



Hari Shankar  
Singhania  
School of Business

Accelerate to Global Leadership

An initiative by the 140 Year-Old JK Group



MBA PROSPECTUS  
2026-2028



# HSB

Hari Shankar  
Singhania  
School of Business



## Leadership

Innovation

Product Mindset

## Future-Ready

Tech-Driven

AI-Enabled

Entrepreneurial

Analytics-Led

Industry-Integrated

## Global Perspective

Strategic Thinking

Problem Solving

Digital Transformation

Design Thinking

## Business Foresight

Agility

Excellence

Impact

Integrity

Purpose

Vision

Growth

## Resilience

Collaboration

Creativity

Customer-Centric

Value Creation

## Decision Making

Execution

Ownership

Adaptability

Ethical Leadership

## JK Legacy

Trust

Nation Building

Progress

Transformation

## Confidence

## Competence

Capability

Professionalism

Merit

Ambition



I

Industry-Integrated Learning

N

Next-Gen Leadership

N

New-Age Technologies

O

Outcome-Driven Mindset

V

Visionary Thinking

E

Ethical & Empathetic Leadership

Transformational Growth

Applied Innovation

A

## Legacy of Excellence & Nation Building

For nearly 140 years, the JK Organisation (JKO) has been a cornerstone of nation-building in India. With successful enterprises across various sectors, JKO has made significant contributions not just to the Indian economy but also to broader societal progress.

### JK Group



Guided by the visionary ideals of Shri Hari Shankar Singhania, one of India's great industrial leaders, HSB upholds the JK Group's belief in excellence with purpose. Carrying forward this heritage, HSB combines academic rigor with industry relevance, nurturing leaders who think strategically, act ethically, and create impact. The School stands as a testament to the JK Group's enduring commitment to shaping India's future through education and leadership. Today, the founders' vision and mission remain the cornerstone of HSB's ethos, reinforcing its role in shaping the nation's future.





## Letter from our Chancellor

Dear Future HSBian,

The most valuable people in great organisations today are leaders who possess a deep understanding of technology along with strong business and leadership capabilities.

Through my conversations with several outstanding professionals across industries, I have consistently observed the key capabilities that drive value in dynamic organisations. While a solid foundation in technology is essential, the true differentiator lies in the ability to combine management acumen with technological depth to lead products and businesses built on embedded technology.

Some professionals acquire this blend of skills through years of trial and error on the job. Others are fortunate to have mentors who guide them early in their careers. From my experience, I can safely and candidly say that we need far more such leaders, and we need them now. This need is evident in how organisations are hiring, investing, and building for the future.

You have a place in the leadership of today's companies. However, there is a critical gap to be bridged. That gap is the integration of your STEM background with a rigorous education in business and leadership. That is precisely why HSB exists.

HSB is designed to transform technologists like you into confident, capable leaders. Our two-year, fully residential MBA equips you with the skills, perspective, and confidence required to build and lead products, and in turn, global businesses of the future. The curriculum and immersive learning experience are carefully crafted to prepare you for leadership in an increasingly complex and technology-driven world.

The best sailors make the best captains. I invite you to learn to navigate these seas of change with us.

**Bharat Hari Singhania**

Chairman  
JK Organisation



*"True tech-based leaders are the rare outliers who have successfully bridged the technology and management divide."*





## HSB Director

### Professor Archana Shukla

Professor Archana Shukla, a distinguished academic leader and scholar in the field of organisational behaviour, is the Director of the Hari Shankar Singhania School of Business (HSB). Prior to joining HSB, she served as the Director of the Indian Institute of Management Lucknow (IIM Lucknow), where she led major institutional initiatives focused on academic excellence, culture building, policy innovation, and strategic engagement with government and industry.

With over three decades of academic and leadership experience, Dr. Shukla brings a rare blend of scholarly depth and institution-building acumen. A PhD in Psychology from IIT Kanpur, she has spent a significant part of her academic career at IIM Lucknow, shaping minds and influencing the strategic direction of one of India's flagship management institutions. Prior to joining IIM Lucknow, she held teaching and research roles at Allahabad University, the Centre for Organisation Development in Hyderabad, and the Xavier Institute of Management, Bhubaneswar, Odisha.

