

ASIAN BUSINESS SCHOOL

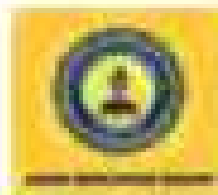
2 YEAR
POST GRADUATE DIPLOMA
IN MANAGEMENT
EQUIVALENT TO MBA DEGREE

WITH ONE WEEK
RESIDENTIAL LEARNING TRIP TO
OXFORD / LONDON
U.K.

Asian Business School
is indebted to



Late Shri Suresh Parbhash Marwah
(The Founder of Asian Education Group)
for his invaluable contribution
to our mission to provide quality
management education worldwide



AAFT

MAHARAJA
STUDIOS
AN EDUCATION GROUP

ASIAN



ICMEI

ABS

GLOBAL ACADEMY
OF MANAGEMENT STUDIES

ASE

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MESSAGE FROM PRESIDENT

Dr. SANDEEP MAHWAL



We at Asian Business School believe that education in business management is not just about management but it is about how management can aid in the development of various other disciplines and functions of which business is comprised of. We also believe in adapting advanced education models to align with the business outlook prevalent in this part of the world.

We are aware that with globalization and dismantling of rigid regulatory framework across the world, business environment has become very dynamic and the modern day manager must be capable of adapting to the fast changing business environment. We are conscious of the fact that to be at the cutting edge of the business education and training, it is better to have to work in partnership not only with the business houses but also with similar institutions across the world.

We try and inculcate in the students the ability to foresee the changing business environment, make innovative plans, implement radical policies as well as take and manage risk in business operations.

We are committed to impart management education that is complete and self contained for preparing well rounded modern day managers. We also subscribe to the view that management concepts, approaches and techniques have to be continuously evolved and that managerial decisions should be based both on systematic research and gut feeling.

We have also initiated research work with a view to expand the frontiers of knowledge in the realm of management.

Adversity causes
some men to break,
others to
break records



MESSAGE FROM CEO

MR. AKSHAY MAJWANI



Driven by the dynamics of global environments, India is going through very challenging but interesting times socially as well as economically. The world talks of sustainability, but India is creating its own new grounds for global learning and practice out of its own diversity, complexity and philosophy. India's engagement with the world is dynamic and constantly evolving. Ashoka Business School is an exciting bridge to view these changes and actively engage in bridging the gaps.

The emerging global economy requires special managerial skills coupled with appropriate training and wide exposure to the state-of-the-art technical practices. With the dedicated efforts of faculty members and students, Ashoka Business School attempts to translate vision into action. We continuously strive for excellence in education through collaborative research in contemporary areas of relevance to education, socially and international issues at large. As an Ashoka Business School we have to have active monthly collaborations with Indian business colleges, in and across universities.

Ashoka Business School fosters and nurtures leaders capable of making difference in the management of corporate and other sectors. It inculcates human values and professional ethics in the students which makes them independent in decision making and thus helps to create path that is good not only for them, but also for the society, nation and the world as a whole.

The Corporate House (or CHS) has carved a niche for our students in the corporate world by aligning training needs and business opportunities, thereby enabling the integration of their domains with core business concerns.

Aligning with our vision, I see that this is just the beginning of our progression in the direction of 'Growth with Education' and surely we will give plenty food and achieve the lofty heights. I welcome you to ABS to enjoy academic learning with professional development and at the same time, explore strategic fit in corporate world for yourself.

We continuously
strive for
excellence in
education through
collaborative
research



MESSAGE FROM DIRECTORS

ASIAN EDUCATION GROUP



DR. LALITYA
VIN SHIVASTAVA

*Dedicate your
attention to discipline
for value addition
in every
aspect of life*



With another year of successful achievement towards the achievement of excellence in management education, Asian Business School has added accolades to its credit. Aligning with the requirements of the global markets where the right set of knowledge, skills and attitudes is the key to meet the requirements of the globalized economy and the opportunities across the globe, Asian Business School has nurtured its students not only for the corporate opportunities but also sensitized them to the important issues of global research. One of Asian Business School have developed a healthy and disciplined environment that ensures quality education through a corporate Asian course curriculum and an overall transformation of an individual student to a professional. Continuous up-gradation on the basis of expert talks and feedback from industry has distinguished Atlas as an institution of distinction and competitive advantage. The international arm to Ashford Business School, UK provides students an opportunity to explore and understand the international markets through the interactive sessions during the exchange programs. The research work done by our students on various important and current relevant issues of international business is it gives them an edge in terms of international learning of cultural & corporate operational differences. We also build a strong skillful and talent education to bridge the gap between Indian and global markets.



MR. SAHRAISH
SHARMA



MR. GANDEEP
SINGH BAJWA

Higher Education in India and globe has undergone a paradigm shift especially for the professional courses. Market dynamics and the global economy have consistently challenged the status quo of the level of education and also bestowed opportunities of growth for developing countries. Asian Business School has aligned with the movement of paradigm shift required in higher education and contributed in quality management education by strongly following education. And provide the right blend of academic, corporate and extracurricular activities to transform an individual into a well-groomed professional. Though the curriculum is rigorous and is as per the industry norms, the innovative pedagogy used by students, who makes it easy for students to learn through practical application based activities. The life-based academics acknowledges the student talent, creativity and individual managers' hidden in their inner self. Further to add glory, our Corporate Resource Cell has developed the best of the linkages on MBA India basis and across the globe. The industry interface programme (ICF, OW, FLE, ISA, ISA and industry visits helps to develop a right attitude in your corporate career. Further for preparing our students for the global opportunities, AIS exposes students to the different learning experiences through student exchange programs and foreign study trips. We can assure you that AIS would honestly work towards your growth and take every possible step to ensure that we are able to lay the right foundation for your future career path.

What Asian Business School (ABS) offered is very much welcome to you as an aspirant of management studies. I feel proud in stating that ABS is among the fastest growing institutions in India in field of management studies. The Post Graduate Diploma in Management (Full Time) offered by ABS is approved by All India Council for Technical Education (AICTE), accredited by 10th National Board of Accreditation and affiliated to All Association of Indian Universities and is designed to bridge the gap between academics and corporate practices. The faculty members at ABS have a rich blend of academic and corporate experience and thus use the teaching pedagogy which helps you visualize the management concept for applications in the corporate world. The mentoring process adopted by the faculty members helps you strengthen your strengths and area of interest to further explore your global ability career. Corporate Resource Cell at ABS ensures the best corporate interface to expose students to the actual activities of the corporate world be it related to knowledge, skills or attitude. CRC contributes in ABS transforms students to professionals for better opportunities in the corporate world. I assure that your last years journey in ABS for a professional course in management would be adding a different dimension to your life and provide you with a distinctive edge over other management graduates. I look forward to meet and wish you a very successful academic life at ABS.

VISION

To be globally recognised business school providing growth with education.



MISSION

- To ensure dissemination of quality education with the practical application of knowledge for developing required management skills.
- To nurture leaders of high integrity, grounded in strong values, and equipped with the critical thinking and decision-making abilities.
- To develop individuals having an entrepreneurial and innovation mindset.
- To incorporate research for understanding and addressing the dynamic business environment.



Program Educational Outcomes

PEO1: The graduates will acquire the ability to apply application oriented learning in the field of business management and develop leadership skills for managing dynamic business environments.

PEO2: Graduates will attain high levels of proficiency in their respective domains and demonstrate high ethical standards and refined interpersonal skills.

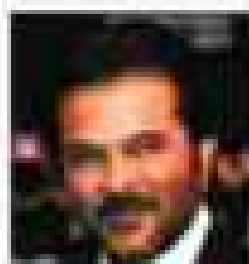
PEO3: Graduates will reflect competency to emerge globally as recognized leaders in entrepreneurial ventures.

PEO4: Graduates will possess the capability to understand and conduct research and apply critical thinking in taking complex business decisions for achieving organizational goals.

BOARD OF GOVERNORS



Dr. Sandeep Marwah
Chairman
Amity Education Group



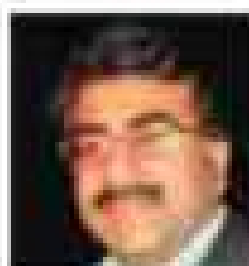
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Film Actor &
Businessman
Member

Ranvir Kapoor
Film Producer
Member



Anshu Marwah
Chief Executive Officer,
Asian Education Group

Deepak Marwah
Honorary
Businessman
Member



Atul Marwah
M.C.
M.C. Art Gallery
Member

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Former Dean, School of Business,
British Columbia University of Technology, Canada

ASIAN BUSINESS SCHOOL

Approved by
All India Council
for Technical
Education (AICTE)
Ministry of Education,
Govt. of India



AIM
Accreditation



NBA
Accreditation



Asian Business School is an innovative centre of academic excellence and one of the few institutions having an AICTE approved master which is accredited by National Board of Accreditation and affiliated to ADU (Association of Indian Universities). Our programs are purposeful and professionally oriented and the main advantage of studying at ABS is to get an internationally recognized qualification, by the finest academic minds who impart holistic knowledge by deductive learning methodology. The support from the industry is immense in the form of internship and job placements. The founders of ABS believe that school based training are vital inputs for human resource development which in turn are essential for the economic well being and growth of the society. Asian Business School was established to prepare the youth for taking advantage of the unprecedented opportunities and face the challenges



posed by the economic reforms which have radically changed the complexion of business and their management across the world. AIS is run by a non-profit society registered under the Societies Registration Act, XXX of 1860. It may be added that Asian Academy of Film & Television run by this society is one of the best film schools in the world for short term courses.

AIS has strong industry - business school interface to integrate class room teaching and training along with practical experience in the field to bridge the gap between theory and practice. AIS focuses on enhancing the capabilities of the students to lead and manage businesses by learning to adopt a systematic approach to identify problems and finding

their solution using analytical, problem solving and decision making skills and understanding financial and accounting aspects of the business in a logical manner.

Asian Business School also prepares its students to pursue opportunities for doing business with optimum utilization of available resources. In other words, due emphasis is laid on inculcating the spirit of entrepreneurship among its students. Personality development, physical fitness, personal grooming and training in communication skills are an integral part of education and training at AIS for preparing its students to enter the business world with determination and necessary self-confidence.

ASSOCIATION OF INDIAN UNIVERSITIES

AIU AFFILIATION

The acquisition of the coveted AIU affiliation by AHS for our flagship PGDM programme has further bolstered our growing stature as one of India's top PGDM Institute for management studies



Asian Business School (ABS) has added yet another achievement to its credentials with its flagship PGDM programme has been granted the equivalent status of MBA Degree by the esteemed national organization, Association of Indian Universities (AIU). This recognition now also makes us one of the very few privileged colleges across India whose PGDM programme has this most esteemed AIU verification.

Primarily an apex organization and association of major universities in India, Association of Indian Universities (AIU) evaluates the courses, syllabi, standards, and credits of programs like PGDM and the programs of foreign universities being pursued abroad and equates them in

respect to various courses being offered by Indian universities. The core functionality of AIU relates to the recognition of equivalency/cross being awarded by the Universities in India, which are duly recognized by the University Grants Commission (UGC), New Delhi, and allowed for the purpose of admission to higher degree courses in the various Indian Universities.

It goes without saying that this acquisition of the coveted AIU affiliation by Asian Business School for our flagship PGDM programme has further bolstered our growing stature as one of India's top PGDM Institute for management studies.

NATIONAL BOARD OF ACCREDITATION

NBA ACCREDITATION



The accreditation now makes AIS one of the very few privileged colleges across India whose PGDM programme has this prestigious NBA accreditation.

Asian Business School (AIS) added another feather to its credentials by getting the prestigious NBA accreditation for its flagship PGDM programme. The accreditation now makes AIS one of the very few privileged colleges across India whose PGDM programme has this prestigious NBA accreditation.

The National Board of Accreditation (NBA) is one of the two major bodies responsible for accreditation of higher education institutions in India, along with the National Assessment and Accreditation Council (NAAC). NBA accredits technical programmes, such as engineering and management programmes, while NAAC accredits general colleges and universities. NBA is a full member of the Washington Accord.

The National Board of Accreditation (NBA) India was initially established by the AICTE and India Council of Technical Education under section 116a of AICTE Act, in the year 1996, in order to ensure the qualitative competence of the programme offered by institutional education from diploma level to post-graduate level in engineering and technology, management, pharmacy, architecture and related disciplines, which are approved by AICTE.

The acquisition of the much sought after NBA accreditation by Asian Business School for its flagship PGDM programme only adds to growing stature as one of India's top PGDM institutions for management studies.

INFRASTRUCTURE

Located amidst the
hub of national & international
business centres



THE CAMPUS

To make the students follow the changing trends of latest technology, the computer facility is available in the library. The high green campus with extensive spreading trees and aesthetically designed outdoor provides a professionally satisfying atmosphere for learning and sharing. The college building is spacious, well-ventilated and lighted and there are enough open spaces around the buildings.

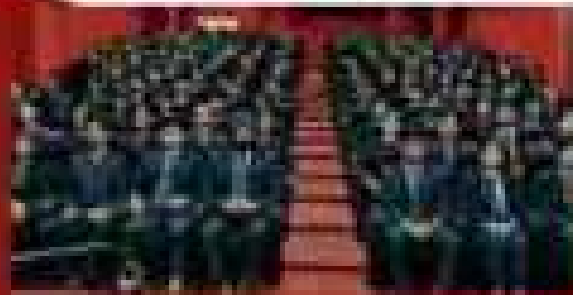


LECTURE HALLS

The lecture halls are designed as auditoriums with step-up seating to facilitate discussion and to encourage learning. They are equipped with connected and state-of-the-art Computers & LMS and audio-visual support for effective learning. The air conditioning in the classrooms creates the right atmosphere for long hours of learning sessions are delivered using latest & modern teaching aids.

AUDITORIUM

Auditorium at Asian Business School is equipped with the most modern and audio-visual facilities and can accommodate more than 200 people. It is well furnished with modern and basic services events including annual day award functions and various Inter-College Competitions. It is fitted with projector, effective and modern lighting and sound system and is centrally air conditioned. All the major functions like conferences, seminars, workshops and other academic and literary activities are held in this auditorium.



BOARD ROOM

The boardroom serves as a versatile space for meetings, presentations, and discussions involving both students and faculty members. Equipped with smart boards, it is utilized by students for tasks such as preparing for case study competitions and delivering group presentations. The room is well-equipped with the necessary facilities to facilitate online participation in competitions, including student committee meetings.

KNOWLEDGE RESOURCE CENTRE

The Knowledge Resource Centre is well-stocked with Indian and International books and journals covering all areas of management, commerce, etc. to meet the needs of students, faculty and research scholars from varied areas. The library is continuously augmented with the latest books and journals to help the students keep abreast of current and contemporary issues. It has over 25000 books with 6000 titles and reviewed national and international journals print and online.

