charges 10,000 - One Time, Non-Refundable



**BACHELOR OF  
COMMERCE (HONS.)  
(Financial Market / Banking & Finance)**

KNOWLEDGE  
PARTNERS



The B.Com (Honors) program is intended to provide strong foundation and overall academic development to students. This programme caters to commerce aspirants who desire to build their professional competence on a higher plateau with specialised knowledge in the field of financial market and banking & finance. It aims to equip students with the knowledge and competence in the field of business and commerce to pursue a professional career. This programme is to impart basic knowledge and skills in all the important subjects in the field of Commerce, to equip the students thoroughly in the field of financial market and banking & finance, to prepare students for advanced studies in Finance and Management and also professional courses in Accounting, Costing, Financial Analysis, Insurance and Corporate Secretary-ship, to foster ethical and moral values and attitudes for their development as effective personnel for business, industry and the financial services sector.

### Specialization Offered

- Financial Markets
- Banking & Finance

**Duration:** 3 Years (Full – Time)

**Eligibility:** Higher Secondary Certificate (HSC) qualification with a minimum of 50% or an equivalent qualification in any discipline from a recognised board.

Tuition Fee (Per Annum)	Admission Fee One Time, Non-Refundable	Exam Fee (Per Annum)	Alumni Fee One Time, Non-Refundable	Caution Money One Time, Refundable	Digitalization Fee (Per Annum)
70,000	20,000	15,000	10,000	5,000	10,000

Book Bank Charges 10,000 - One Time, Non-Refundable



## **BACHELOR OF COMMERCE (HONS.) Strategic Finance (aligned with CMA, USA)**

Bachelor of Commerce (Honours) in Strategic Finance is a minimum 3-year full-time undergraduate programme in commerce with strong finance modules aligned with the Certified Management Accountant (CMA), from the Institute of Management Accountant (IMA) of USA curriculum <https://www.imanet.org/cma-certification?ssopc=1>. CMA certificate is very valuable and well recognized globally. The CMA aligned courses are taught by CMA approved faculty, extra sessions are conducted by learning partners, and CMA material is provided. It is possible, and we encourage students to aim at graduating not only with just B.Com (H) in Strategic Finance but also earn CMA certification as an add-on qualification. Imagine, you can walk out with a globally recognized professional qualification.

The programme aims at offering edge to finance-focused students who would want to pursue a professional career in finance area or follow this up with reputed professional qualification or PG in finance such as MBA or ICWA.

KNOWLEDGE  
PARTNERS



## Salient Features

- Courses aligned with CMA curriculum of the Institute of Management Accountant, USA
- CMA aligned courses are delivered by a CMA approved faculty.
- CMA learning and exam material is provided. Access to library resources with occasional access to online e-Book text for other non-CMA courses.
- Access to placement and internship assistance in association with CMA India.
- Choice based credit system with option to choose elective courses from the pool of available courses.
- Access to credit transfers from online courses from leading institutes including IIMs.
- Pedagogy based on lecturing, case discussion, blended learning and flipped class rooms.
- HS Talk videos— Unrestricted anytime anywhere access to video lectures from world leading academics and corporate leaders.
- Encourages for internship and select students may get on campus placement assistance.

## Programme Objectives

- Familiarize with fundamental concepts, framework, and tools in various management sub-disciplines, and the professional life and roles of functional managers.
- Help develop managerial perspectives and knowledge to identify and discuss business issues, problems and challenges, and their solutions.
- Enhance awareness of the business world, and the role of business in society and its interaction with it.
- Make aware of the ethical issues and challenges related to managers, and social impact and responsibilities of businesses.
- Produce confident skilled graduates with the ability to identify, analyze and solve managerial accounting, cost accounting, and financial decision issues, with professional expertise.

**Duration:** 3 Years (Full – Time)

**Eligibility:** Higher Secondary Certificate (HSC) qualification with a minimum of 50% or an equivalent qualification in any discipline from a recognised board.