Professor Shukla's approach to academic leadership is grounded in three core principles: providing individuals with space for experimentation, fostering institution building through a shared vision and collegial culture, and promoting inclusive management to ensure stakeholder commitment and institutional evolution.

Her tenure at IIM Lucknow stands as a testament to these ideals, whether through her efforts to integrate cultures and processes across the Noida and Lucknow campuses, conducting capacity-building programmes such as Manthan for senior government officials and policymakers, or mentoring the next generation of research scholars.



*"Our programme prepares students to be the borderless leaders of the future, capable of functioning as high-level professionals in India and globally."*



## HSB Vision and Mission

HSB links the best of timeless training in leadership and influence alongside a cutting-edge, future-focused curriculum. Our students receive tailored leadership coaching and mentorship from those who have excelled in their fields while simultaneously acquiring a powerful toolkit of skills in demand by employers. This includes deep training by world-beating professionals in areas such as strategic foresight, AI, data analytics and entrepreneurship/intrapreneurship that help organisations thrive today and reinvent themselves for the world of tomorrow.



### Vision

To become India's leading technology- and future-focused borderless business school, offering a launchpad to a boundless global career and adventure of a lifetime.



### Mission

To become India's leading technology- and future-focused borderless business school, offering a launchpad to a boundless global career and an adventure of a lifetime.



# 4 PILLARS OF HSB'S PHILOSOPHY

## -REIMAGINE

Learning can no longer remain confined to traditional classrooms. It must evolve into immersive, purposefully designed environments where learners engage with real-world problems, collaborate across disciplines, and seamlessly bridge theory with practice.

## -HUMANIZE

As AI, robotics, quantum technologies, and big data reshape the future, students must master advanced tools while strengthening distinctly human capabilities. Contextual judgment, ethical reasoning, creative problem-solving, interpersonal sensibility, and resilience form the core of a truly human-centered technology education.



## **-ADAPT**

Building future-ready talent requires nurturing agile and adaptive mindsets. Curiosity, entrepreneurial thinking, innovation, and inclusivity are developed through project-based learning, industry mentoring, and cross-functional exposure that prepares learners for constant change.

## **-CO-CREATE**

Industry and academia must work as equal partners to co-create curricula, co-design learning experiences, and co-develop pathways for internships, live projects, placements, and research. This collaboration is not optional; it is foundational to meaningful, outcome-driven education.



## HSB Governance Council (GC)

The HSB Governance Council oversees the operation of HSB and has governance authority over the School. It is composed of a small group of industry experts, academics, and the HSB Dean. It meets jointly with the HSB International Advisory Council, both of which serve to provide input on continuous improvement and global industry and academic connections for the programme.

The HSB GC works closely with our International Advisory Committee to develop unique opportunities for our students and to improve HSB's programmes and recognition globally. Both groups are composed of some of India's and the world's most prominent leaders in academia and industry.



**Harsh Pati Singhania**  
Vice-Chairman & Managing  
Director, JK Paper Ltd.  
Director, J.K. Organisation



**Dr. Pramath Raj Sinha**  
Founder and Trustee  
Ashoka University  
Founder & MD, 9.9 Group



**Rajiv Dubey**  
Retired Group  
President (HR)  
CEO, Mahindra & Mahindra Ltd



**Professor Archana Shukla**  
Director, HSB  
Former Director, IIM Lucknow



**Mr. Prem Singh**  
President (Group HR),  
JK Organisation

## World Class Faculty Pool

HSB faculty comprise a mix of high-level, active-practising industry professionals and visiting academics from the best universities in India and abroad. This combination of high-level academics, corporate practitioners and entrepreneurs drawn from India and across the globe ensures students the best of what management education has to offer.



**Amit Karamchandani**

PGP Chair – MBA  
Associate Professor  
Operations Management  
Course: Operations Management



**Mr. Laxminarayanan G**

Head of Data and AI at ACL Digital  
Course: Digital Transformation &  
Introduction to BI & Analytics.