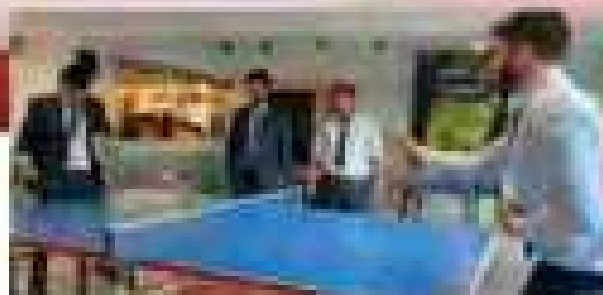
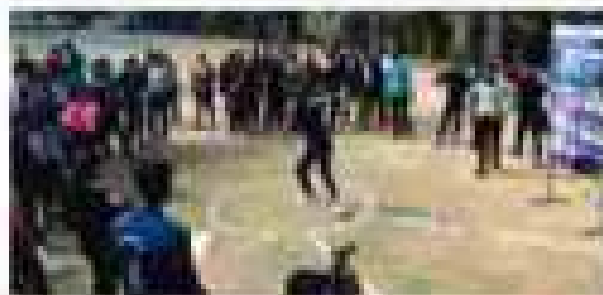


CENTRE FOR INFORMATION TECHNOLOGY (CIT)

The computer centre has advanced computing facilities to provide internet free 24/7 access to all the students round the year. The lab has latest software and operating systems and other peripherals which facilitate the budding managers in acquiring the desired technical skills. The multimedia ready computers operating in 60/15 campus provide a wonderful support to the students and teachers in extending the best quality learning and teaching environment.

SPORTS FACILITY

The healthy body acts as a catalyst in the process of gaining knowledge. The sports facilities facilitate the students in strengthening their physical energy level as well as in fostering team spirit. The typical day in the life of an Alkadeem starts with yoga / light exercise or other sports activity. We believe "A healthy body is a must for a healthy mind". The indoor and outdoor facilities are available and the sports items readily available for the students for games like basketball, table tennis, chess, badminton, etc.,

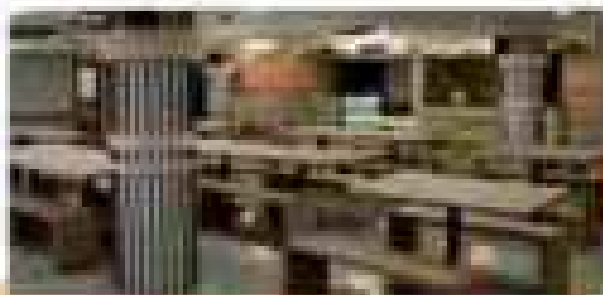


RECREATION CENTRE

A happening place for the students where they can sit and relax for a while. Facilities like television, indoor games including chess, carom, table tennis, etc. are provided to the students so that they can relax during the class breaks. Also the recreational centre is used by students during planning and preparation of various events and activities conducted throughout the year.

CAFETERIA

The vibrant and intelligent minds fueled with the passion to excel need a rich and nutritious diet. The Institute provides canteen facilities within the campus. The kitchen is totally modern and with state of the art mechanized cooking range. Every effort is made to see that hygiene is maintained. The cafeteria becomes a place of attraction for relaxation as well as for snacks. The cafeteria has exclusive variety of Indian and Chinese dishes. This is an ideal place to chill out after the hectic class schedule to recharge for the next session.



MEDICAL FACILITY

Alkadeem Business School has on campus medical facility to provide the first aid to students in case of a medical emergency. A well qualified nurse is available in the medical room to take care of the students not feeling well during the college hours. The medical room is well equipped with respect to the availability of basic health related facilities like thermometer, stethoscope, weight measuring machine, B.P. Apparatus, dressing kit, bandages and etc.,

ACADEMIC PEDAGOGY



The academic pedagogy model at AIS is a highly interactive model based on international standards. The students learn in a practical learning environment that gives them a real insight into the competitive corporate world. The basic characteristics of the model are:

CURRICULUM

Global and
applied.

INTERACTIVE LEARNING

High level of interaction and
discussion model of learning.

GROUP PROJECTS

Research-oriented and practical group
projects in all semesters of the Program.

FACULTY

Academic and
Corporate
Professionals

CRITICAL THINKING & ANALYTICAL SKILLS

Critical thinking: a necessary skill that hones out-of-the-box
thinking ability.
Analytical ability developed into application based skills.



BENEFITS OF ASSIGNING PROJECTS

Assign group project in every subject imparts corporate skills that are high in demand.

Team Work:

It enhances various abilities like team building, leadership, conflict management, and working with people.

Social Networking:

Our Group Projects enable students to work with each other even if they don't know each other well.

Improved Plausibility:

Group projects add to the practical exposure and research aptitude of the students and adds to their work experience for improved plausibility.

Integrating Theory with Practice

Initiate Skill Building

ACADEMIC PROGRAM



2 Year
Full Time Program,
Approved by AICTE,
Ministry of Education,
Govt. of India,
WBA Accredited
and AIM Affiliated

POST GRADUATE
DIPLOMA IN
MANAGEMENT

Equivalent to
MBA degree

OBJECTIVE OF PROGRAM

The objective of this program is to provide knowledge and deep insight into the dynamic structure of business management, to enable students to analyse and apply principles and skills of Finance, Marketing, Human Resource, Operations Management and Business Analytics in the corporate and environment of business and to equip students with the skills of developing effective business strategies. The 2 year PGDM Program is approved by AICTE, WBA Accredited and AIM Affiliated. Further accreditations and affiliations for adding value to the Program are sought towards all concerned government / regulatory authorities.

EDUCATIONAL EXPERIENCE

The 2 year curriculum is divided into four semesters, each semester of six months duration. This specifically includes teaching, evaluation and a variety of compulsory summer internship programs. The programme is well structured, it emphasises on sound foundation of basic concepts. Basic subjects are introduced in each functional area of management to help the students to develop a good foundation.

In the First year, 18 compulsory subjects and 6 recommended post-1 compulsory subjects are offered. Every student has to choose 12 functional objective subjects for dual specialisation with 6 subjects in each specialisation stream.



SEMESTER	NO. OF SUBJECTS	NO. OF CREDITS
I	8 – Capstone Group Project	10
II	8 – Capstone Group Project	10
III	3 Core + 3 Electives	12
IV	3 Core + 3 Electives + Research Project	12
	Business Internship	6
TOTAL	28 subjects + 4 projects	50

From the dual specializations, ADD offers two open electives catering to emerging areas of business with one elective each to be taught in the third and fourth semesters. Thus, a total of 10 subjects are taught in ADDH programs. The elective subjects provide in-depth understanding of every functional and industry elective within which a student is specializing. The functional electives for dual specialization are from Marketing, Finance, HR, Operations & Business Analytics, while minor elective specializations are in E-Retailing and Micro & Small Business Management. The detailed list of elective streams is provided in the following pages. It is indicative and is subject to change if

requirements for industry requirements.

Students work in groups for Capstone Projects to be submitted at the end of each semester in the first year of ADDH Program. After completion of first year, the student is required to undergo **Business Internship Program (BIP)** and submit a detailed report of 10K+ RPT. In the fourth semester, students are required to submit an academic project based on basic or empirical research. The objective of the same is to provide students with industry and research exposure so that they learn the basic applications of the management concepts, formulating their career.

SEMESTER I

COURSE	SUBJECTS	CREDITS	TEACHING HOURS
MG20001	Principles of Management	3	90
MG20002	Accounting for Managers	3	90
MG20003	Managerial Economics	3	90
MG20004	Business Statistics & Quantitative Techniques	3	90
MG20005	Organizational Behaviour	3	90
MG20006	Marketing Management	3	90
MG20007	Entrepreneurship	3	90
MG20008	Business Ethics & Corporate Governance	3	90
MG20009	Personality Development: Corporate Communication II	3	90
MG20010	Capstone Project	3	
		30	270

SEMESTER II

COURSE	SUBJECTS	CREDITS	TEACHING HOURS
MG20011	Human & Labor Management	3	90
MG20012	Business Resource Management	3	90
MG20013	Business Research Methods	3	90
MG20014	Financial Management	3	90
MG20015	Project Management	3	90
MG20016	Production & Operations Management	3	90
MG20017	Computer Fundamentals & Applications in Management	3	90
MG20018	Digital Marketing	3	90
MG20019	Personality Development: Corporate Communication II	3	90
MG20020	Capstone Project	3	
		30	270

SEMESTER III

COURSE	SUBJECTS	CREDITS	TEACHING HOURS
PGDPM001	Strategic Management	3	30
PGDPM002	Legal & Business Environment	3	30
PGDPM003-04	Lectures I	3	30
PGDPM003-05	Lectures II	3	30
PGDPM003-06	Lectures III	3	30
PGDPM003-07	Lectures IV	3	30
PGDPM003-08	Lectures V	3	30
PGDPM003-09	Lectures VI	3	30
PGDPM004	E-Procurement	3	30
		27	270

SEMESTER IV

COURSE	SUBJECTS	CREDITS	TEACHING HOURS
PGDPM005	International Business & Trade	3	30
PGDPM006	Business Project	3	
PGDPM007-08	Lectures I	3	30
PGDPM007-09	Lectures II	3	30
PGDPM007-10	Lectures III	3	30
PGDPM007-11	Lectures IV	3	30
PGDPM007-12	Lectures V	3	30
PGDPM007-13	Lectures VI	3	30
PGDPM008	Micro & Small Business Management	3	30
		27	240

3 stands for Specialized Elective in Marketing, *4* stands for Human Resource Management, *5* stands for Management
 06 - Business Analytics *7-13* stands for Specialization

ELECTIVE COURSES

Marketing

- MK101: Services Marketing
- MK102: Consumer Behaviour
- MK103: Product & Brand Management
- MK104: International Marketing
- MK105: Integrated Marketing Communication
- MK106: Marketing Research I

Finance

- FI101: Fundamentals of Finance
- FI102: Mergers, Acquisitions & Corporate Restructuring
- FI103: Financial Derivatives
- FI104: Security Analysis & Portfolio Management
- FI105: International Financial Management
- FI106: Finance for Marketing & Sales

Human Resource Management

- HR101: International Human Resource Management
- HR102: Industrial Relations & Labour Laws
- HR103: Human Resource Development
- HR104: Organizational Change & Development
- HR105: Human Resource Metrics and Analytics
- HR106: Performance Management & Compensation Management

Operations Management

- OM101: Supply Chain & Logistics Management
- OM102: Pricing & Revenue Management
- OM103: Operations Strategy
- OM104: Sales & Operations Management
- OM105: Operations Research's Application
- OM106: Sourcing & Vendor Management

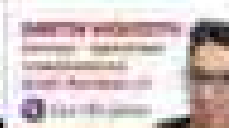
Business Analytics

- BA101: Data Visualization for Managers
- BA102: Business Forecasting
- BA103: Data Mining
- BA104: Data Mining
- BA105: Marketing Analytics
- BA106: Business Analytics (emerging area)

CHOOSE RIGHT WITH EXPERT'S ADVISE

FOOM Specialization Selection Program (Batch 2023)

6-16 DEC
2023

FOOM Specialization	FOOM Specialization	FOOM Specialization	FOOM Specialization	FOOM Specialization
 BUSINESS ANALYTICS FOOM Specialization Business Analytics	 DATA SCIENCE FOOM Specialization Data Science	 DIGITAL MARKETING FOOM Specialization Digital Marketing	 FINANCIAL MANAGEMENT FOOM Specialization Financial Management	 HUMAN RESOURCE MANAGEMENT FOOM Specialization Human Resource Management
 OPERATIONS MANAGEMENT FOOM Specialization Operations Management	 PROJECT MANAGEMENT FOOM Specialization Project Management	 SUPPLY CHAIN MANAGEMENT FOOM Specialization Supply Chain Management	 BUSINESS LAW FOOM Specialization Business Law	 ENTREPRENEURSHIP FOOM Specialization Entrepreneurship



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Note 1: Contributions to Charitable Industry. The company's historical and other reported charitable activities are fully disclosed in our public filings. There is no other reporting required under SEC rules.

Limit of income opportunities studied in the study: the maximum proportion of respondents who chose fewer than 1000 budgeting techniques taught by their budget. The selected respondents were then divided into two groups: 1) respondents who chose fewer than 1000 budgeting techniques and 2) respondents who chose 1000 or more budgeting techniques.