Tuition Fee (Per Annum)	Admission Fee One Time, Non-Refundable	Exam Fee (Per Annum)	Alumni Fee One Time, Non-Refundable	Caution Money One Time, Refundable	Digitalization Fee (Per Annum)
70,000	20,000	15,000	10,000	5,000	10,000

Book Bank Charges 10,000 - One Time, Non-Refundable



## BACHELOR OF COMMERCE (HONS.) Accounting (aligned with ACCA UK)

Bachelor of Commerce (Honours) in Accounting is a minimum 3-year full-time undergraduate programme in commerce with strong accounting modules aligned with the ACCA qualification from the UK <https://www.accaglobal.com/gb/en.html>. ACCA is a CA like qualification and is recognized in about 70 countries around the world. Our students would get a waiver in 6 of 13 ACCA external papers.

The ACCA aligned courses are taught by ACCA approved faculty, extra sessions are conducted by learning partners, and ACCA course material is provided. It is possible, and we encourage students to aim at graduating not only with just B Com (H) in Accounting, but also earn ACCA qualification as an add-on qualification. Imagine, you can walk out with a globally recognized professional qualification. Along the way, you can also earn other ACCA qualifications.

The programme aims at offering edge to accounting focused students who would want to pursue a professional career in accounting and/or follow this up with reputed MBA in Accounting/Finance. ACCA has 2,19,000 Members and 5,27,000 students. ACCA Qualification is accepted by 7400 global Employers.

KNOWLEDGE  
PARTNERS



## Salient Features

- Courses aligned with ACCA UK. The programme covers all 13 papers required for ACCA qualification. JLU students get waiver in 6 of the 13 papers from having to write external ACCA exams.
- ACCA offers several specific add ons: Clearing 3 external papers during the UG allows to earn Advance Diploma in Accounting and Business from ACCA, UK; IFRS Certification; and students can also apply for B.Sc in Applied Accounting from Oxford Brookes University, UK. Those who clear all 7 external exam may, with an extra project, earn MS in Finance from the University of London, UK.
- ACCA approved and trained faculty teaches ACCA aligned courses.
- ACCA learning and exam material is provided. Access to library resources with occasional access to online e-Book text for other non-ACCA courses.
- Seminars on Finance and Accounting will be conducted throughout the graduation period.
- Access to placement and internship assistance in association with ACCA India.
- Choice based credit system with option to choose elective courses from the pool of available courses.
- Access to credit transfers from online courses from leading institutes including IIMs.
- Pedagogy based on lecturing, case discussion, blended learning and flipped class rooms.
- HS Talk videos— Unrestricted anytime anywhere access to video lectures from world leading academics and corporate leaders.
- Global exposure— Opportunity for credit transfer from summer courses at partners such as CBU.
- Encourages for internship and select students may get on campus placement assistance.

## Programme Objectives

- Familiarize with fundamental concepts, framework, and tools in various management sub-disciplines, and the professional life and roles of functional managers.
- Help develop managerial perspectives and knowledge to identify and discuss business issues, problems and challenges, and their solutions.
- Enhance awareness of the business world, and the role of business in society and its interaction with it.
- Make students aware of the ethical issues and challenges related to managers, and social impact and responsibilities of businesses.
- Produce confident skilled graduates with the ability to identify, analyze and solve financial accounting decision issues, and provide leadership in accounting area with professional expertise.

**Duration:** 3 Years (Full – Time)

**Eligibility:** Higher Secondary Certificate (HSC) qualification with a minimum of 50% or an equivalent qualification in any discipline from a recognised board.

Tuition Fee (Per Annum)	Admission Fee One Time, Non-Refundable	Exam Fee (Per Annum)	Alumni Fee One Time, Non-Refundable	Caution Money One Time, Refundable	Digitalization Fee (Per Annum)
70,000	20,000	15,000	10,000	5,000	10,000

Book Bank Charges 10,000 - One Time, Non-Refundable



## BACHELOR OF ARTS in ECONOMICS (HONS.)

B.A (Hons) Economics is a course in applied economics and alongside the academic training in order to sharpen essential skills in marketing and communication, the students undergo corporate summer training, to get a better understanding of business environment and real organizational problems. This course provides students with the necessary conceptual and analytical skills to understand a broad range of themes in business and economics. It prepares students for a wide range of careers in private and public sector organisations.