**Hetal Kishore Sonpal**

Start-up Evangelist,  
Angel Investor and CEO,  
GRG Gen Nxt  
Course: Entrepreneurship



**Ritesh Ghosal**

Former CMO – Croma;  
Former Brand Head – Tata  
Televisions; Former GM – Coca  
Cola India  
Course: Market Research Methods



**Atanu Ghosh**

Former Dean, SME, IIT Jodhpur  
Visiting Faculty at IIM  
Ahmedabad  
Course: Business Strategy – I & II



**Saswat Patra**

Associate Professor –  
Queen's  
University Belfast  
Course: Corporate Finance



**Kshitiz Anand**

CEO of the Happy Horizons Group  
Founder, Fondésan and Soochak  
Co-Founder, Karekaba Ventures  
Course: Design Thinking and  
Introduction to UI/UX



**Col. Rajiv Bhargava**

Description: Founder,  
Leaders Weave Stories  
Course: Think Communicate  
Lead (TCL)



**Ms. Malthi Satish**

Founder & CEO, SparkProd  
Former Director of Product  
Management at Paypal

# Why is HSB Unique?

## INTERNATIONALLY-RECOGNISED FACULTY

A mix of the best research-active and high-level industry practitioners from India and abroad who also mentor and connect our students to global opportunities.



## TOP-NOTCH PLACEMENT SUPPORT

Tailored in-company projects, internships and placements with startups and leading companies, both in India and abroad.

## CUTTING-EDGE CURRICULUM

Technology and future-focused curriculum offering three specialisations along with world-class personalised leadership coaching and individual industry mentors.



## POWERFUL LEGACY

Legacy of the Singhania family and JK Organisation backing the new business school.

## GLOBAL LEADERSHIP

A global curriculum that includes a built-in international study trip, exchange opportunities with leading business schools and an intensive leadership training retreat



# Become FIT<sup>2</sup> for a global tomorrow with HSB

HSB prepares students to operate and excel as leaders across disciplines, job functions and cultures, in both physical and digital spaces.



## **F&F – Future-Ready and Focused**

A rigorous academic programme featuring leading Indian and international faculty, coupled with individual mentoring by industry professionals, ensures graduates are prepared to navigate the tsunamis of change.



## **I&I – India and International**

As a business school focused on removing disciplinary and geographic boundaries, HSB strives to bring the best global resources to HSB and the best of India to the world.



## **T&T – Technology and Talent**

HSB not only teaches cutting-edge technology to enhance business, but also cultivates the talent required to adapt to change and apply new knowledge creatively. HSB prepares students to operate and excel as leaders across disciplines, job functions, and cultures, in both physical and digital spaces.



*Refer to the website for more details*

# About HSB's MBA in Product Management

HSB's MBA in Product Management is designed to produce future-ready Product Leaders by combining strong product thinking with deep capabilities in Business Analytics and AI, Entrepreneurship, and Organisational Foresight. At HSB - Hari Shankar Singhania School of Business, the program equips students to anticipate change, build scalable innovations, and lead products with strategic clarity in a rapidly evolving business landscape. Its unique proposition is the three parallel tracks running for two years. The Programme is delivered through 560 learning hours per term to hone business & design savvy full stack product managers.



<p><b>3300+</b> Learning hours</p>	<p><b>30+</b> Courses</p>	<p><b>3</b> New Age Learning Tracks</p>
<p><b>70%</b> Experiential Learning Component</p>	<p><b>112</b> Credits</p>	<p><b>Up to 100%</b> Scholarships</p>
<p><b>ISPMA</b> Certification</p>	<p><b>6 Months</b> Internship</p>	<p><b>30 Acre</b> Lush Green Campus</p>
<p><b>Global</b> Immersion Programme</p>	<p><b>Live</b> Projects</p>	<p><b>Simulation</b> Labs</p>

# About AIC-JKLU

Atal Incubation Centre at Hari Shankar Singhania School of Business was established with the support of AIM, NITI Aayog and JK Lakshmiipat University in 2019. In the last 5 years, AIC-JKLU has supported 70+ startups in various sectors including Fintech, Ed-tech, EVs, Agritech and more. It has been consistently rated as one of the top performing Incubation Centres in the AIM network. The AIC, due to its association with JKLU, is uniquely able to provide start-ups access to interdisciplinary resources such as high-end computing facilities, design facilities and engineering labs (33+ labs) coupled with expert resources in the areas of business, technology and design (43+ mentors & 33+ partners). In coming years, AIC-JKLU aims to build an eco-system to focus specifically on sustainability, longevity, economy and energy.

