



JIS SCHOOL OF MANAGEMENT STUDIES

SHAPING LEADERS FOR TOMORROW

ADMISSIONS OPEN 2026

BBA | *MBA* | *Ph.D.**

ABOUT

JIS GROUP

JIS Group is the largest educational conglomerate in Eastern India, established by **Sardar Jodh Singh**. A renowned name in the field of education, known for its excellence, innovation, and commitment to quality learning. With a vast network of institutions across engineering, management, healthcare, hospitality, and school education, the group has played a pivotal role in shaping the academic landscape of Eastern India. Its focus on industry-oriented education, modern infrastructure, and global exposure ensures that students are equipped with the skills and knowledge required to excel in today's competitive world.

JIS UNIVERSITY

JIS University is a leading private university established to promote academic excellence, research, and innovation. Offering a wide spectrum of undergraduate, postgraduate, and doctoral programs, the university emphasizes a multidisciplinary approach to education. With advanced facilities, experienced faculty, and strong industry collaborations, JIS University creates an environment that nurtures intellectual growth, creativity, and professional competence.

JIS SCHOOL OF MANAGEMENT STUDIES

JIS School of Management Studies, JIS University is a premier institute dedicated to nurturing future business leaders and entrepreneurs. The institution offers comprehensive programs in Business Administration designed to meet the evolving demands of the corporate world. The institute focuses on a practical, industry-driven curriculum that integrates academic knowledge with real-world exposure through internships, live projects, workshops, and corporate interactions. With a team of experienced faculty members, modern classrooms, and a student-centric approach, JIS School of Management Studies ensures holistic development of students.

**14000+**

LIBRARY BOOKS

3500+

STUDENTS

10+

SPECIALISATIONS

3

DEGREE LEVELS

KEY HIGHLIGHTS

- ✓ Industry-integrated curriculum with strong practical orientation.
- ✓ Experiential learning with "Earn While Learn" opportunities.
- ✓ Paid internships and industry-linked assignments.
- ✓ Focus on leadership, entrepreneurship, innovation & sustainability.
- ✓ AI-native learning ecosystem blending traditional management with emerging tech.



PROGRAMMES

The MBA and BBA programmes offer a robust blend of academic rigour and industry relevance, designed to create future-ready professionals capable of excelling in dynamic business environments while contributing meaningfully to society. Backed by a strong academic legacy, deep industry integration, and a global outlook, JISSMS seamlessly blends traditional management principles with emerging technologies to create an AI-native learning ecosystem. In addition, the Doctoral Programme (Ph.D.) is designed to foster advanced research, critical thinking, and scholarly excellence.

UNDERGRADUATE

BBA

With Dual Specialization

- Marketing
- Human Resource Management
- Financial Management
- Digital Marketing & Media Marketing
- Tourism Management
- AI Management and Design Thinking
- International Business
- Entrepreneurship

*Learn Business with
the power of AI*

POSTGRADUATE

MBA

I. MBA in Digital Marketing

II. MBA with Dual Specialization

- Marketing
- Digital Marketing
- Human Resource Management
- Financial Management
- System Management
- Data Analytics
- Supply Chain Management

*Future Leaders start with
AI-Integrated MBA*

DOCTORAL

Ph.D.

- Finance
- Human Resource
- Marketing
- Research-intensive programme
- Advancing knowledge & excellence
- Strong research ecosystem
- Publication opportunities
- Distinguished faculty mentors
- Focus on contemporary business challenges, policy, and innovation

**Ph.D Admissions Open
Twice a year*

CAMPUS LIFE



AUSTIN TOWER CAMPUS



EXPERIENTIAL LEARNING



ACTIVITY ROOM



CAFETERIA



PLAYGROUND (WITH DECATHLON)



LIBRARY



RECEPTION & VISITOR LOUNGE



AUDITORIUM

OUR RESOURCES

The institution is supported by a highly accomplished faculty resource base, comprising experienced academicians and distinguished guest faculty and industry experts. A significant proportion of the core faculty hold doctoral degrees from reputed national and international universities and bring extensive teaching, research, and academic administration experience. The academic strength is further reflected in a substantial body of publications in reputed journals, including Scopus and ABDC-indexed platforms, along with contributions through authored books, book chapters, patents, and funded research projects. The institution also maintains a robust doctoral research ecosystem through active PhD supervision and mentorship.

Complementing this strong academic foundation, guest faculty and industry experts from diverse sectors such as corporate leadership, analytics, finance, marketing, law, and communication bring rich professional experience into the classroom. Their involvement through expert lectures, workshops, and practical sessions bridges the gap between theory and practice, ensuring exposure to current industry trends and global best practices. Together, this blend of academic excellence and industry engagement creates a dynamic, research-driven, and application-oriented learning environment aligned with contemporary professional demands.

Unique Value Proposition

The campus offers a dynamic and immersive learning environment enriched with industry interactions, expert talks, hands-on workshops, certification programmes, business simulations, case competitions, and live projects. These initiatives are thoughtfully designed to bridge the gap between classroom learning and real-world business expectations. Students actively participate in these engaging, industry-aligned experiences, transforming learning into a practical and enjoyable journey. This holistic approach not only enhances their professional competence but also equips them with the skills, confidence, and mindset required to excel in today's highly competitive and ever-evolving business landscape.