Tuition Fee (Per Annum)	Admission Fee One Time, Non-Refundable	Exam Fee (Per Annum)	Alumni Fee One Time, Non-Refundable	Caution Money One Time, Refundable	Digitalization Fee (Per Annum)
27,500	5,000	15,000	10,000	5,000	10,000

Book Bank Charges 10,000 - One Time, Non-Refundable

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HSTalks  
By having world experts

Mc  
Graw  
Hill connect<sup>®</sup>

WADHWANI  
FOUNDATION



## PG@FMC

The flagship business school offers a choice based MBA that provides an opportunity to earn minor, major and specializations across Finance, banking and Finance, Capital Markets, HR, Marketing, Digital Marketing, Analytics and Entrepreneurship. JLUSoCE offers MA in Economics with applied orientation for careers in research, policy and business.

## MASTER OF BUSINESS ADMINISTRATION (MBA)

KNOWLEDGE  
PARTNERS



HSTalks  
By leading world experts



Backed by Harvard cases, articles, book chapters, Harvard Business Publishing’s Online courses, and business simulation, this is a post graduate program in business that is comparable to international offering. It primarily aims at helping fresh graduates, or students with around 2 years of experience or from family businesses, emerge as business managers and leaders. The programme calls for students who are determined to learn, work hard and aim at higher level of success as professional and/or want to build on to the base their families have provided them in business.

### Key Features of the Program

- Option to earn Harvard business publishing online course certificates in up to select 6 courses.
- Harvard business publishing cases, articles, and book chapters
- Lean six sigma course designed and delivered by E&Y
- WF and NEN network designed courses on Entrepreneurship with an option to earn a certificate.
- Pedagogy involves case discussions, AI backed eBooks, and business simulation
- Option to earn a major-minor combination from within the specialization courses. For example, 15 credits in marketing and 9 credits in finance specialization courses will earn major in marketing and minor in finance.
- Access to placement and internship services.

### Salient Courses

- Strategic management
- Accounting for managerial decisions
- Skills for managers I and II
- Corporate governance, business ethics and corporate citizenship
- Lean six sigma and process improvements (E&Y)
- Entrepreneurship essentials (NEN Wadhvani)
- Advanced entrepreneurship (NEN Wadhvani)
- Managing job search, placement and on-boarding
- MBA Project/Paper
- Business mindfulness and work-outs

### Specialization Offered\*:

Digital Marketing | Hospitality & Tourism  
 Financial Markets | Banking & Finance | Finance  
 Human Resources | Marketing | Business Analytics  
 Entrepreneurship

**Duration:** 2 Years (Full – Time)

**Eligibility:** 50% in undergraduate degree from a recognised institute/university. Good analytical and communication skills.

Tuition Fee (Per Annum)	Admission Fee One Time, Non-Refundable	Exam Fee (Per Annum)	Alumni Fee One Time, Non-Refundable	Caution Money One Time, Refundable	Digitalization Fee (Per Annum)
1,50,000	20,000	15,000	10,000	5,000	10,000

Book Bank Charges 10,000 - One Time, Non-Refundable

Option for half-dual specialization available.



MA  
**ECONOMICS**

KNOWLEDGE  
PARTNERS



The Program is intended to provide strong foundation to students. This programme caters to economics aspirants who desire to build their professional competence on a higher plateau with specialized knowledge in the field of economics and its applications. It aims to equip students with the knowledge and competence in the field of business and economics to pursue a professional career. This programme is to impart basic knowledge and skills in all the important subjects in the field of Economics, to equip the students thoroughly in the field of Econometrics, mathematics and finance, to prepare students for advanced studies in economics, to foster ethical and moral values and attitudes for their development as effective personnel for business, industry and the financial services sector.

### Salient Courses/Topics

- Micro Economics
- Macro Economics
- Mathematical Economics
- Research Methodology
- Agricultural Economics
- Econometrics Methods
- Social and Gender Economics
- International Economics
- Public Finance
- Foreign Trade and International Institutions
- Applied Econometrics
- Entrepreneurship basics (NEN Wadhvani)
- Advanced Entrepreneurship Management (NEN Wadhvani)
- Business Economics

### Key Features

- Focus on applied economics, econometrics.
- Choice Based Credit system.
- Courses in entrepreneurship aligned with a curriculum designed and developed by WF-NEN.
- Access to internships, industry immersion and placement services.