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1998, 1999, 2000, 2001, 2002, 2003, 2004, 2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021, 2022, 2023, 2024, 2025, 2026, 2027, 2028, 2029, 2030, 2031, 2032, 2033, 2034, 2035, 2036, 2037, 2038, 2039, 2040, 2041, 2042, 2043, 2044, 2045, 2046, 2047, 2048, 2049, 2050, 2051, 2052, 2053, 2054, 2055, 2056, 2057, 2058, 2059, 2060, 2061, 2062, 2063, 2064, 2065, 2066, 2067, 2068, 2069, 2070, 2071, 2072, 2073, 2074, 2075, 2076, 2077, 2078, 2079, 2080, 2081, 2082, 2083, 2084, 2085, 2086, 2087, 2088, 2089, 2090, 2091, 2092, 2093, 2094, 2095, 2096, 2097, 2098, 2099, 2100, 2101, 2102, 2103, 2104, 2105, 2106, 2107, 2108, 2109, 2110, 2111, 2112, 2113, 2114, 2115, 2116, 2117, 2118, 2119, 2120, 2121, 2122, 2123, 2124, 2125, 2126, 2127, 2128, 2129, 2130, 2131, 2132, 2133, 2134, 2135, 2136, 2137, 2138, 2139, 2140, 2141, 2142, 2143, 2144, 2145, 2146, 2147, 2148, 2149, 2150, 2151, 2152, 2153, 2154, 2155, 2156, 2157, 2158, 2159, 2160, 2161, 2162, 2163, 2164, 2165, 2166, 2167, 2168, 2169, 2170, 2171, 2172, 2173, 2174, 2175, 2176, 2177, 2178, 2179, 2180, 2181, 2182, 2183, 2184, 2185, 2186, 2187, 2188, 2189, 2190, 2191, 2192, 2193, 2194, 2195, 2196, 2197, 2198, 2199, 2200, 2201, 2202, 2203, 2204, 2205, 2206, 2207, 2208, 2209, 2210, 2211, 2212, 2213, 2214, 2215, 2216, 2217, 2218, 2219, 2220, 2221, 2222, 2223, 2224, 2225, 2226, 2227, 2228, 2229, 2230, 2231, 2232, 2233, 2234, 2235, 2236, 2237, 2238, 2239, 2240, 2241, 2242, 2243, 2244, 2245, 2246, 2247, 2248, 2249, 2250, 2251, 2252, 2253, 2254, 2255, 2256, 2257, 2258, 2259, 2260, 2261, 2262, 2263, 2264, 2265, 2266, 2267, 2268, 2269, 2270, 2271, 2272, 2273, 2274, 2275, 2276, 2277, 2278, 2279, 2280, 2281, 2282, 2283, 2284, 2285, 2286, 2287, 2288, 2289, 2290, 2291, 2292, 2293, 2294, 2295, 2296, 2297, 2298, 2299, 2300, 2301, 2302, 2303, 2304, 2305, 2306, 2307, 2308, 2309, 2310, 2311, 2312, 2313, 2314, 2315, 2316, 2317, 2318, 2319, 2320, 2321, 2322, 2323, 2324, 2325, 2326, 2327, 2328, 2329, 2330, 2331, 2332, 2333, 2334, 2335, 2336, 2337, 2338, 2339, 2340, 2341, 2342, 2343, 2344, 2345, 2346, 2347, 2348, 2349, 2350, 2351, 2352, 2353, 2354, 2355, 2356, 2357, 2358, 2359, 2360, 2361, 2362, 2363, 2364, 2365, 2366, 2367, 2368, 2369, 2370, 2371, 2372, 2373, 2374, 2375, 2376, 2377, 2378, 2379, 2380, 2381, 2382, 2383, 2384, 2385, 2386, 2387, 2388, 2389, 2390, 2391, 2392, 2393, 2394, 2395, 2396, 2397, 2398, 2399, 2400, 2401, 2402, 2403, 2404, 2405, 2406, 2407, 2408, 2409, 2410, 2411, 2412, 2413, 2414, 2415, 2416, 2417, 2418, 2419, 2420, 2421, 2422, 2423, 2424, 2425, 2426, 2427, 2428, 2429, 2430, 2431, 2432, 2433, 2434, 2435, 2436, 2437, 2438, 2439, 2440, 2441, 2442, 2443, 2444, 2445, 2446, 2447, 2448, 2449, 2450, 2451, 2452, 2453, 2454, 2455, 2456, 2457, 2458, 2459, 2460, 2461, 2462, 2463, 2464, 2465, 2466, 2467, 2468, 2469, 2470, 2471, 2472, 2473, 2474, 2475, 2476, 2477, 2478, 2479, 2480, 2481, 2482, 2483, 2484, 2485, 2486, 2487, 2488, 2489, 2490, 2491, 2492, 2493, 2494, 2495, 2496, 2497, 2498, 2499, 2500, 2501, 2502, 2503, 2504, 2505, 2506, 2507, 2508, 2509, 2510, 2511, 2512, 2513, 2514, 2515, 2516, 2517, 2518, 2519, 2520, 2521, 2522, 2523, 2524, 2525, 2526, 2527, 2528, 2529, 2530, 2531, 2532, 2533, 2534, 2535, 2536, 2537, 2538, 2539, 2540, 2541, 2542, 2543, 2544, 2545, 2546, 2547, 2548, 2549, 2550, 2551, 2552, 2553, 2554, 2555, 2556, 2557, 2558, 2559, 2560, 2561, 2562, 2563, 2564, 2565, 2566, 2567, 2568, 2569, 2570, 2571, 2572, 2573, 2574, 2575, 2576, 2577, 2578, 2579, 2580, 2581, 2582, 2583, 2584, 2585, 2586, 2587, 2588, 2589, 2590, 2591, 2592, 2593, 2594, 2595, 2596, 2597, 2598, 2599, 2600, 2601, 2602, 2603, 2604, 2605, 2606, 2607, 2608, 2609, 2610, 2611, 2612, 2613, 2614, 2615, 2616, 2617, 2618, 2619, 2620, 2621, 2622, 2623, 2624, 2625, 2626, 2627, 2628, 2629, 2630, 2631, 2632, 2633, 2634, 2635, 2636, 2637, 2638, 2639, 2640, 2641, 2642, 2643, 2644, 2645, 2646, 2647, 2648, 2649, 2650, 2651, 2652, 2653, 2654, 2655, 2656, 2657, 2658, 2659, 2660, 2661, 2662, 2663, 2664, 2665, 2666, 2667, 2668, 2669, 2670, 2671, 2672, 2673, 2674, 2675, 2676, 2677, 2678, 2679, 26

Figure 1: Introduction to Java Swing. The screenshot shows a window titled "Hello World" with a text area containing "Hello World" and a button labeled "Hello World". The window is set to be undecorated and has a size of 300x100 pixels. The text area is set to be undecorated and has a size of 100x50 pixels. The button is set to be undecorated and has a size of 50x20 pixels.

Table 2. Results of the Poisson regression analysis of the association between the use of the Internet and the use of the Internet for health information. The results are presented in the form of adjusted incidence rate ratios (AIRR) and 95% confidence intervals (CI). The results are presented in the form of adjusted incidence rate ratios (AIRR) and 95% confidence intervals (CI).

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Web 2.0 is integrating and enhancing content production and publishing the stages of digital content into a seamless process using the new media tools of Web 2.0 such as RSS, Weblogs and YouTube. People publish content through the new media rather than creating and through new media from scratch.

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www.elsevier.com/locate/jmb

TABLE 2. *Key indicators in the Asset Management industry – organisational factors and leadership, vision, and responsibilities of senior managers and executives regarding these themes, currently, business's performance, major goals, challenges etc., including, Value Added, Initiatives and other Commitments etc.*

Table 2. Budgeting for Events: Professional events vs. Personal events. *Source:* Author's budget and actual budget. *Notes:* *a*—generalization from public events. *b*—includes all other personal events (wedding, etc.).

TABLE 2. *Contaminant concentrations (ppm) in sediment samples collected from the mouth of the Mississippi River, 1992*

Key: ■ Marketing and brand planning using brand management techniques. Marketing activities involving a brand are indicated by a brand name in italics.

Goal 5: Introduce the 10 Leadership Principles, values and social responsibilities, focus on creating marketing communication, managing the environment. Also this will ensure that through the 10th day of marketing is following the interesting, complete introduction training and managing, marketing strategy, marketing management and social marketing. Measurement of success will be that each of the students will be able to explain and apply a social responsibility.

CERTIFICATE IN CORPORATE COMMUNICATION



LEARNING OBJECTIVES

UNIT 1: Self Awareness & Self Management

Self Analysis and self concept, Components of self concept, Evaluation of self concept, Techniques of self awareness. UNIT 2: School Situation and peer/teacher/parents, Developing an open attitude, Importance of Personality, Personality and Professional Image, Life Skills & Self Skills, Interpersonal, Intra-personal and Professional values, Civic values, Respect for others, Cooperation, Integrity.

UNIT 3: Verbal & Non Verbal Communication Skills

Communication concept, purpose, process and classification, Intrapersonal & Interpersonal communication, Communication skills, Listening skills, Effect and feeling blocks of Communication, Verbal and Non Verbal Components of Communication, Small talk, Self-concept, Career and Communication Skills.

UNIT 4: Attitude Management & Technical Communication

Recognizing the power and importance of Attitude, Factors influencing attitude, Self evaluation on attitude triggers, Developing Support, dealing with different kinds of Attitudes.

UNIT 4: Presentation Skills

Public Speaking, developing stage presence, voice modulation, Content Management, extemporaneous speaking, systematic & impromptu skills, reinforcing the body language during presentation, Strategies of becoming an effective speaker, Improvements, Voice Modulation & Articulation.

UNIT 5: Team Building & Leadership Skills

Differentiation between Leaders and Managers, Traits and Qualities of an Effective Leader, Emotional Intelligence for Managerial Management, Leadership styles: Self Assessment, Team Building & Group Dynamics, Team Building Strategies and refinement, Qualities of a Team Player, Productivity and Empowerment.

Value of Life

To build knowledge, character, confidence, skills, and the right attitude through the students for them to become better professionals for the future and create a better nation that works on the principle of National development.

Learning Objectives

To assess the skills and personal attributes of the students by asking them with the right questions, soft skills, and positive attitude & help them develop professional communication skills by working on their overall personality development through methods of coaching, mentoring & training.

Unit 1: Power Dressing & Grooming

The importance of Clothing Attitude & Etiquette; Differentiation between Good & Bad Dressing; Dressing Etiquette; Importance of the Corporate Dress; Importance, Formal Communication, Dress Code & Etiquette and their role, Dressing & Personal Hygiene; Hair care, Body Care etc. Developing confident Presence

Unit 2: Self-Management

Understanding the concepts of Anger, Stress & Anxiety; Sources, Triggers and Managing them; Models: Self-Management: Self Help techniques; Lifestyle Management and changing "Perception"; Role of Emotional Stability & Regulation; Stress Management: Theory and Application; Dealing with stress in situations; Understanding the importance of personal and professional relationships; Understanding responsibility towards personally & professionally

Unit 3: Professional Etiquette

Business Card Protocol, Coverings and Introductions; Differentiating between being Hostile, Aggressive and Assertive; Dealing with different kinds of Personality; Importance of Etiquette for the Developing the soft skills; Dealing with situations; Etiquette for the Interview job to be knowing when to show the best; Understanding Phone Etiquette; Business Dining; Interaction with Foreign Visitors; Business Manners in different Countries; Basic Organizational Etiquette

Unit 4: Written Business Communication

History of Written Communication; Business Correspondence: Application of effective Writing; Letter Writing; Memoranda; Internal Circulars & Responses; Business Proposals; Meetings; Agenda; Circulars; Notices & Minutes; Email Writing; Collateral letters; Sales letters & mail writing

Unit 5: Interpersonal & Intrapersonal Skills for professional world

Collaboration, Communication & Negotiation; Relationship Management; Respect and Feedback; Appreciation and Collaboration; Personalities and Adapting; Negotiation in various contexts; The art of time & being there? goals, importance of Time Management; Challenges; Motivation & tips.

Unit 1: Presentation Skills (Level- II) Practice Session

Public Speaking: Developing Stage Presence; Voice Modulation; Content Management techniques; Timing, Transition & Delivery Skills; Perfecting the body language- being professional; Importance of receiving and giving feedback; Hospitality: Introduction to Interview

Unit 2: Writing the Interview

Perfecting the stage Presence; Interview before interview; Making the first date: Do's and Don'ts; Types and Levels of Interviews; Skills Assessment; Answering Behavioral Questions; Attitude & Speech and presentation

Unit 3: Decision-Making Skills

Perfecting the stage Presence; Interview before interview; Making the first date: Do's and Don'ts; Types and Levels of Interviews; Skills Assessment; Answering Behavioral Questions; Attitude & Speech and presentation

Unit 4: Decision-Making Skills

Concept and its importance; Decision Trap and thinking errors; Information and Confusion; Decision-making and leadership; Logical fallacy

Unit 5: Goal setting & Time management

Students to understand goals: The art of prioritizing; SMART goals; Importance of Time Management; Challenges; Techniques & tips



Unit 1: Conflict Management

Concepts of "Logic" and "Logical Thinking", Introduction to Logical & Critical Thinking, Critical Thinking for Problem Solving: Strategies, Mechanisms and Processes, Agreement in Disagreement, Hypothesis and the scientific Concept of Reasoning, Conflict Management Styles, Personal and Professional Implications

Unit 2: Mock Interviews & Group Discussions

Understanding Group Dynamics, Norms, Rules and Roles, Ability to Influence, Persuading, Summarizing and Agree to Learning, Introduction and Conclusions, First Impressions and Last Impressions, Answering for Mock Interviews and Group Interviews, Situational Judgments Tests, Written Applications

Unit 3: Lifestyle Management

Art of Prioritizing, Time Management Skills: How every Manager should have importance of physical well being, enhancing productivity through creative behavioral and emotional resources, Developing Positive Lifestyle and Habits, Importance of Information and its Reliability

Unit 4: Subjects Training

Introduction to Group Subjects: Identifying Others, Handling different Learning Techniques: Diagrams, Corporate Diagrams and Technical Drawing, Interview Subjects, Interviewing Diagrams, for a detailed approach

Unit 5: Emotional Intelligence

Concept, Theory and Mechanisms, How to Measure & Emotional Intelligence & Competency, Developing Emotional Intelligence



CERTIFICATE IN ENTREPRENEURSHIP FROM EDIC

with Certificate
in Simulation from
AIMA BizLab

OBJECTIVES & LEARNING OUTCOMES

This program aims at instilling and improving the entrepreneurship mindset of young people to enable them to become creative and self-confident in taking rational risk in starting an enterprise. The knowledge and skills developed through this certification will encourage students to plan innovative business start-ups and facilitate them through research and consultancy. It will also encourage fiscal entrepreneurship for enhancing the role of students in society and the economy. Students shall develop competence as a composition of entrepreneurial attitude, entrepreneurial skills and knowledge of entrepreneurship.

COMPONENTS

CHANCE TO WIN

Best Funding of
Start-ups

To the best
Innovative business
idea presented by
BSC student
(Distribution of cash)
to National Students
Entrepreneurship
"Young Ideas
Entrepreneurship of the
Year" organized by
EDIC every year.

A comprehensive course encompassing classroom lectures, assignments and activities related to topics of entrepreneurship, entrepreneurial theories, process and challenges.

A practical hands-on workshop for idea generation, securing investment, preparing business plan, documentation for seeking loans and subsidies under various government schemes, preparing marketing, recruitment and financial plans, developing proof of concept and presenting a pitch for angel investors or venture capitalists to attract funding for the start-up.

A sequence of guest lectures featuring from first-generation entrepreneurs who have achieved significant success, starting from the scratch. These lectures aim to raise awareness among students about how the younger generation can realize their entrepreneurial aspirations. The entrepreneurs interact with students, sharing their experiences, and providing guidance on initiating their own ventures.

EDIC will facilitate the complete start-up process for all students of AIMA who are interested in starting their own venture.

CERTIFICATION IN SIMULATION FROM AIMA BIZLAB



AIMA BizLab is a virtual business laboratory designed for management graduates to offer them hands-on experience on management concepts as they shall undergo a course on simulation that shall help them build entrepreneurial abilities and also make them industry ready. Students shall receive this certification along with Certification in Entrepreneurship from EDIC.

ACADEMIC CALENDAR

Batch PGDM - 2024

PGDM BATCH 2024-2026

Orientation July 8 - 13, 2024

Academic Schedule

1st Semester

July 15, 2024 -
December 03, 2024

2nd Semester

December 04, 2024 -
April 03, 2025

3rd Semester

August 04, 2025 -
December 15, 2025

4th Semester

December 16, 2025 -
April 30, 2026

Summer Internship Schedule

Summer Internship (8-12 weeks)

May 04, 2025 - May 30, 2025

Submission of Summer Internship Project

May 04, 2025 - May 30, 2025

Examination Schedule

1st Semester

Sessional Exams

September 10 - September 21, 2024

Term Exams

November 27 - December 07, 2024

2nd Semester

Sessional Exams

February 11 - February 22, 2025

Term Exams

April 10 - April 20, 2025

3rd Semester

Sessional Exams

September 10 - October 01, 2025

Term Exams

November 02 - December 13, 2025

4th Semester

Sessional Exams

February 02 - February 13, 2026

Term Exams

April 12 - April 23, 2026

Result Declaration

*The dates for academic calendar are tentative.