CENTRE OF EXCELLENCE & KEY FEATURES

a. AI-NATIVE LEARNING

An applied AI lab for pedagogical innovation through generative AI and design thinking. Being AI-native is a culture, not just a course.

b. INDUSTRY-ACADEMIA

Multi-stakeholder collaboration aligned with NEP. Curriculum co-created with industry for real-world applicability.

c. DESIGN THINKING

Embedded as a core pedagogical approach to develop creative, empathetic, solution-oriented leaders.

d. STRATEGIC COLLABORATIONS

Partnerships with GST-ICA, NEN-Wadhwani Foundation, ISTD, AIMA and Business Standard Case Studies.

e. DIGITAL LEARNING ECOSYSTEM

ERP & LMS-enabled learning, SWAYAM-NPTEL credit-linked courses, AI courses, and skill modules.

f. INDUSTRY 5.0 ALIGNMENT

Human creativity, ethics, and critical thinking alongside AI for sustainable, empathy-rooted growth.

g. COLLABORATIONS

- GST - ICA
- NEN - WADHWANI FOUNDATION
- ISTD - HR COLLABORATION
- AIMA
- CASE STUDIES - BUSINESS STANDARD

h. CO-CREATION OF CURRICULUM & LEARNING PATHWAYS

- Foundational and advanced AI concepts and design thinking
- Generative AI applications
- AI for governance, sustainability, and social impact
- SkillX - Innovative Business Idea
- Industry-recognized certification pathways



WORLD-CLASS INFRASTRUCTURE

THE KNOWLEDGE NEXUS - LIBRARY

4,000+ physical books across 500+ titles, 200+ e-books, national & international journals, 6 high-speed internet terminals.



SMART CLASSROOMS

Fully digitized with advanced smart boards, multimedia presentations, and central air-conditioning for optimal learning year-round.



IT & INNOVATION LABS

Latest-generation computer terminals with high-speed internet and a dedicated applied AI lab for generative AI pedagogy.



MINDFLEX ARENA - ACTIVITY ROOM

Dedicated to sharpening intellect, strategic thinking, and healthy competition — developed in collaboration with Decathlon.



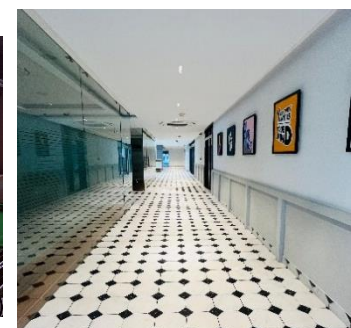
IDEA CAFE

A vibrant social hub where students and faculty recharge, brainstorm, and connect—where great ideas begin and creative, innovative thinking comes to life.



VISIONSPHERE QUANTUM ARENA – AUDITORIUM

A well-furnished, fully air-conditioned auditorium with seating capacity for over 100 participants, equipped with modern audio-visual facilities.



EXPERIENTIAL LEARNING & INTERNSHIPS

At the heart of the Centre of Excellence (CoE) lies **experiential learning**—empowering learners through hands-on practice, real-world exposure, and industry relevant opportunities.

WHY CHOOSE JISSMS?

01

LARGE-SCALE OUTREACH TRAINING

Impactful programs designed to reach and upskill a wide learner base

02

CERTIFICATION-ORIENTED PEER LEARNING

Collaborative learning environments with recognized certifications

03

EXPERT-LED WORKSHOPS

Learn directly from industry leaders and subject matter experts

04

RAPID, ASSIGNMENT-BASED EVALUATION

Continuous feedback to strengthen practical understanding

05

CREDIT-LINKED COURSES through SWAYAM-NPTEL platforms

06

DISTINGUISHED & RESEARCH-DRIVEN FACULTY ensuring academic excellence and innovation

07

FUTURE-READY SKILL MODULES Advanced Excel, SPSS, GST

08

DIGITALLY ENABLED LEARNING through ERP & LMS systems

09

EASTERN INDIA'S LARGEST

Part of JIS Group — the largest education group in Eastern India.

10

GLOBAL EXPOSURE

Access to global AI platforms, international journals & networks.

11

HOLISTIC DEVELOPMENT

Ethics, sustainability & responsibility woven into every course.

12

IMMERSIVE LEARNING

Workshops, certifications, simulations & case competitions.

13

INDUSTRY VISIT

offer students firsthand exposure to real-world business practices, bridging the gap between academic learning and industry experience.

14

CSR ACTIVITIES

empower students to contribute meaningfully to society while fostering empathy, leadership, and social responsibility.



JIS School of Management Studies

AUSTIN TOWER · NEW TOWN, KOLKATA · WEST BENGAL

30+
EVENTS

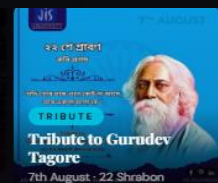
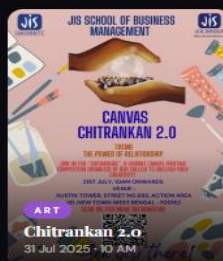
500+
PARTICIPANTS

10+
PARTNERS

1
VISION

Events & Initiatives

LEARNING · CULTURE · SPORT · ENTREPRENEURSHIP · HERITAGE



Moments & Memories

AWARD CEREMONIES · CONCLAVES · SPORTS · CELEBRATIONS



PLACEMENTS & CAREER SUPPORT

At JISSMS, your career journey is actively nurtured through a dedicated placement cell that bridges academia and industry. Students graduate with the confidence and competence to excel in corporate careers, entrepreneurial ventures, and higher studies.

WHAT WE OFFER

Paid Summer & Winter Internships

With leading organizations across industries

Live Projects

Real-world business exposure with corporate partners

Diverse Campus Recruitment

On-campus drives with multi-sector companies

Comprehensive Training

Aptitude, communication & professional skills

Entrepreneurship Support

Mentorship, incubation & NEN-Wadhwani tie-ups



*"JISSMS — where your first job
starts long before graduation."*

ADMISSIONS OPEN 2026

APPLICATIONS ARE NOW OPEN FOR

BBA

MBA

PH.D.

Begin your journey with us.

CONTACT US

ADDRESS

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