**Duration:** 2 Years (Full – Time)

**Eligibility:** 50% in undergraduate degree from a recognised institute/university.

Tuition Fee (Per Annum)	Admission Fee One Time, Non-Refundable	Exam Fee (Per Annum)	Alumni Fee One Time, Non-Refundable	Caution Money One Time, Refundable	Digitalization Fee (Per Annum)
40,000	5,000	15,000	10,000	5,000	10,000

Book Bank Charges 10,000 - One Time, Non-Refundable



## RESEARCH@FMC

JLBS offers MBA and Ph.D in Management. It also offers MBA & PG Diploma in Family Business & Entrepreneurship in the Evening & Weekend mode.

KNOWLEDGE  
PARTNERS



Harvard  
Business  
Publishing  
Education



NEN  
NATIONAL  
ENTREPRENEURSHIP NETWORK

JagranLakecity University offers a Doctor of Philosophy in Management that focuses on various management sub-disciplines— such as Marketing, HR, Finance, Strategy, IB, and Entrepreneurship.

The primary objective of the programme is to prepare the scholar with a wide range of skills applicable to vocations throughout higher education and advanced research. In addition to specialized expert understanding within a particular field, the successful doctoral candidate will have gained experience and competence in designing and carrying out research projects based on a scientific approach.

The award of Ph.D. degrees at JagranLakecity Business School is a recognition of high academic achievements, independent research, and creation, replication, and/or application of knowledge in the management sphere. It calls for deep commitment, hard work, and the ability to work under ambiguity.

JLBS takes pride in the rigor and quality its Ph. D. programme demands. We seek those students who are committed to quality research and are ready to commit themselves to a rigorous programme.

### Doctor of Philosophy (Ph.D)

**Standard Duration:** Minimum 3 Years.

#### Eligibility for Research Programme:

Applicants will be shortlisted for the research programme on basis of the following considerations:

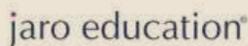
- **Educational Qualifications:** The minimum academic qualification for admission to the programmes is a Second Class Master’s or equivalent degree in the relevant subject awarded by a recognised university in India or abroad, with at least an average of 55 per cent of aggregate marks, or a grade point average of 3.5 under the seven-point scale of the University Grants Commission (UGC).
- In the case of SC/ST/OBC(non-creamy layer)/differently-abled candidates, the minimum eligibility is an average of 50 per cent of aggregate marks, or a grade point average of 3.05.
- Applicants for the Ph.D. programme are required to have successfully cleared the UGC NET qualification in the relevant subject area.

The Doctor of Philosophy (Ph.D.) of JagranLakecity University shall be conferred on a candidate who fulfils all the requirements specified in the Act, Ordinances and Statutes of JagranLakecity University.

Tuition Fee (Per Annum)	Admission Fee One Time, Non-Refundable	Exam Fee (Per Annum)	Alumni Fee One Time, Non-Refundable	Caution Money One Time, Refundable	Digitalization Fee (Per Annum)
1,35,000	20,000	15,000	10,000	5,000	10,000

Book Bank Charges 10,000 - One Time, Non-Refundable

# RECRUITERS @ FACULTY OF MANAGEMENT & COMMERCE



## SCHOLARSHIPS @JLU SOCE

At Jagran Lakecity Business School, we believe in rewarding the hard work and excellence achieved by students in various fields of life. The scholarships provide impetus to the University vision of producing leaders who think globally and act locally, by identifying deserving scholars amongst a pool of young achievers. The Scholarships have been initiated to encourage the talent of such students, thereby strengthening the roots of our future generation.