INTELLECTUAL CAPITAL

*It is the supreme art
of the teacher to awaken
joy in creative expression
and knowledge.*

- Albert Einstein

CONF FACULTY

One of the major assets of an institution is the intellectual capital, since it promotes competitive advantages that become the basis of value generation. The faculty, an important constituent group of ACC, comes from a diverse



background having experience in industry and academia. It is one of the most valuable resources, which, with its expertise, has a major role to continuously generate and grow knowledge and thus, contribute to the competitive advantage of the Institution. It is charged with the discovery and dissemination of knowledge and therefore an inevitable presence, lying at the heart of organizational capabilities.





**DR. LALIT KUMAR
MISHRA**

Dr. Lalit Kumar Mishra, Director, IIM is a healthy blend of academia & industry with rich mix of experience of more than 20 years in national & multinational organisations in various managerial levels. He has completed his Post Graduate (PG) Degree through Indian Institute of Management (IIM) Rohtak. He has worked in various institutions. He has contributed in the field of research in emerging issues of management and industry, which have been adopted the best in national and international institutions. He has conducted many corporate training programs, workshops for faculty development, skill enhancement programs for the sales professionals in industry and product training for members of IIM Rohtak in various of theoretical and technological domains of sales. During his corporate tenure, he developed the strategy for major brands he worked for. His knowledge & professional skills are reflected in his approach to teaching methodology that connects the classroom learning with the real corporate applications.



**DR. SHWETA
SAXENA**

Dr. Shweta Saxena, holding a Doctorate in Management, currently serves as Professor and Head of Institution at Asian Business School. During her career experience in both the corporate and education sectors, she has garnered recognition for her outstanding contributions. In 2020, the Asian Business School acknowledged her significant role in implementing the new Education Policy 2020. The following year, she received the national 100th Birth Day Commemorative Award for her unwavering commitment to education and institutional progress. Dr. Saxena's distinguished professional journey is highlighted by an expert panel from Asia's top management schools in New Delhi, where she engaged in insightful discussions on topics like the new Education Policy and the new curriculum framework. Her notable achievements include being the Chair of the 10th Asian "Institutional Development & Change in Asia's Economy" conducted by IIM, Mumbai, steering the new research project based at International Institutions in two sectors. Furthermore, she holds a certification as a senior from Asia Pacific and has been awarded by IIM as an "Innovative and Impact Teacher for Inspiring Strategists".



**DR. SHWETA
SHARMA**

Dr. Shweta Sharma is currently working as Professor, Institute of Human Resource at IIM. She has done her doctoral research in the area of Employee Engagement from the School of Business and Management, Japan National University, Japan. Her research was on Employee Commitment and Communication of Employee Engagement in Organizational Impact. She is a Post Graduate in HR and Marketing and has a PG qualification in Labor Welfare and Industrial Relations. She is also a degree holder in Commercial Economics from Commercial Economics Institute, India. Dr. Sharma has an experience of more than 10 years in corporate and academic. Before joining IIM she was associated with a School of Management Institution imparting valuable knowledge towards overall growth of the students as well as the organization. For the past few years, she was associated with IIM, Mumbai, Tokyo Institute and IIM Rohtak in various capacities.

Dr. Shams Shams is working as Assistant Professor and Head - Corporate Research Cell at Azad Jharkhand Sahitya Akademi. With over 12 years of extensive experience in corporate research, planning, teaching, and business development, Dr. Shams has made significant contributions to the field. His professional journey includes working with prominent industry groups in India, both as the ITX Group of Institutions, functioning as CEO, an Information Technology and a Health Care, faculty membership with SAP and as faculty member qualified internationally. Dr. Shams is a well-qualified Entrepreneurship Faculty, specializing in Entrepreneurship skill development programs. He is focused on fostering academic achievement, he is currently pursuing his Ph.D. focusing on "Entrepreneurial skill development for youth management institution." apart from academically, Dr. Shams is an enthusiastic writer, having authored two books, emphasizing his keen interest in storytelling.



DR. SHAMS SHAMS

Dr. Harish Mahesh He is currently working as Professor in the area of Finance and Accounts. He has done his Ph.D. in the area of Finance from K. J. Somaiya Institute of Management and has qualified with M.B.A. in Management. He has completed his Master of Business Administration in Finance and Accounts from K. J. Somaiya. He has an overall experience of around 18 years and his areas of interest include Financial Management and Financial Management. Dr. Harish is the recipient of "Best Research Award" in 2011 - Indian Institute of Information Technology and Management, located in June 2011. He has taken courses on Systems in Modeling in areas of IT Strategy, IT Culture, IT Location, IT Globalization and related domains of business systems (2009, 2011). He has also presented various seminars and workshops in institutions of repute. His research work has been accepted for presentation in various national organizations like IIM Ahmedabad, IIT Bombay, IIM Hyderabad etc.



DR. HARISH MAHESH

Dr. Anshu Arora is a management expert having over 10 years of experience in the area of consultation, personality development and teaching. She is currently working as Professor of Management. Apart from carrying degree in Master of Commerce & MPhil in Management, she has also actively indulged in the certification international programs like faculty personality assessment, "tools for human resources" organized by Indian Society for Applied Behavioral Science. Behavioral training from IP University Certificate in guidance (ICG) and M.A.B.S. In her collaborative projects, she has worked various teams for individual growth to close the gap between educational institutions and industry expectations. She did her Ph.D. in Management on topic "to identify the liberalization of training needs and enhancing the effectiveness of middle level bank employees, a comparative study of public and private banks".



DR. ANSHU ARORA



**DR. DEEPA
SANKARANARAYANAN**

Dr. Deepa Sankaranarayanan is working as an Assistant Professor and Program Co-ordinator at Indian Business School. She has done her PhD with specialisation in Human Resource Management and Marketing. She possesses a rich experience of 15 years in academia and industry. She has served various institutions during her various job roles. Apart from teaching subjects, she has also acted as a mentor/coordinator. She has also authored a book in the domain of Human Resource Management. She has been the recipient of an "Outgoing" Award Institutional award for her sincere contribution in the growth of the country. She has published research papers in journals, Management, Organization, Strategic Management and Competitively Mapping. Apart from publishing research papers in journals, she has also extended various workshops and presented papers in several national and international conferences at institutional levels including IIMs.



**DR. UMASHREE
SANKARAN**

Dr. Umashree Sankaran is working as Professor and Director – HR at Indian Business School. She is a well professional with rich experience of more than 17 years in corporate and educational industry. She is a scholar with Masters and Doctorate in Management. Prior to joining IBS, she has worked with various in technical, educational and managerial aspects. She is an emerging and a dynamic and highly competent professional and has consistent record of achieving best results with a proven ability in implementing her work in operational manner. She possesses effective communication skills and is a team player with strong organizational, logical and problem solving abilities. Armed with multitude of competencies and work experiences, she is confident to carry forward organizational vision & objectives with sufficient vision and drive to her. In her credit, she has published papers in IBC approved journals and attended various workshops and faculty development Programs organized by management institutions and other organizations. She has been recently conferred with "The Best Research Award in September 2022" for her outstanding performance in the field of research and Development by IBC Management Group.



**DR. ARCHANA
SANKARAN**

Dr. Archana Sankaran is working as an Associate Professor at Indian Business School. She is a PhD in marketing along with possessing a Master of Commerce degree from Anna Maria College and is a commerce graduate from University of Delhi. Dr. Archana's research interests are focused towards green innovation with regards to consumer behavior and preferences and environmental awareness. She has published multiple research papers and articles in prominent international and national management journals and has also presented her research in various seminars and conferences both at national and international level.

Dr. Anshu is currently associated with Asian Business School as an Associate Professor in Finance. With a rich academic background, extensive teaching and research experience spanning more than two decades dedicated to advancing the field of behavioral finance, she has completed her PhD in behavioral finance. She has qualified UGC NET with honors of distinction, followed by her M. Phil and Ph.D. from Gujarat University, and M. Com from Delhi University with honors in specializations. She has done a diploma from University of Delhi awarded from Jawahar Institute of Management Sciences. She is AFMR and an excellent speaker and also a facilitator, guest lecturer, team leader and member of institutional's management team. She has successfully completed eight weeks Corporate Finance Course from NPTEL, Indian Institute of Technology, Kharagpur. Her areas of interest include behavioral finance and financial psychology.



DR. ANSHU

Dr. Samriddha Samra is a Professor, Consultant, Author, Editor and Columnist. At present she is a professor of Marketing Department of Management at Asian Business School, Delhi. She is a subject matter expert in Data Driven Marketing. Over 2000, she had a popular column in South Asian named "Marketing" brought out in Hindi, Marathi and Gujarati. She has authored 15 books in various domains of Marketing and is presently Chief Advisor of IJMR Journal of Business Studies and a peer-reviewed journal. She is in the editorial advisory board of Indian Journal of Marketing actively promoting research in business management globally. Along with all these roles, she is associated with Amnashik, a journal of educational research and marketing (AEMR) as a teacher-trainer and was a member of the team that designed all India Teacher Training Manual. She has also been a member for developing Global Supply Chain Management course for IIMB (PhD) program. She is associated as a research expert with all India management Association (AIMA). She has been a senior advisor for Asian for the Corporate Finance course IIM and IIMB for several last time of the school for technology (IT), New Delhi.



**DR. SAMRIDDHA
SAMDRA**

Dr. Vinod Kumar is presently working with Asian Business School as Assistant Professor in the field of Marketing. He is PhD with specialisation in Marketing from IIM Ahmedabad and has rich experience of about 10 years in Corporate as well as Academic. He started his career in the field of Sales and Marketing and worked for several big public and private sector organisations all over the country. He was also involved in training of sales executives especially in Corporate. After initial employment in Corporate, he moved to Academia to follow his passion for teaching and training. Marketing Management and Productivity (Operations Management) are his key areas of interest.



**VINOD
KUMAR**



**DR. VIREK
RAJAN KUMAR**

Dr. Virek Kumar is currently associated with the Indian Institute of Management as Professor in Marketing. He did his Ph.D. in Management from Aligarh Muslim University. He is Management Professional as well as academician and has ten years of industry experience in Managerial level and five years of teaching experience in his field. He has an extensive exposure to research methodology at national and international level. He is very proficient in the use of statistical tools like SPSS, MINITAB and structural equation modeling (LISREL). He is also an expert of SPSS and AMOS software and has been involved as research person for many research methodology workshops. He has published many research papers in the national and international journals. He has attended many workshops on research methodology and research tools at national and international level. He has attended conferences and presented research papers at India and abroad. He is a member of editorial board of management journals.



**GURPREET
KAUR**

Currently working as Assistant Professor and Head - Centre for Skill Development at Amity Business School, The Gurpreet Kaur is a skill skills trainer who has delivered need based value added skill skills training for students, academicians, managers and government officials. She is an organization psychology enthusiast who has confidently presented her research by effectively summarizing the needs of the institution. She is a Certified Consultant of Training & Development (CTD), Govt. of India and her research areas include "Organizational Change and Development, research Employee Satisfaction". She has been a trainer and facilitator with over 8 years of experience and has established her expertise in communication skills, soft skills and knowledge of skills. She incorporates various life skills during training by involving the active participation and involvement of the participants and makes it much enjoyable for the benefit of learners and organizations. As a training and development specialist, her work in the industry includes training for groups as well as individual counseling sessions. She works across industries, training about team and being team training workshops and programs.



**DR. SANDEEP
KUMAR**

Dr. Sandeep Kumar is currently associated with Indian Institute of Management as Associate Professor in the department of information technology. He has about 22 years of experience related to teaching and research in Engineering and Management and has been of research. He has done research of engineering by Computer Science and Engineering branch. He is Assistant Professor, Dept. of Systems Administration from Gandhinagar University and various certifications in IT, HR, and others. He has participated in various workshops, seminars, talks and published research papers in national/international journals/conferences. He is also a member of professional societies like IEEE and worked as research person in some projects.

Dr. Suresh Kumar is currently working with Anna University School as an Associate Professor & Head Examinations. He has completed his M.Tech. and Ph.D. in Materials. He has around 20 years of teaching experience. He is also 2019-2021 recipient of Mathematical Sciences. He has handled various academic positions like Program Head, Associate Dean, Head Examinations in previous colleges. He has various research papers published in journals of repute. He has also conducted an M.Tech. thesis analysis through visit at IITM Chennai, Anna Univ. He has conducted various workshops on metal and non-metal for faculty and students. His culture goes include business translation, Operations Research, Success in the Workplace.



**DR. SURESH
KUMAR**

Dr. Jisha Thomas is currently associated with Anna University School as an Associate Professor in Operations Management. She has 14 years of Academic and Industrial research experience in Education field, manufacturing sector and health sector. Her field of specialisation is Production operations (Lean management, Inventory Management), and industrial engineering (Lean modules in Health Manufacturing Systems) and Healthcare from People Performance Institute (2017). She was officially appointed as expert (Quality Consultant) by NITI Aayog National Productivity Council, Government of India for delivering training/consultation services in its Lean implementation. She was also awarded the "Women Entrepreneur Award" under speciality in international operation Awards (2021) in Engineering, Science and Medicine. NITI Aayog National Productivity Council. She has successfully implemented Lean Tools (5S and 7M) (Japan) (Philippines) in Corporate manufacturing sector. She has been doing Lean Six Sigma, FMEA, MSA, etc. More than 20 research papers has been published in various national and international journals followed by ISI and Scopus and continues in the field of production operations management.



**DR. JISHA
THOMAS**

Dr. Priyanka Sharma is currently working in Anna University School as an Associate Professor in Commerce. She has completed M.Com. - M.Phil. in Commerce for three times consecutively and recently pursuing Ph.D. in Commerce from Anna University. She has completed her Bachelor in Commerce (Account and Finance) in Commerce Major from University of Calicut. She has also done Company Secretary Course from Institute of Company Secretaries of India (ICSI). She has various research papers presented in conferences and published in reputed journals. Her areas of interest are taxation, law and other areas of Finance and approach towards teaching and learning skills in education to value the students.



**DR. PRIYANKA
SHARMA**



**MS. ANURADHA
JOSHI**

Ms. Anuradha Joshi presently serves as an Assistant Professor in Management at Ashoka University School. With a wealth of teaching experience, her expertise spans General Management, Marketing Management, Business Communication and Human Resource Management. Her forte qualifications from the University of Chicago and her successfully completed the PhD. Ms. Joshi is not only an excellent teacher but also an excellent addition to the organization, actively engaging with students through practical examples drawn from various industries. Committed to staying abreast of the latest information, she is a staunch advocate of continuous learning, apart from fostering strong connections with students, her auxiliary interest related to student mentoring and career guidance. Additionally, she harbors a profound passion for research.