## Impact Created by AIC-JKLU

**150+**  
Startups Supported

**Rs. 3.7 Cr +**  
Funds Raised

**1000+**  
Job Created

**600+**  
Senior citizens  
helped & aided

**1000+**  
agricultural fields  
transformed into  
renewable energy fields

**5cr+**  
earned by  
corporates by equity  
buyouts in startups



### Startup Revenue

**Rs 2Cr + Revenue**  
**179+ Leads generated**



### Jobs Generated

**235+ Direct**  
**31 JKLU Students associated**  
**16 Consultant Leveraged**



### Funding Raised

**5 Cr. + Raised**



### Intellectual Property

**8+ IPR generated**



# Academic Calendar 2026-2028

## Year 1 Highlight

In the first academic year (Terms 1, 2, and 3), students build a strong foundation across all management domains.

Pre Term	Term 1	Term 2	Term 3
<p>Leadership Accelerator</p> <p>Optional Remedial Course (Finance, Accounting, Statistics)</p> <p>AI &amp; Data Analytics Bootcamp</p>	<p>Financial Reporting &amp; Analysis</p> <p>Managerial &amp; Behavioural Economics</p> <p>Strategic Marketing</p> <p>Organisational Leadership</p> <p>Professional Skills Accelerator</p> <p>Design Thinking</p> <p>Entrepreneurship</p>	<p>The Profession in Practice:</p> <p>Product Management, Startup and Digital</p> <p>Transformation Expert Workshops</p> <p>Introduction to Business Intelligence &amp; Analytics</p> <p>Product Management</p> <p>Managerial Operations &amp; Supply Chain Management</p> <p>Corporate Finance</p> <p>Sustainability, Climate Economics and Social</p> <p>Innovation for Business Leaders</p>	<p>Statistics</p> <p>Market research Methods</p> <p>Macroeconomics</p> <p>Strategic Management</p> <p>AI Product management: 0 to 1</p> <p>AI and ML for Product Managers - I</p> <p>Product Analytics &amp; Experimentation</p>

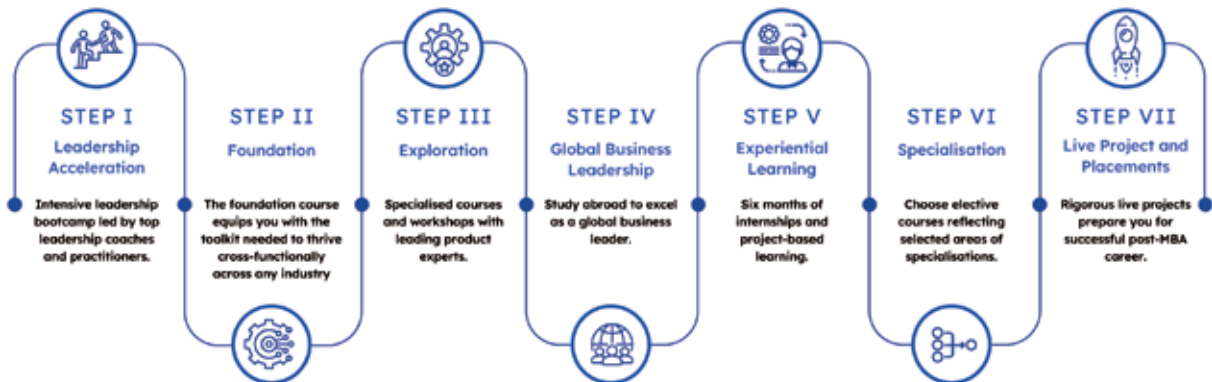
# Academic Calendar 2026-2028

## Year 2 Highlight

In the second academic year (Terms 4, 5, and 6), students deepen their expertise through focused specialization. This year helps students translate their foundational learning into career-ready mastery with strong practical application.