PG STUDIES	100% ON TUITION FEES	50% ON TUITION FEES	25% ON TUITION FEES
Eligibility for UG (except BBA / B.Com)	12th Board 92% and Above	12th Board 87% to 91.99%	12th Board 82% to 86.99%
No. of Scholarships	3	5	10
MBA	CAT 85 Percentile & Above	CAT 80 Percentile	CAT 75 Percentile
	CMAT/MAT 90 Percentile & Above	CMAT/MAT 85 Percentile	CMAT/MAT 80 Percentile
	GMAT 650	GMAT 600	GMAT 500
No. of Scholarships	10	10	10

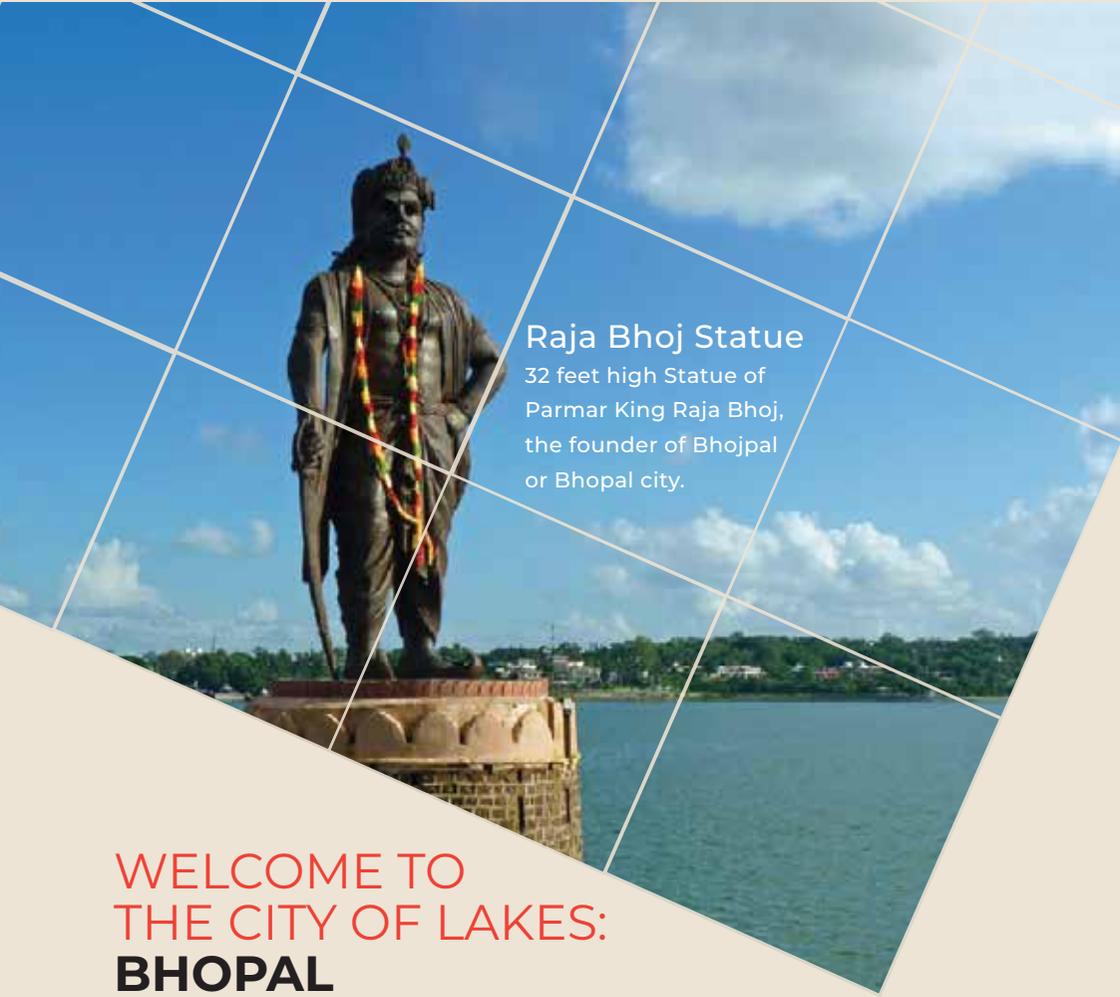
UG STUDIES	100% ON TUITION FEES	50% ON TUITION FEES	25% ON TUITION FEES
All Other UG Programs	12 <sup>th</sup> Board 92% & Above	12 <sup>th</sup> Board 87% to 91.99%	12 <sup>th</sup> Board 80% to 86.99%
No. of Scholarships	5	10	15

### Note :

- Students have to clear a round of Group Discussion and Personal Interview for being awarded the above scholarships.
- All students eligible for scholarship under the above mentioned criteria are supposed to submit a Statement of Purpose for the same.
- All scholarships are applicable only on first year's tuition fees.