**MR. YASHVIR
KUMAR**

Mr. Yashvir Kumar is associated with Ashoka University School (SOS) as Assistant Professor. He is a double graduate and double post graduate in Finance Management and Law. He did his Bachelor in Finance Management (B.FM) from JNU as university teacher and his Ph.D. (Finance and Capital) from Indian Institute of Finance and Finance Management New Delhi. He has worked as Finance Executive with ITC, Southern Health, and Capgemini etc. His focus is understanding the legal aspect of the business has made him pursue a LL.B. from National Law Institute from Hyderabad and LL.M from Department of Law, from University. He has participated in various Conferences and Seminars being held at various universities understanding the structure of finance in management to his personal opinion on Culture (the C.E.) to his academic. He delivers his lectures by incorporating the practical and industry experience by the classroom for the maximum benefit of the students.



**MRS.
CHAUDHARY**

Mrs. Chaudhary, a distinguished Academic Professor at Ashoka University School, holds an MA in ELT and is a certified Soft Skills Trainer with prestigious credentials from Cambridge University and IELT. Teaching of English as a foreign language, acquired in 1996, Canada. Her global perspective, complemented by extensive corporate experience, signifies a nuanced understanding of diverse cultural intricacies. Committed to fostering creativity and personal development, Mrs. Chaudhary's international teaching proficiency suggests her role. With a commitment to instilling valuable skills in students, she significantly contributes to the academic landscape.

Ms. Shreya Pandey is a media professional having a work experience of 18 years in the field of Mass Media industry and Media Academics. Ms. Shreya has a rich work experience in a reputed Mass Communication with reputed news channels 'Star News', 'Naj 101' and 'India TV'. She has also worked as a Programme Producer for some local times - contributing to them for the channel. She headed the broadcast program wing of India News producing weekly show. Since the last 11 years, she has been dedicatedly involved in training and teaching students for media. She has an excellent command on the Media industry trends and believes that the range of study keeps the journalist kept updated. She has achieved expertise in international education as well as in a certified media studies by the noted university in UK. She has been a part of the organizing committee in 'Global Perspectives on Journalism 2020' that showcased an award film and discuss various dimensions.



**MS. SHREYA
PANDAY**

Ms. Sumit Kaur is an HR working professional with 10+ years of human resource management, primarily working in the area of internal intelligence and employee engagement. She is a certified leadership training forum from 'Leadership Edge' offering a profile as a professional management executive. It gives her a rich work life experience in the corporate human resource region. As a recent addition, her areas of interest include leadership, spiritual intelligence, etc. She has been actively organizing corporate training and management development programs for companies like ICICI, some global technology and other several workshops on self leadership and emotional intelligence for companies like HCL, Infosys. Her experience lies in understanding behavioral skills and training development across the personality development, interview skills and business communication areas. She has in her credit two book chapters and two research papers in peer reviewed journals.



**MS. SUMIT
KAUR**

Dr. Supreet Kaur is working as Assistant Professor in PG in KJ Somaiya Institute School. She is having an experience of more than 20 years in teaching. She has done her doctoral research in the area of HR. She has done MPhil in Management. She got a certificate of appreciation from Ministry of Skill Development and Entrepreneurship, Govt. of India. She also tagged with the certificate from her local committee for organizing building proper sequence for learners. She has published various research papers in refereed journals with book chapters' publications. Her areas of interest in organizational behavior, Human Resource Management, Talent Management and entrepreneurship. She has attended various national and international conferences, seminars and HRD. She believes in hard work and creativity and dissemination of the knowledge approach.



**DR. SUPREET
KAUR**



Dr. Shubhika Das

Dr. Shubhika Das is an accomplished academican and an professional currently serving as an Assistant Professor at Marketing at Indian Institute of Management Kharagpur. With a strong educational background and extensive experience in both teaching and corporate domains, Dr. Shubhika Das currently pursuing a Ph.D. in Marketing from IIT Kharagpur. She completed her Master degree in Marketing after earning her Commerce Graduate degree, showcasing her dedication to building a comprehensive understanding of the field. With a combined experience of 10 years, Dr. Das has an excellent blend of teaching and corporate experience. She has spent 5.5 years as a faculty, imparting her knowledge and mentoring students in various marketing disciplines. Prior to her academic career, she gained 4 years of valuable corporate experience in the IT domain. Dr. Shubhika Das has a broad range of interests within the field of marketing, her areas of specialisation include Marketing Management, Business Plan, Organisational Behaviour, Industrial Plan, Advertising Management, Sales and Distribution, Retail Marketing, consumer behaviour, a prominent researcher. Dr. Das has contributed significantly to the academic community. She has published numerous papers in esteemed National and International journals, including those indexed in renowned platforms such as SCOPUS, ISI/UT, Google Scholar citation, JCR/Journal and ERIH. Her research work demonstrates her dedication to advancing knowledge in marketing and her commitment to staying updated with the latest trends and developments in the field. In addition to her research publications, Dr. Das has also published various papers. Dr. Shubhika Das actively participates in conferences and workshops conducted by reputed institutions and prominent organisations along her interaction with fellow academicians and industry professionals, further enhancing her knowledge and insights.



Dr. Anshu Das

Dr. Anshu Das is an Assistant Professor in Economics at Indian Institute of Management Kharagpur. She has teaching experience of more than 10 years in areas related to economics, statistics and operations research. She possesses rich experience and taught the students at graduation and post graduation level in colleges in Kolkata, Ranchi, and Bhubaneswar. She is pursuing her Ph.D from IIT, Delhi in the area of international trade in services. She has been part of a research project under the Ministry of Commerce and has several publications in national and international journals. She is also an active participant in various marketing and policy development programs.

Dr. Vinayak Kumar is currently associated with Indian Institute of Management, Raipur as Associate Professor in Management. She is doctorate in management and is also a UGC NET qualified professional, with the research area on "University and Industry" from highly reputedly institute. She has published papers in journal of international repute and have also presented research papers in various international and national conferences held at prestigious institutions in 1996, 1997, 2007 and 2010. To her credit, she has received "Best oral presentation" for paper presentation at the international conference on Sustainable Business Management (SBM) 2010 organized by IIT Bombay, IIT Madras and Anna's State University, USA. She has obtained her masters and bachelor with distinction from Tata group's Institute of Human Resource, Mumbai. Apart from completing degrees, she is also actively involved in pursuing professional certificate programs on HR Management and Analytics from IIM Lucknow. Her current research include organizational behavior, human management, human resource management and HR Analytics.



**DR. VINAYAK
KUMAR**

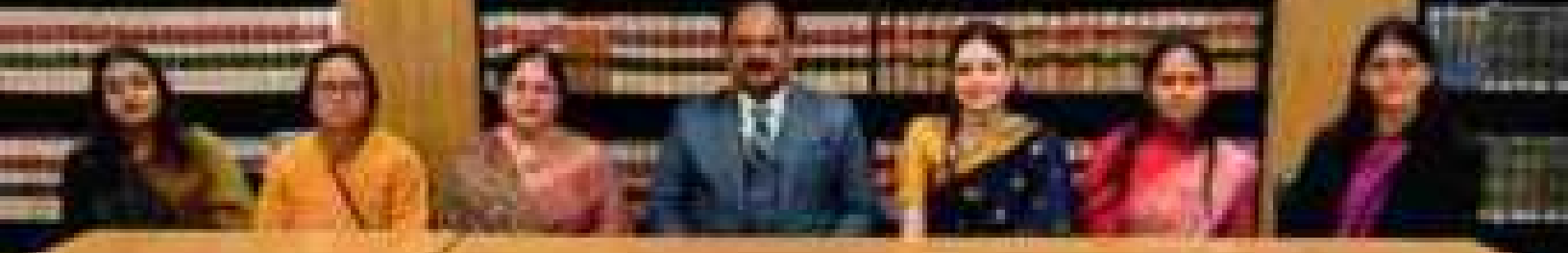
Dr. Vinayak Kumar is currently working as an Associate Professor in the Center for HR Development at the Indian Institute of Management, Raipur. She is UGC NET and NET NET qualified in English. She holds a rich experience of more than 8 years in working at universities and colleges. She has experience of designing the course content for soft skills for various branches of management. She has a demonstrated history of working in the education management industry and creating courses for employability competencies. Strongly meeting the industry's needs, she has undertaken various train-the-trainer programs to facilitate the students for effective delivery while maintaining quality standard of delivery.



**DR. VINAYAK
KUMAR**

RESEARCH & DEVELOPMENT CELL

RDC



VISION

To become a center of excellence in management education by focused research pursuits through interface with industry and academia.

OBJECTIVES

To ensure smooth and effective functioning of R&D activities.

To provide a focal point in the institution to co-ordinate R&D activities between faculty members, industry and students.

The Cell promotes multi-disciplinary academic as well as industry-oriented research.

Academics rely on research to bridge the gap between the corporate and academics. The Research and Development Cell (RDC) aims to foster a research culture at Asian Business School by focusing on research projects that address current economic, social, corporate, and academic issues.

RDC faculty and students conduct research in new management domains, including multidisciplinary fields. Many research publications, national seminars, and international conferences can be attributed to RDC's tireless efforts and the tremendous support of faculty members. Faculty members have published in peer-reviewed journals on a national and international scale, as well as presented research papers at a number of prestigious international and national conferences.

RDC has organized a number of management development programmes and faculty development programmes that have received high praise from industry and academia.

The cell conducts research and organizes seminars, conferences, and development programmes in critical areas for emerging economies such as Strategic Finance and Economics, Information Systems, Marketing, and Human Resource Management as well as other current challenges.





COMPONENTS

Students receive a total foundation in entrepreneurship through a comprehensive course that incorporates traditional classroom lectures, seminars, and practical sessions. The program includes hands-on workshops dedicated to ideation, business development, pitching, and the preparation of documentation for securing loans and government assistance programs. Moreover, students learn to develop proof-of-concept business models, building from seed investment or venture capital for their startups. Additionally, a special unit is providing students through the understanding of understanding and initiating their own entrepreneurial ventures.

Students receive a total foundation in entrepreneurship through a comprehensive course which covers the building, implementation with the documentation, marketing and recruitment, as well as an understanding of the various entrepreneurial opportunities, industry requirements and market potential in the region.

All AS students who are interested in launching their own business will be assisted by their mentor group at the end.

EXPERIENTIAL LEARNING

Experiential learning is a major priority in the education of all AS students. The Young Asian Entrepreneurship Challenge (YAC) is an annual event conducted by AS for the students who have been admitted to AS but have not yet begun their academic careers. Student learning begins even before they arrive on campus for the academic session. The prize for the winner of the Young Asian Entrepreneurship Challenge (YAC) is an Apple MacBook, which serves as an added incentive for the student's efforts. It also provides an opportunity to the winner of YAC to become a finalist of Young Asian Entrepreneur of the Year (YAEY) competition and a chance to win a cash fund of Rs. 1 Lacs for starting her/his venture.

CERTIFICATION IN ENTREPRENEURSHIP FROM EDIC

Objective of this program is to help young people develop a more entrepreneurial mindset and build their self-confidence so that they can take calculated risks while launching their own business. Students who earn this certification will have the knowledge and abilities necessary to build their own creative businesses and to make others making use through research and consulting. Students' social and economic contributions will be followed as a result of the program emphasis on social entrepreneurship. Students will gain competence through the development of an entrepreneurial mindset, entrepreneurial abilities, and self-personal knowledge.

CERTIFICATION IN SIMULATION FROM ALMA BEZEL

Management graduates will benefit from ALMA BEZEL's virtual business simulation as they learn about management ideas through a simulation course that aims to help students develop entrepreneurial skills as well as prepare them for the workplace. In addition to the YAC Entrepreneurship competition, students will get this certification from ALMA.

CORPORATE RESOURCE CELL CRC



VISION

Building a strong of
industry-academia
interface for training &
placements of students
to meet corporate
challenges.

MISSION

Create an atmosphere of
self-directed leadership,
self-motivation, team-
work and self-generated
creativity by innovative
training methodology and
building value for our
students & community
making them best
industry professionals.

MESSAGE FROM DEAN - CRC

Dr. Divy Sharma

Corporate Resource Cell of Asian Business School motivates every student to identify their right potential and encourages them to achieve their dream of getting placed in a reputed company. To achieve this goal, we inculcate the right interpersonal and professional skill in each student to meet the challenging industry standards. This is done through regular training programs and workshops on general awareness, business etiquette, technical skills, communication, career guidance programs, soft skills programs, personality development and aptitude skills. Guest lectures, Industrial visits, Seminars, Workshops, IIR and Projects are regular features at Asian Business School wherein students get the best industry exposure.

Thus, the main responsibility of CRC is managing academic-industry interface. The department hones the skills of the students by organizing events like pre-placement talks, group discussions and PI sessions along with the academic team and make them ready to perform their best in placement drive.

We are proud to share that Asian Business School young talent is highly accepted in the industry are appreciated, the students are working with leading companies and have achieved great milestones.



ABOUT

Corporate Resource Centre (CRC) works towards providing best industry interface to students. CRC aims to create a platform where students and industry can come together and explore the opportunities for employment. The prime objective of the CRC is to maintain strong industry Institute linkages and strive for the overall development & grooming of the students according to the industry requirements by conducting Workshops, Symposia, Seminars and Conferences both at National and International level. CRC has maintained a sound rapport with large number of big companies, industrial conglomerates and reputed business houses. CRC has been making aggressive efforts to provide the best career prospects to the students. We encourage students to work on live projects which help them to relate classroom teachings with the industrial practices.

The Corporate Resource Cell at NIT has been sourcing job openings by matching students' knowledge, skills, personality traits and attitudes to the varied requirements of the jobs. CRC groom students holistically right from soft skills, presentation skills and interview skills to successful attainment of lucrative job offers.

KEY RESPONSIBILITIES OF CRC

1. Conduct lecture sessions by eminent professionals from industries and educational organizations of national and international repute.
2. Organising industrial visits, research projects and summer training.
3. Interact with the corporate houses for the placement of graduating students.
4. Maintain constant liaison with the concerned HR personnel of the companies visiting the campus and with other companies in the region for 'off-campus' placements.
5. Counseling of students for career development.
6. Conducting Skill Development Programs.
7. Developing partnerships with international organizations, management & corporate hubs for various research projects and training programs.
8. Arrange various programs to enhance the technical and professional skills of students.