Term 4	Term 5	Term 6
<ul style="list-style-type: none"> <li>Consulting and In-Company Experiential Learning</li> <li>Individual Professional Development (Self-Study Option) or Social Enterprise Project</li> </ul>	<ul style="list-style-type: none"> <li>Organizational Behavior</li> <li>Digital Corporate Law</li> <li>User-Centred Design</li> <li>Marketing Analytics</li> <li>AI and ML for Product Managers - II</li> <li>Agile Project Management</li> <li>International Study Trip</li> </ul>	<ul style="list-style-type: none"> <li>MBA Capstone Project</li> <li>Cross-Cultural Management</li> <li>Digital Transformation</li> <li>Building a Digital Business</li> <li>The Profession in Practice II:</li> <li>CXO Wisdom on Life and Career</li> <li>Corporate Strategy</li> </ul>

## The Unique Seven-Step HSB Global MBA Journey



# 70% Experiential Learning Component

## UNIQUE 6-MONTHS INTERNSHIPS

Amongst the very few institutes offering extended industry immersion that enables students to work on real product roles, delivering measurable outcomes and gaining deep domain expertise.

## SESSIONS BY INDUSTRY LEADERS

Direct exposure to senior product and business leaders, offering practical insights into decision-making, scale, and real-world challenges.

## PRODUCT EXPERT WORKSHOPS

Intensive, practitioner-led workshops focused on sharpening practical product thinking, tools, and frameworks used by leading product teams.

## HANDS-ON PRODUCT BUILDING SESSIONS

Experiential learning modules where students conceptualize, build, test, and iterate products from idea to execution.

## LIVE PROJECTS

Real-time business problem-solving engagements with companies, allowing students to apply classroom learning to high-impact scenarios.

## PRODUCT CONCLAVES AND CONFERENCES

Platforms for networking, knowledge exchange, and showcasing Product Competencies on emerging trends in product management and technology. Opportunities to create own products and pitch product to VCs.

## ISPMA CERTIFICATION

Globally recognized certification that validates product management expertise and enhances credibility in international product roles.

## TEAM BUILDING SESSIONS

Assignments and projects focused on team building and cross-functional resource management to empower participants with holistic leadership skills.





**R Gopalakrishnan**  
Renowned Business Advisor  
Former Executive Director of Tata Sons



**Geetika Mehta**  
Managing Director, Nivea India



**Subba Gonella**  
CHRO - Rakuten Symphony



**Amit Malik**  
President Japan Asia Pacific & Australia, WadzPay



**Janat Shah**  
Former Director IIM Udaipur



**Anil Swaroop**  
Former Secretary,  
School Education & Coal  
Former IAS Officer, Government of India.

## Industry Connect

At HSB, industry engagement is deeply embedded into the learning journey, with a strong focus on Product Management and technology driven roles. Students regularly interact with industry practitioners to gain real-world insights into how products are built, scaled, and managed in fast-evolving markets.

Through live projects, industry-led sessions, workshops, and leadership interactions, students learn how to translate classroom concepts into practical decision-making. Exposure to professionals from technology, digital, and innovation-led sectors helps students understand product thinking, user-centric design, and cross-functional collaboration.

For aspirational students, HSB's strong industry interface ensures learning that is practical, future-ready, and closely aligned with careers in Product Management and emerging tech roles, enabling graduates to enter the workforce with confidence and clarity.