# LIFE@FMC





## Raja Bhoj Statue

32 feet high Statue of Parmar King Raja Bhoj, the founder of Bhojpal or Bhopal city.

# WELCOME TO THE CITY OF LAKES: BHOPAL

With all the advantages of a major city Bhopal offers an enviable lifestyle and ideal study environment. Bhopal - The City of Lakes, the capital of Madhya Pradesh, is situated around two unfathomable lakes amidst picturesque settings. Bhopal is an enchanting combination of scenic beauty, old historic city and modern urban planning. The old city with its crowded market places, fine old mosques and palaces intermingles the new city with the broad avenues, high rise offices and exquisitely laid out parks and gardens. The city is famous for silver jewellery, exquisitely fashioned beadwork, embroidered and sequined velvet fashioned purses and cushions. Endowed with numerous educational institutions and installations, Bhopal city is an important educational, industrial, economic and political center of the State as well as Central India and is the cultural and performing arts hub. Bhopal was selected as one of the first twenty Indian cities to be developed as a smart city under flagship Smart Cities Mission.

Bhopal is one of the most liveable, Safe and relaxed affordable cities in India. The cost of living in Bhopal is up to 19% lower than Indore and metro cities in India.



Sanchi Stupa



Bhimbetka



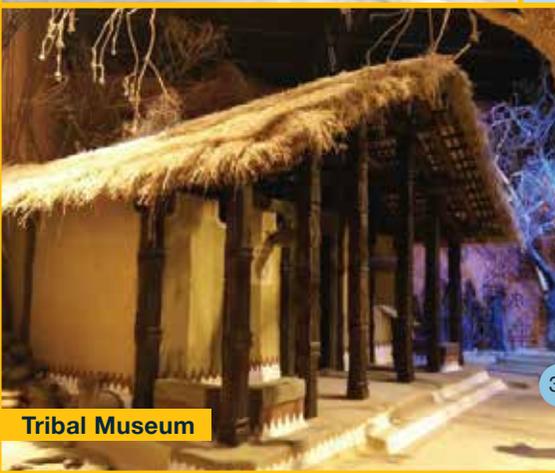
Only Functional Pyramid

AMONG  
TOP 20 CLEANEST CITY  
IN INDIA

HAS MORE THAN  
15 LAKES WITHIN THE CITY

ONE HOUR RIDE UNESCO WORLD  
HERITAGE SITES LIKE  
SANCHI & BHIMBETKA

 23 Lakhs  
Population



Tribal Museum



Van Vihar National Park

## ADMISSION OFFICE DETAILS:

### BHOPAL OFFICE:

JLU Student Enrichment Hub, Near Kaliasot Barrage,  
Chandanpura, Bhopal – 44, Madhya Pradesh, India

  M: +91 7471110101 / 7471110102 / 7471110103

### INDORE OFFICE:

Jagran Lakecity University, The Headquarters,  
204, 2nd Floor, Sathya Sai Square, Vijay Nagar, Indore,  
Madhya Pradesh, India

  M: +91 (731) 4997004 / 7471110172 / 7471110173

### VIDARBHA OFFICE:

Jagran Lakecity University, 741, First Floor,  
Nelson Square, Nagpur -13, Maharashtra, India

  M: +91 9145670606 / 9665027247 / 7507510752

**Toll Free No: 1800-419-0156**

**E-mail: [admission@jlu.edu.in](mailto:admission@jlu.edu.in)**

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If you are thinking of studying at Jagran Lakecity University Bhopal, you should attend one of our Open Day festivals and find out everything you need to know. Please visit [www.jlu.edu.in](http://www.jlu.edu.in)



**JAGRAN LAKECITY  
UNIVERSITY**

ESTABLISHED BY GOVT. OF M.P. BY ACT NO. 22 OF 2013  
RECOGNISED UNDER SECTION 2(F) OF UGC ACT 1956