STAR PLACEMENTS

PGDM 2018-20



ADITYA KUMAR DAS
Specialization
Marketing



ADITYA KUMAR SINGH
Specialization
Marketing



ADITYA KUMAR
Specialization
Marketing



AKASH KUMAR
Specialization
Marketing



AKASH KUMAR
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ANSHU KUMAR
Specialization
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Specialization
Marketing





DR. ARJUN KUMAR SHARMA
Specialization
Marketing



DR. DIVYA SHARMA
Specialization
Marketing



DR. ARJUN KUMAR SHARMA
Specialization
Marketing



DR. ANSHU MEHTA
Specialization
Finance



DR. ARJUN KUMAR SHARMA
Specialization
Marketing



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DR. DIVYA SHARMA
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Specialization
Finance



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Specialization
Finance



KARAN JAIN
Specialization
Finance



ANSHIKA SINGH
Specialization
Finance



CHIRANJI SINGH
Specialization
Finance



GAURI CHOUDHARY
Specialization
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KARAN KISHORE
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SACHINKUMAR S. SHRIVASTAVA
Specialization
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ROHAN CHOUDHARY
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ROHAN CHOUDHARY
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ANSHU JAIN
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Marketing



ANSHIKA JAIN
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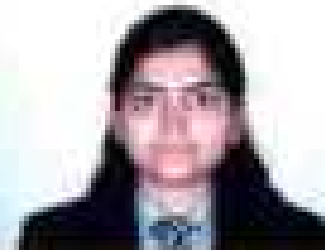
ANANYA DAS
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COMVIVO



PRANSAV E. LOBO
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STUDIOS CAPITAL



NISHA RINI
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Optimus



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NODROKES



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PUMA



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PGDM 2019-21



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ARUSHI DHANRAJ
Specialization
Marketing



ANSHU KUMAR
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ANANYA LAKSHMI
Specialization
HR



ANVITA MITTAL
Specialization
HR



ANVIKA LAKSHMI
Specialization
HR



PGDM 2020-22



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ANAS HOSSAIN
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ANSHU SAHAS
Specialization
HR





PRATIKSHA SINGH

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SAKSHI SHARMA

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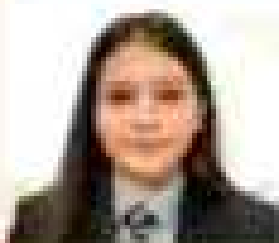
AKSHAY SINGH

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AKSHAY SINGH

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SAKSHI SHARMA

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PALLAVI

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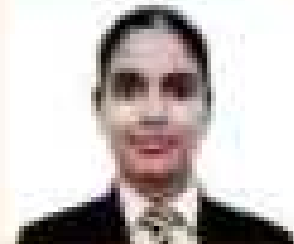
VIKRANT MISHRA

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DIVYA SHARMA

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PRATIKSHA SINGH

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UNIVERSAL UNNATHI

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PGDM 2020-22



MANVI DOSHI
Specialization
Finance

S&P Global



ANSHIKA THAKUR
Specialization
Finance

Deloitte
Touche
Tohmatsu
Accountants



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Specialization
Finance

pwc



SNEHA JAIN
Specialization
Finance

wipro



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Specialization
Finance

S&P Global



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Specialization
Finance

CLEARWATER
ENERGY



ANSHIKA DOSHI
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HR

magjcpm



KAVIN JAIS
Specialization
HR

COMVIVO



MANVI CHOUDHARY
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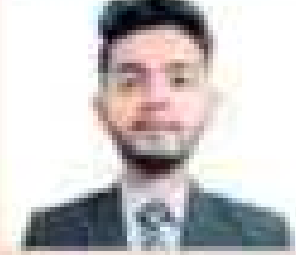
ANSHIKA VERMA
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HR

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Specialization
HR

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 ARSHAD USMAN Specialization Marketing 	 ANSHIKA SINGH Specialization Marketing 
 SAKINA SAHRA Specialization Marketing 	 KHUSHI K. CHOUDHARY Specialization Marketing 
 SUNIL ARORA Specialization Marketing 	 ANSHUL SHARMA Specialization Marketing 
 ALI KHAN Specialization Marketing 	 MOHIT BAGHEL Specialization Marketing 
 NISHIKA MISHRA Specialization Marketing 	 MUSKAN CHOUDHARY Specialization Marketing 
 NAVEEN THAKUR Specialization Marketing 	 PRACHINIKA SINGH Specialization Marketing 

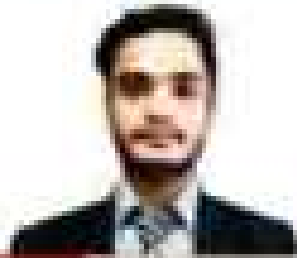
PGDM 2021-23



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NIKHIL CHAUDHARY
Specialization
Finance



NIKHIL CHAUDHARY
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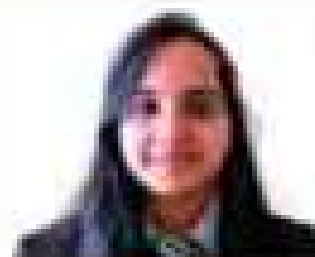
LAKSH CHAUDHARY
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NIKHIL CHAUDHARY
Specialization
Finance



NIKHIL CHAUDHARY
Specialization
Finance



SAMRIDDHA MAHESH
Specialization
HR



ANIKET ACHARYA
Specialization
HR



DIVYA CHAUDHARY
Specialization
HR



SAKSH CHAUDHARY
Specialization
HR



SAMRIDDHA CHAUDHARY
Specialization
Marketing



NIKHIL CHAUDHARY
Specialization
Finance



SAMRIDDHA MAHESH
Specialization
Finance



OUR PLACEMENT & TRAINING ASSOCIATES

ASU achieves new milestones & greater heights each year with a successful Campus Recruitment Program. We are grateful to our esteemed recruiting partners who reaffirm their faith in the talent of ASU by opening up career roles for the students.



Career Fairs



NGIC Students



Talent Show



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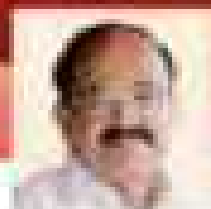


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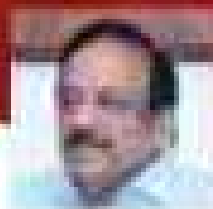
EXPERTS AT ABS

**LEAD University
Series**
Dr. Anand Kulkarni

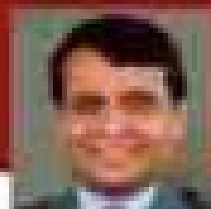
Co-ordinator of
Applications
(Development)-
in Collaboration
with Capgemini



Dr. Anand Kulkarni
Former Vice
President of India



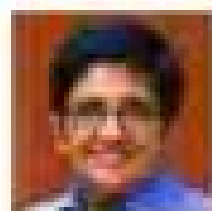
Dr. Anand Kulkarni
Former Vice
President of India



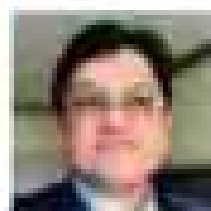
Dr. Anand Kulkarni
Director of
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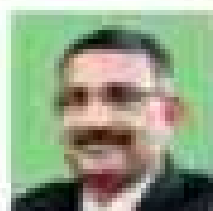
Dr. V. A. Singh
Senior Member of Staff,
Ministry of Civil
Aviation



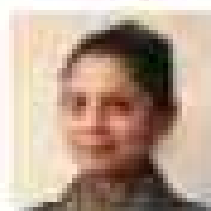
Dr. Anand Kulkarni
Executive Director
of Technology



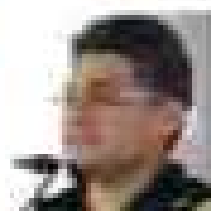
Anand Kulkarni
CEO, India



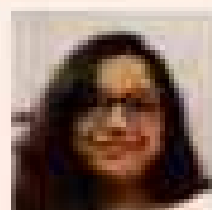
Anand Kulkarni
Managing Director
of Technology, India
Series



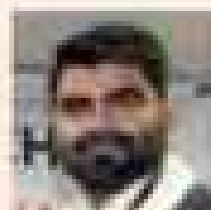
Anand Kulkarni
Chief Executive
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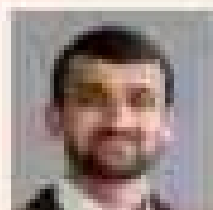
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of Technology, India
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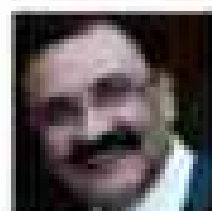
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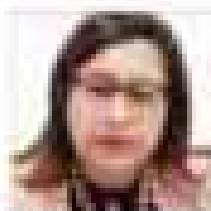
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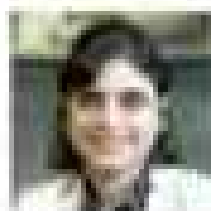
Dr. V. A. Singh
Senior Member of Staff,
Ministry of Civil
Aviation



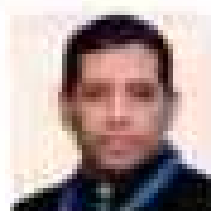
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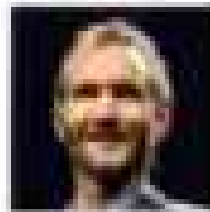
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of Technology, India
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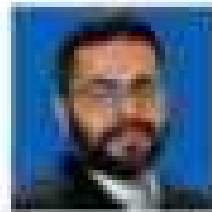
Rick Yagala
World Government
Networks
President



Patrick Gupta
Co-Founder and CEO,
Sustainable Growth



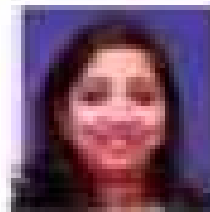
Pamela S. Barak
President, U.S. & Canada
at GreenGlobe
Solutions
Environmental



Scott Jacob
Chief Learning
Officer,
Green Mountain
Power LLP



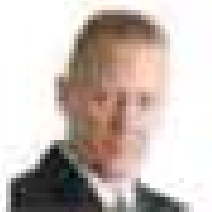
Scott Jones
National Head, North
Star, India Ltd.



Hagar Gupta
Market Research
Director,
PwC



George Kuznetsov
Senior Director,
Green Technology and
Energy



Steve Kuznetsov
Managing Director,
North America
at Capgemini



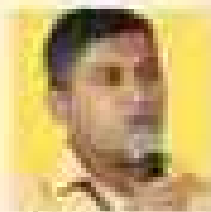
Robert Kuznetsov
Director, Human
Resources,
Green Mountain
Power, LLC



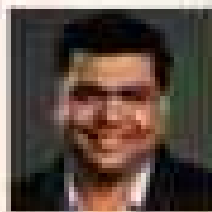
Prakash Sharma
Head, Talent &
Employee Experience,
GreenStar Industries
Pvt. Ltd.



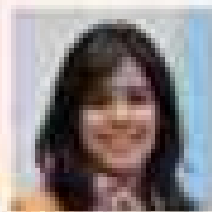
Rita Gupta
Country Director
Marketing,
PwC, India Region



Jankarshi Chaudhary
Head, Human Resources
Greenstar



Vin Murari
Head, HR
Human Resource,
Sustainable India



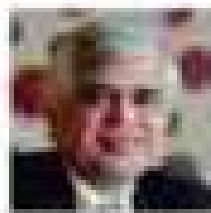
Priya Gupta
Head HR, HR
Green Energy
Manufacturing, Greenstar



Mr. Dilip Choudhary
Country Head,
Sustainable India
Greenstar India
Manufacturing, Greenstar



Mr. Shivam Kalia
Head of Business
Development
Greenstar



Mr. Richard Kozlov
Senior HR, Green Energy
Greenstar India
Head, HR, Greenstar



Alina Jackson-Paula
Head of HR,
Greenstar India
Head, HR, Greenstar



Charanjeet Singh
Regional Director,
HR,
Greenstar



Neel Kulkarni
General Manager,
Head of HR,
India and South Asia,
Green Energy

CENTRE FOR SKILL DEVELOPMENT

CSD

OUR APPROACH TO STUDENT DEVELOPMENT

Equip the students on various parameters of personality.

Develop their individual career and goal-wise development plans.

Foster behavioural skills and help students develop self-confidence.

Equip students to become placement ready and a good fit for the industry and maintain Post Professional Assessment Scores.

Provide individual counselling and mentoring services.



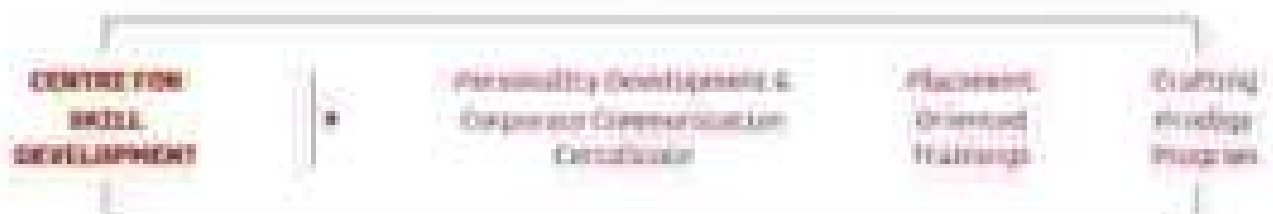
The Centre for Skill Development, is a unique department at Asian Business School that focuses on developing industry-specific skills to the students so as to make them placement ready in the future. Moreover, the Centre for Skill Development as a department takes the responsibility of making students more ethical, wise, and cultured human beings by training and nurturing them on various soft skills, and personality development components and instilling in them appropriate behavioural skills.

As stated in many types of research that to be successful in your career, it is 20% of the technical skills and 80% of one's soft skills actually contribute to progressing and expanding professionally. Centre for Skill Development hence focuses on converting a student into a professional by aiding the student with the right confidence and attitude, helping them develop professional communication skills, and working on their overall personality development through the methods of coaching, mentoring & training. For us, a "skill" is defined as the "art of application of knowledge" and hence the department focuses on developing and practicing various simulative techniques of teaching to help students learn how to practically apply these skills to real-life situations to attain both personal & professional excellence.



FUNCTIONS OF CAREER AND SKILL DEVELOPMENT

Centre for Skill Development has 3 major functions on which we synergistically work upon, aligning our vision with the institution's vision.



STANDARDISED
MARKET
INTERACTIONS



NON-CONFORMING
BUSINESS INTERACTIONS

Benefits of the programme:

Everyone learns in different styles/ways and at different ways.

WORKSHOPS

- Extension Learning Workshops (Online & Offline)
- Continuous Feedbacks/strategies undertaken for students
- Focus on Case Studies, Role Plays & Project Handling
- Usage of Audio Visual & Simulation Technology
- Formation of Learning Clubs
- Corporate Internship/Visits
- Guest Lectures by eminent corporate professionals

SOFT SKILLS AND PERSONALITY DEVELOPMENT

Initiated Development Plan

- Effective Communication Skills
- Personality Development
 - Self Motivation
 - Attitude and Motivation
 - Self Esteem
- Emotional Intelligence
- Career Guidance
- Mechanics of Public Speaking
 - Goal Management
 - Self Confidence

Competency Development Plan

- Good Writing
- Working in teams
- Networking & Influencing Skills
- Time Management
- Leadership Skills
- Managerial Skills
- Presentation Skills
- Corporate Communication
 - Business Writing
- Interview Interview Skills

1.