## Placements & Internships



## Corporate Engagement





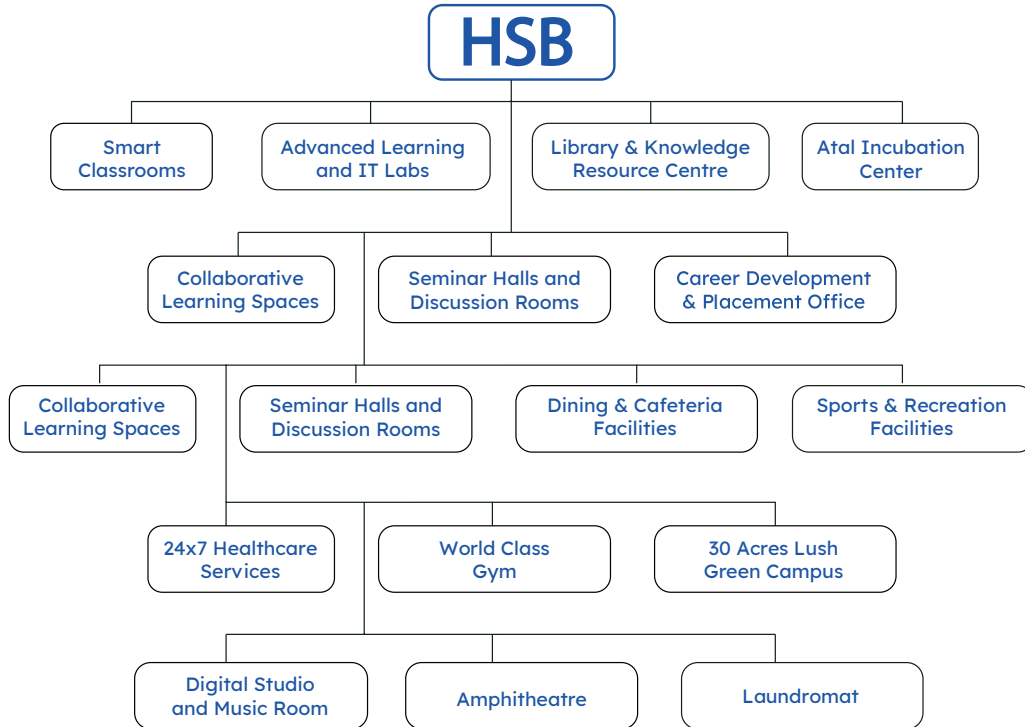
## Student Clubs, Activities & Unique Opportunities

The HSB adventure begins from the moment students arrive on campus, with orientation providing intensive training by industry experts in management communication and leadership. As the journey continues, HSB students have unique academic and non-academic opportunities at every stage of the MBA program.

HSB students receive the highest-quality passive and active support for their internship and job placement. The passive training includes workshops on CV writing, personal branding, and career design. It also includes individual coaching for interview and professional portfolio preparation. Active career support includes facilitating internships and placements tailored to students' interests. Both services are provided to suit each stage of the international programs anywhere in the world.

HSB provides company visits, lectures and industry panels for students. These visits provide opportunities to learn directly from corporate leaders and entrepreneurs. They also have the opportunity to interact with many of these leaders, visiting faculty and HSB staff in a friendly and casual setting outside of these events.

HSB students also have access to all campus facilities, opportunities and resources, which includes the AIC accelerator for those interested in prototyping business ideas to launch new ventures. HSB students are also engaged in professional and other university clubs, several of which are student chapters of international networks. Our students may also participate in external activities, such as business competitions.





Smart Classrooms



Advanced Computer Labs



Library & Knowledge Resource Centre



World Class Hostels



Comfortable and homely accommodation



State-of-the-art Gym



Top-notch Healthcare Facilities



Seminar Halls and Discussion Rooms



Sports and Recreation



 SMU



## Global Exposure

The MBA Programme at HSB features a mandatory International Immersion, designed to provide students with firsthand exposure to global business practices, international markets, and diverse cross-cultural work environments. The immersion strengthens strategic thinking, broadens global perspectives, and builds cultural intelligence, preparing future leaders to operate confidently in an increasingly interconnected world.

HSB MBA Batch of 2024-26 undertook an international immersion at Singapore Management University, where they participated in the I2XL Programme at the Sim Kee Boon Institute for Financial Economics (SKBI), a pioneering experiential learning initiative. During the week-long module, students engaged closely with SMU faculty, worked on a live project, and examined the intersection of finance, innovation, and entrepreneurship within a global business context.

The immersion also included company visits, fireside conversations with industry experts, and collaborative group assignments that translated classroom theory into real-world application. Through direct exposure to business decision-making, students gained deeper insights into financial markets, sustainability, and technology-driven innovation, enriching their overall global learning experience.



## Scholarships to Fuel Your Ambition

Scholarships are an integral part of building a truly meaningful learning journey. At HSB – Hari Shankar Singhania School of Business, we believe financial constraints should never limit potential. HSB offers need-based and merit-based scholarships to deserving students, enabling them to focus on growth, learning, and leadership.

Scholarship eligibility is evaluated holistically, considering academic achievements, professional experience, and interview performance, ensuring that high-potential candidates are empowered to pursue their ambitions with confidence.

## Merit-Based Scholarships

Scholarship Range	CAT or XAT (Percentile)	NMAT (Score)	MAT (percentile)	GMAT (Score)
100%	≥90	≥220	≥95	≥650
75%	≥80	≥200	≥90	≥600
50%	≥70	≥180	≥85	≥570
30%	≥60	≥150	≥75	≥550

Note:

1. The scholarships mentioned above are indicative.
2. The final decision on the award of scholarship will be based on the rigorous selection process and decision of the admission panel.

# MBA Investment

Thanks to the generous support of our founders, most students admitted to the programme receive significant financial support.

The full programme fee is inclusive of the following:

- All tuition and fees for two years
- Full board (housing and all meals) in single A/C accommodation for the programme duration
- All field and company visits
- Individual leadership coaching and an intensive group retreat
- International study trip expenses (excluding flight costs)

HSB MBA FEE STRUCTURE 2026-2028			
Total Fee			
Admission Fee	INR 50,000	Due on acceptance of offer	50,000
Caution Fee	INR 20,000	Due on acceptance of offer	20,000
Yearly Fee			
	Year One	Year Two	
Tuition Fee	INR 7,00,000	INR 7,00,000	14,00,000
Accommodation	INR 1,65,000	INR 1,65,000	3,30,000
Meal Plans (veg or non-veg)	At Actuals	At Actuals	1,20,000
<b>Total</b>	<b>INR 9,25,000</b>	<b>INR 9,25,000</b>	<b>18,50,000</b>
<b>Grand Total (Including Admission and Caution Fee)</b>			<b>19,20,000</b>

# HSB Collateral-Free Loans

In recognition of the programme quality and strong earning potential of its MBA graduates, HSB - Hari Shankar Singhania School of Business ensures robust financial support for its students. As part of our commitment to making quality education accessible, HSB has partnered with leading banks to ease your financial journey.

Through strategic partnerships with IDFC First Bank and ICICI Bank, students can access financing options at attractive interest rates, including collateral-free education loans of up to ₹20 lakhs, enabling them to pursue the HSB MBA with greater financial ease and confidence.

## Notes:

- 1) All amounts are in INR
- 2) The INR 1k application expense may be applied towards the tuition fee upon enrolment
- 3) The meal plans are for a basic vegetarian meal (non-veg is available for a modest supplemental rate)
- 4) Accommodation is for single A/C occupancy
- 5) Students are expected to bring their own laptops and formal attire for corporate visits and events
- 6) Flight expenses and visa costs are under the student's purview of expenses



## Admission and Eligibility

### You must have

- **Bachelor's degree** with minimum 60% marks or equivalent grade (along with transcripts from universities attended).
- **Test score** from CAT, XAT, GMAT, NMAT, GRE, MAT or the HSB Entrance Test
- **School marksheets** with minimum 60% marks in class 10th and 12th.
- **Work experience preferred.**

### Good to have

- Bachelor's degree in a STEM field

- Good written and verbal communication

### We need from you

- **Statement of purpose** telling us your career path, goals, and the driving force behind pursuing this programme
- **Your updated CV** highlighting your credentials and work experience.

## Application process

01

### Online Application

Submit the form along with necessary documents and a valid photo ID

02

### Test Score Submission

Submit your CAT, XAT, GMAT, NMAT, MAT or GRE Scores. Any of these scores are unavailable, you may apply for the HSB entrance test 02

03

### Shortlisting

Our team will review and shortlist your application based on your submissions

04

### Personal Interview

If shortlisted, you will be invited for a personal interview round

05

### Offer of Admission

If selected for admission, you will be intimated and given a **period of 7 days to accept the offer**

*Refer to the website for more details*

# Accelerate to Global Leadership

## Campus and Admissions Office

Near Mahindra SEZ, Mahapura Ajmer  
Road Jaipur 302026, Rajasthan, India.

+91 99297 56620  
admissions@hsb.edu.in  
[www.hsb.edu.in](http://www.hsb.edu.in)



Scan here to know  
more about HSB  
MBA 2026-2028.



**Hari Shankar  
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