Personality Development & Corporate Communication (PDCC)

It is a credit based certification course given by the Asian Education Group to each of its students which provides classroom teaching and development of soft skills and professional communication through theoretical pedagogical activities, group activities, such as role plays, public speaking techniques, team studies, group discussions, etc. are conducted in the session so as to ensure effective learning and skill development among the students.

CORE AREAS OF THE DEPARTMENT

2.

Placement Orientation Training

From the aspects of bridging a professional course to help a student make a good career choice with the best possible placements, the course for skill development includes rigorous and paid training on soft skills, communication skills & language building for the students. The training module is customised based on the training need analysis conducted in the pre-training induction stage. The module and evaluation are developed collaboratively with the Corporate Employer Cell so that the module meets the industry's needs.

3.

Crafting Personality Program (CPP)

Crafting Personality Program is a niche and unique program developed by the Asian Education Group which runs on the rationale of "Personalised Development". It is one of a kind monitoring program that in a very structured format studies a student (starting to work under a faculty mentor) crafted to first understand the aspects of "personalising factor" through self-reflection techniques and then work on the individual strengths and weaknesses. This makes this program thoroughly unique in the approach towards every developmental stage, which is unique and entirely different from the other students.

ACADEMIC LINKAGES

Colleges & University

INTERNATIONAL
ACADEMIC
ASSOCIATES



Area of
Collaboration

Student &
Faculty exchange
programs, research
projects



COLLABORATION WITH INTERNATIONAL PHOTOGRAPHY OF HIGHER EDUCATION

Aligning with the thought process of excellence in education, Asian Business School engages its students to the international business environment and thus has the up with the renowned education institutions, the Oxford Business College, Oxford, UK. The tie up between Asian Business School & Oxford Business College aims at developing skills of students to international business & foster real world research.





OXFORD STUDY PROGRAM

The Oxford Study Program is designed to give students the opportunity to earn the Executive Diploma in International Business while residing in Oxford, England. Along with classroom study, the Program includes on-site visits to historical and cultural sites and participating in project work. Oxford Business College is an independent education and training establishment specializing in Business Management courses. Situated in the center of Oxford, close to many of the university colleges, it is in a perfect position to enjoy all the facilities the city has to offer.

HISTORY AND ACCREDITATION

The College has been established for more than 30 years now and has a reputation for excellence with academic bodies, professional institutions and industry. The College has been accredited by Edexcel to offer a Higher National Certificate / Diploma in Business Management and Higher National Diploma in Travel and Tourism Management.

Over the years, the College has also been approved to offer courses awarded by ICMA, ACCA, Edexcel and AIMA. In the 1980s, the college was successfully accredited by the British Accreditation Council (BAC).



The College was granted approved centre status by the University of Sunderland in 2000 to offer through 2003 the top-up Master of Business Administration (MBA) and the top-up BA degree in Business.

Oxford Business College is registered on the Department of Innovation, Universities and Skills (DIUS) as an educational provider and a listed body. The college has also been granted European recognition



by the UK Border Agency allowing them to recruit international students in return for compliance with the duties of a border holder.

The college got consistent recognition among the top 50 in the 'Whatson Award' in the 'Best Independent Higher Education Provider' category in 2008, 2009, 2010 and 2011 and won the award in 2000 and 2001.



ACADEMIC STRENGTH

Not only do the tutors have outstanding academic qualifications, but they also have extensive experience in senior management positions. In addition, the tutors have many years of teaching experience at both undergraduate and post-graduate level.

The tutors are all approved by the educational partners as well as by Oxford Business College. The small class sizes and personalised teaching methods all ensure that it is the College's outstanding power (also a qualification) is.

LOCATION

Oxford Business College is located on George Street. George Street is a street in central Oxford, England. It is a shopping street running east-west. At the northern end, it meets Cornmarket Street to the north, Broad Street to the east and Magdalen Street to the north. The New Theatre Oxford (formerly known as the Apollo Theatre) Oxford's main commercial theatre, is in the street, while the Barton Taylor theatre is in Abingdon Street, which runs off the north side of George Street. At number 45 on the north side there is the Oxford Tube Station. The Oxford Tube Station is off the north of George Street at the western end. Companies such as the Oxford Bus Company operate services from here. It has many bus lines passing through the Oxford Tube.

TEXT OVER (A.K.)

Oxford - The City of Learning, is famous in the world for its architecture and education. For over 800 years, it has been a focus for royalty and scholars, and since the 18th century an established town. Nowadays, the city is a bustling cosmopolitan town also to a growing hi-tech community. Many businesses are located in and around the town, whether on one of the Oxford's and business parks or within one of a number of residential areas.



EXECUTIVE DIPLOMA IN INTERNATIONAL BUSINESS

Globalization has become an integral part of every business, no matter which sector it belongs to. International norms and cultural trends have made their way into our financial markets, marketing strategies, and organizational setups. Management graduates of today are thus expected to equip themselves with the skills of the global market that they will be ready to transform into. They should have the knowledge and know-how of not only the domestic market and industries but also the international markets, cross-cultural organizations, and their functioning.

Asian Business School along with the First Graduate Diploma in Management, also offers its students an additional Executive Diploma in International Business which is conferred by the Oxford Business College, Oxford, UK. The diploma provides an insight into aspects such as International Business & Finance and International Marketing. Finance, the first phase is critical and important role in the development of an international outlook among the students.

For the first part of the Diploma completion, the students are sent on a study trip to Oxford, UK and are required to carry out a research project that is an international study aimed at studying critical components of business management as a comparative analysis between the two regions.

The Executive Diploma in International Business provides students with the international exposure required for every management graduate to understand, adapt and work with the programme intricacies of international business dynamics and trends.



ONE WEEK
RESIDENTIAL
LEARNING TRIP TO
OXFORD (U.K.)



**Executive Diploma in
International Business
While Residing in
Oxford**

*"The entire structure
in Oxford can be changed
if desired necessary"*

ITINERARY

Day 1

Departure from New Delhi Airport to Heathrow
Airport, London. Transfer to Oxford.

Day 2

Market research survey for comparative analysis
of Indian and UK consumer behaviour and
preferences.

Day 3

Lectures by eminent Professors of Oxford
Business College & its Project presentations by
MBA students at Oxford business college.

Day 4

Visit to places of cultural heritage and
Educational institutions in Oxford City.

Day 5

Night viewing at gardens.

Day 6

Learning Outcome Evaluation and Departure
from Heathrow Airport, London.

Day 7

Arrival at New Delhi Airport.





TRIP DETAILS

Included:

10th-12th term travel, air travel, in-city travel, accommodations and meals.

Excluded:

Any expenses of personal nature, meals other than those provided by the college.

Sight-seeing:

Oxford is famous for Museums and Galleries, Academic Halls, Oxford's oldest museum, Pitt Rivers Museum, Museum of Natural History, some of the remains of the Oxford Castle, Oxford University Press, The Bodleian Library, The Radcliffe Camera (one of several institutions named after John Radcliffe), The Sheldonian Theatre.

The trip also includes travel to London. The famous destinations in London include Tower Bridge, Buckingham Palace, Big Ben, London Eye, the British Museum, the National Gallery, the Royal Parks of Hyde Park, Kensington Gardens, Regent's Park, London Zoo, Madame Tussauds Wax Museum among others.

Oxford Studies School (OSS) hosts an annual educational tour to Oxford University College (OS) College Ltd, for the students at the end of the last semester of their study program, depending upon the dates of visit provided by OSS Ltd. This tour visit is complimentary for the students to expose them to the international business environment that has no monetary value to students for any class. Though OSS conducts support for students during the entire process of visa approval and travel, but does not hold the guarantee of visa approval from competent visa authorities, as it is at the sole discretion of the office of immigration to decide on visa approval of all the students on individual basis. As a term visa for trip and once the visa and means of transportation to first class are given chance within next immediate trip is available to OS, will be given to students, but the visa fee will be paid by each student themselves. The chance of travelling to Oxford will stand cancelled, if the student is not able to furnish proper valid passport and relevant documents for visa process, within the deadline of submission given by the institution to the very first out of the trip and their back.







BEYOND ACADEMICS





CLUBS AT ABS



Physical activities are a common form of recreation and a source of well-being and it works as a key for improving physical fitness as well as mental health. Physical activities may include recreational and noncompetitive sports or outdoor activities, fitness training and recreational games incorporating muscle building. On the same lines, the sports club "Athleema" organizes various sports events for taking full advantage of the unique role of sports and physical activity in contributing to a wide array of policy and community aspirations.

THE SPORTS CLUB ATHLEEMA

- To build-up competitive spirit among the students, Asian Business School facilitates a healthy environment via its Sports Club, Athleema. The objective of the club is to build self-confidence in students, development planning, focus



concentration, goal setting, help them manage stress and the developing the art of imagery and visualisation. It imparts the real learning to the students of how to manage any event and how to contribute with talent and tackle challenges. Further, such activities provide them a chance not only to display their talent but also to influence personal characteristics such as self-esteem and sportsmanship. Such activities not only provide students break from study but also provide them virtual opportunities, best to foster self-esteem and help them learning real world skills like teamwork, goal setting, time management, problem solving, analytical thinking, leadership and public speaking.

Athletics club organizes a host of events related to sports on a regular basis which includes in-house activities like chess, carrom, table tennis, badminton as well as other outdoor activities like basketball, volleyball, badminton, football. The club further conducts annual sports festival to boost the overall development of students along with education. Every season of Athletics is graced by well-known dignitaries and sport celebrities. It's an event filled with the vibrancy, cultural richness and experience of the young participants of colleges and universities spread over North India who wish to showcase their talent in the respective sports categories.

CULTURAL CLUB UTSAV

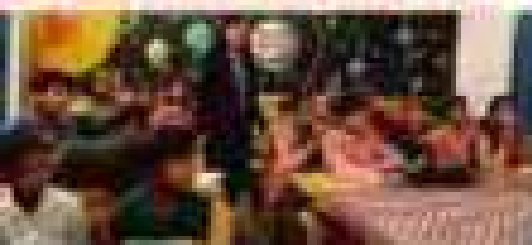
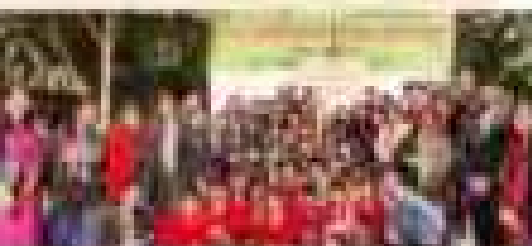


Culture is a way of life and expression of our ethos and core values. Cultural Club, thus, an extension of extra and co-curricular activities provides a platform for the students to showcase their talent and for staging various social and cultural events which will imbibe soft skills such as organizing, interpersonal skills like team building, collaboration and problem solving, confidence building and experiential learning among students which shall help them for their interviews. Under the Utstav Club we organize various activities like Talent show, Freshers Party, Annual Festival "Utstav" that does cover dance, singing, dramatics, filmmaking and many more. This club helps in building up the overall personality of the students.

Any student who is creative and willing to learn is welcome to join and become a member of this club. The basic idea is to provide students with an opportunity to develop life skills that will enable them to flourish from their various forms of communication of ideas and sharing of views.

CSR CLUB

"We make a living
by what we get;
We make a life by
what we give."
-William Shakespeare-

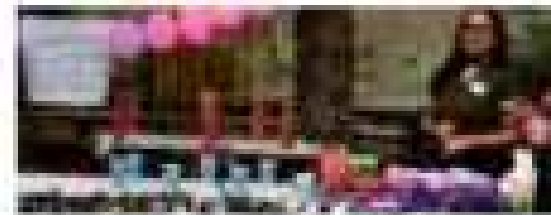


As part of Corporate Social Responsibility (CSR) initiatives of Amn Business School, CSR Club reflects the parallel extension of empathy, cooperation, unconditional support & wisdom. The Institute intends not only to excel in education delivery but also by integrating value added activities into the course curriculum. Towards our commitment to such objectives, the club undertakes various activities in the field of CSR such as volunteering in NGOs, working with the local community, organizing awareness drives and lectures for knowledge dissemination, exchange of ideas and sharing best practices related to CSR with various key stakeholders such as the companies, civil society organizations and civil society members.

The CSR club of Amn attempts to bring about significant changes in the society through this action at the grass root level with regards to different sectors including education, healthcare, and environmental care. Many lectures are the best messengers to spread the awareness of the social and global issues and their wider influence on impact on our world. CSR Club aims to develop a sense of compassion and sensitivity in students towards our fellow countrymen and contribute as responsible citizens for maintaining harmony and peace in order to encourage amicable relations among our people.

Seed the Entrepreneurial Club is committed to impart academic excellence coupled with pragmatic approach by organising number of activities that make the students understand the current day expectations of the society. Aim of the Club is to create an atmosphere that is conducive for budding wannabe entrepreneurs so that as an Indian society become more of job creators rather than job seekers. Under the club major events happen like Young Asian Entrepreneur of the Year, Small Biz, Talent Search, college competition etc.

ENTREPRENEURIAL CLUB SEED



The vision of this club is to prepare the students to become competent future managers who are able to perform to the best of their abilities in the ever-changing dynamic corporate world. The Club aims to conduct various activities for the students which will be helpful in giving the finishing touches to their overall grooming & sharpening of marketing skills. The major focus would be to equip students for the competitive times ahead.

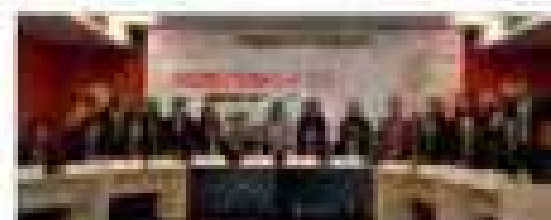
The main aim of this club is to prepare the students to be sought after marketing professionals. Through this club, we aim to hone the skills of **Team work, selflessness, communication, planning, organizing and creativity** amongst the PGCE students of the Bachel Education Group. Marketing is the most critical functions of any organization and preparing students to be able future managers requires training on multiple aspects through well designed marketing activities.

MARKETING CLUB MARK-TECHS



The Finance Club - BULLS & BEARS is a premier academic club initiated towards enhancing knowledge in the field of Finance through innovative activities. It boosts students' interest in finance and helps instill that interest through competitions, workshops, and professional opportunities. It encourages students to incorporate financial theories in their daily lives. The Club allows students to better understand the complexities of the financial sector while also providing an atmosphere in which they may contribute, participate, organize, and network with industry.

THE FINANCE CLUB BULLS & BEARS



THE HR CLUB SYNERGIZE TO-GET-HR



Human Resource Club "Synergize To-Get-HR" aims to provide a platform to students to learn basic concepts and latest trends in the field of human resources. The vision of the Club is to enable the students develop interpersonal skills needed to become successful professionals. The Club promotes active participation in various activities such as Role Play, Case Study Analysis, Management Games, Guest Lectures by professionals etc. The prime focus of Synergize To-Get-HR Club is to bring students together and make them learn the practical aspects and application of concepts in Human Resources that go beyond the class-room barriers. It also provides a platform for enhancing human resource management competencies.



IT CLUB TECHNOCRATS



Today we are living in the world of information technologies. Technocrats, IT Club endeavours to provide the students good technological skills through innovative activities and events. Technocrats is a world of fun, excitement, and learning.

The main objectives of the club are:

- To create awareness on the current trends in technology among students.
- To assist the students in the development of using the internet and related technology.
- To enhance the use of IT skills in various management fields.

Activities undertaken by the club include Blogging, Techno-Quiz, Techno Hunt, word formula war, Tech-Rats, Tech-Trendsetters, games and lot more.

Gnosis is the Greek word which stands for "wisdom". As a club we believe in making the young Athenians proficient in communication by the means of literary activities. We organize interesting activities like "I am Shakespeare", depicting the Shakespearean plays in contemporary light, "In the last years of war", "Transformational Leadership", "Debate Competitions", to name a few. Objective of the club - "Gnosis, the literary club" is to make students proficient in spoken English which will help them to communicate effectively. The activities will enhance their creativity, logical thinking and analytical skills. It will also make them confident to face the challenges in a short span of time.



Hydrofil, the Environment Club has the purpose of sensitizing the young generation towards the numerous issues related to environment. Following are their motto/objectives of the club:

- Motivate the people to keep their surroundings green and clean by undertaking plantation drives.
- promote ethos of conservation of water by optimizing the use of water.
- Sensitive everyone to minimize the use of plastic bags and save the environment.

The club through these activities also is able to encourage students to showcase their talent as well to provide them with a platform to voice their initiatives and ideas so that they are ready to face the corporate world with better confidence and optimism.

THE LITERARY CLUB GNOSIS



ENVIRONMENT CLUB PHAKHITI



ORIENTATION PROGRAM





VISIT OF HON'BLE
• SHRI PRANAV MUKHERJEE



VESET OF HON'BLE
SHRI VENKATYAH NAIDU



EVENT CALENDAR

2024-25

will
the

Orientation Program
2024-25 March

Workshop

INDUSTRY EXPERT TALK
Guest Lectures

will
the

INDUSTRY
EXPERT TALK
Guest Lectures

Specialization
Club Activities

Extra-Curricular
Club Activities

Independence Day
Celebration

will
the

INDUSTRY
EXPERT TALK
Guest Lectures

Teachers'
Party
2024

Industrial
Visit

Management
Development
Program (MDP)

will
the

INDUSTRY
EXPERT TALK
Guest Lectures

Specialization
Club Activities

Extra-Curricular
Club Activities

Corporate
Visits

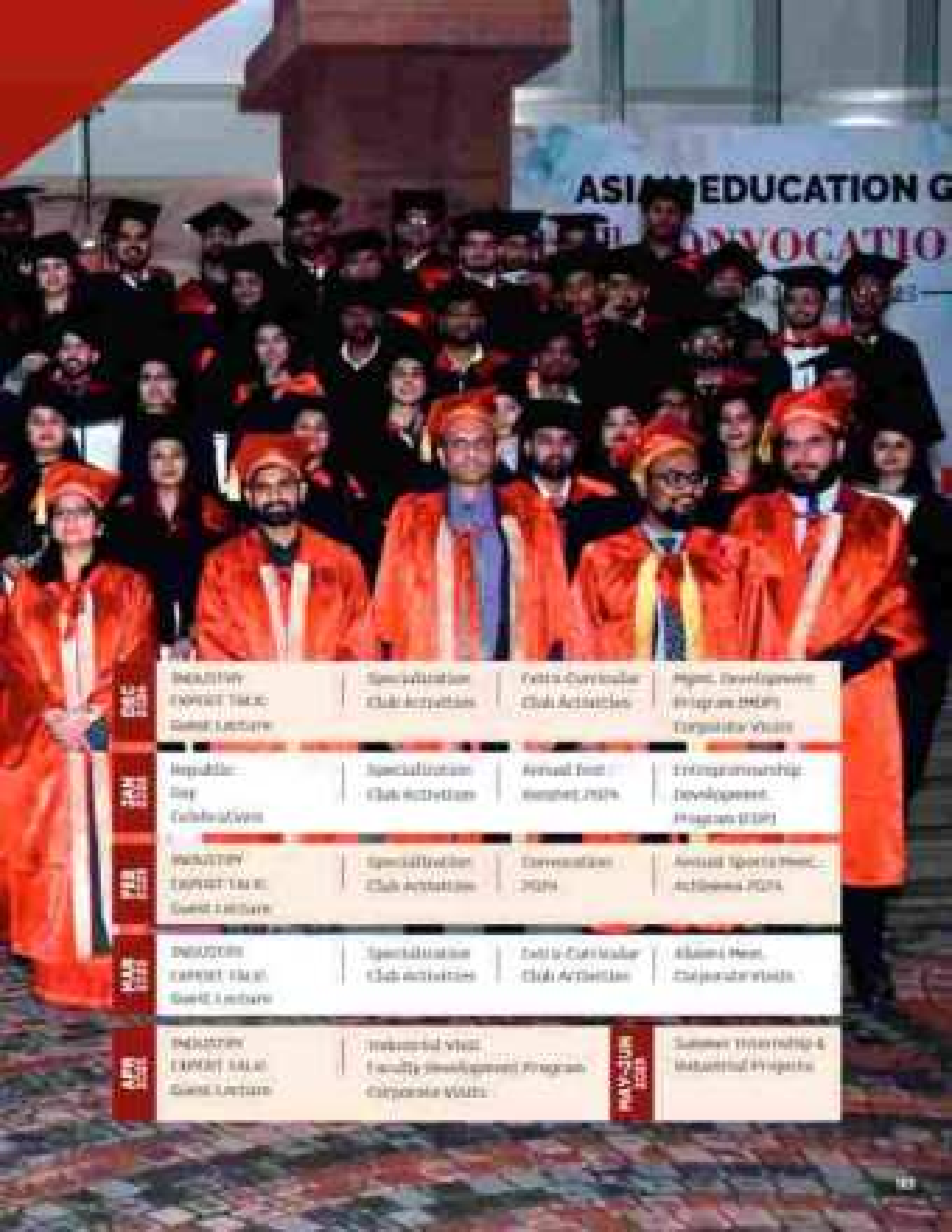
will
the

INDUSTRY
EXPERT TALK
Guest Lectures

Specialization
Club Activities

Annual
Entrepreneurship
day celebration

International
Conference
Corporate visits



ASIAN EDUCATION GROUP ANNUAL CONVOCATION

2025 2025 2025 2025 2025	INDUSTRY EXPORT TEAM Guest Lecture	Specialization Club Activities	Fellow Curriculum Club Activities	Project Development Program 2025 Corporate Value
2024 2024 2024 2024 2024	Republic Day Culture & Arts	Specialization Club Activities	Annual Fest Summer 2024	Entrepreneurship Development Program 2024
2023 2023 2023 2023 2023	INDUSTRY EXPORT TEAM Guest Lecture	Specialization Club Activities	Convention 2023	Annual Sports Meet Activities 2023
2022 2022 2022 2022 2022	INDUSTRY EXPORT TEAM Guest Lecture	Specialization Club Activities	Fellow Curriculum Club Activities	Alumni Meet Corporate Value
2021 2021 2021 2021 2021	INDUSTRY EXPORT TEAM Guest Lecture	International Visit Faculty Development Program Corporate Value	2021-2022 2022	Summer Internship & International Projects

GLOBAL EDGE AT ABS



Katherine Dunne

Postgraduate Programme Leader at
Strathclyde Management Centre



Dr. Augusto Lopez Claver

Executive Director
of the Global
Scholarship Forum



Dr. Andrew Garside

Senior Fellow (non-academic) at the Centre for
International Law and Governance at Fitchies,
the Institute School of Global Affairs, Fudan University



Dr. Arthur Lysaght

President of the
International Environment
Forum

AMU nurtures its students to become global leaders and provides an exposure of cross cultural functioning through interaction with renowned experts of varied domains from all across the world.



Prof. Vamsi Varma

President, International Association of Universities (IAU)
Executive Director, India



Prof. Kim Goo Hoon

Director, International Youth Fellowship Scheme
Korea



Prof. Maria Cristina Herrera

President, Mexican University Council - Award Winning Institution
Global Peace, Azerbaijan, Philippines, Kazakhstan



Dr. Rajen Garguader

Vice-Chairman of Spanish Federation of Universities and Associations
President, Texas Center International

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Founder & CEO
OYO Hotels

AMAN GUPTA

Co-Founder & CEO
Bolt

CHETAN BHAGAT

Businessman/Author

KARIKA TEJWANI

Founder & CEO
AT&T



BHARAT SETHI

Founder
Zomato

SAHAR DARYANI

Co-Founder & CEO
Wow! Munchies Pvt. Ltd.

**SANJAY
BHANDARI**

Founder
Wow! Munchies Pvt. Ltd.

**ANURAG ANAND
MUDGIRANATHAN**

Support Management & Marketing
Operations in India
The Food Network of India

**PRASHANT
PURI**

Co-Founder
Wow! Munchies



M. VISHWANATH NAIR

Founder
M. Nair

JYOTI DHANDAYA

Co-Founder
Supporters & Partners
Initiative, M. Nair, M. Nair
& Jyoti Dhandaya
Initiative & CEO

**MALVI POOJA
VAIDYA SHARMA**

Co-Founder & CEO
Initiative Partners, M. Nair
& Jyoti Dhandaya
Initiative & CEO

**DR. GARIMA
SAXENA**

Co-Founder
Initiative Partners

Aditya made sure that its future entrepreneurs do not suffer in account of Covid 19's pandemic, thereby organising a series of webinars that providing students with an opportunity to keep on learning by interacting with the first generation of entrepreneurs who have already proved themselves.



ASHISH VIJAYANTHI
Founder
Food Mixer



**ZANYA BROWN AND
SAKSHI BROWN**
Founders - India



SHIKHI KHANNA
Investment Advisor



RISHITA ALAMAST
Founder
The New Shop



NEELAM SINGH
Founder & CEO
The Design Company



ANANYA BILLA
Entrepreneur &
Song Writer



DR. VIVEK SINHA
Founder & CEO
Machinomics



R. GOPINATHAN
Senior Director
Tata Consultancy



SAHIL PRUTHI
Founder
The New Shop



DR. DIVYANSHU DESAI
Senior Professor
& Entrepreneur
The Institute of Health India



ANSHU GUPTA
Entrepreneur
Entrepreneur &
Investor - India



LAKSH AGARWAL
Founder
Laxmi Foundation



RAKESH VERMA
Founder & CEO
Aegis

ALUMNI SUCCESS STORIES

Alumni leading and sustaining in the best of national and international companies in the industry with their professional experience.



ALUMNI CONNECT



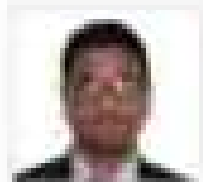
1326+
Alumnus

Global
presence

Working with prominent &
leading multi-nationals

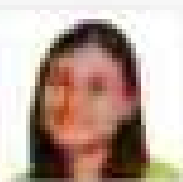


ALUMNI SUCCESS STORIES



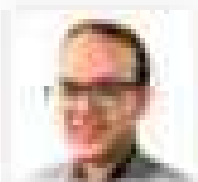
Rajesh Mittal
Country Head

Honeywell



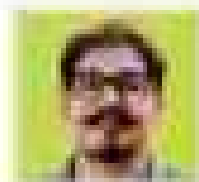
Sakshi Singh
Advisor

Adidas



Pankaj Chaudhary
Chief Sales Officer

Coca-Cola

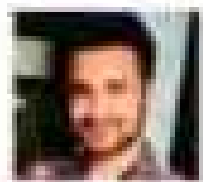


Soham Chakrabarty
Executive Lead

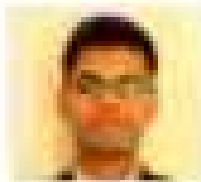


Nishuendra Sharma
Country Head

ECOA team

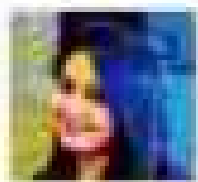


Maheshwari Shikha
Partner at one of India's leading
venture organizations



Anoop Shukla
Co-founder

Cappawire



Anandika Singh
Associate Technical Lead

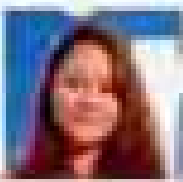


Anika Raj
Product Manager

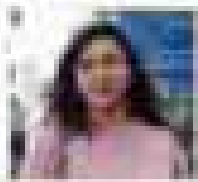


Shikha Tripathi
BlackRock

BlackRock

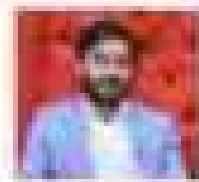


Preeti Bhasin
Salesforce

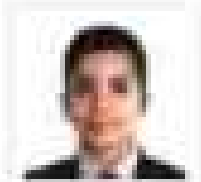


Shreya Shastri
Zomato

zomato

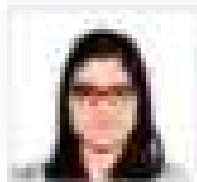


Shubhanshu P. Singh
Assistant Sales & Power



Anika Arora
Schneider Electric

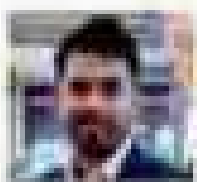




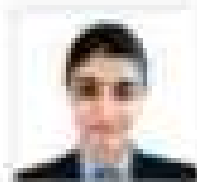
Shelly Saini
Accenture



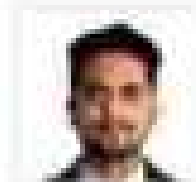
Priya Mahalingam
Amazon



Mr. Anil Shah
ETC



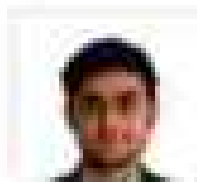
Gauri Shrivastava
Citibank



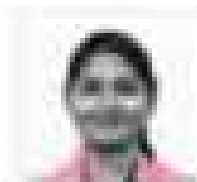
Adhish Prasad
PricewaterhouseCoopers



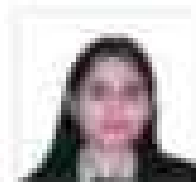
Apoorva Pandey
NetAmbit



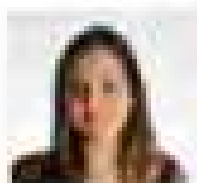
Anshant Shukla
Deloitte



Nirya Saluja
IDP Capital Ltd



Chenna Ragar
EY



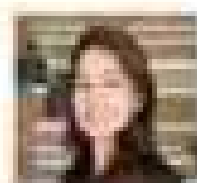
Shalika Parthasarathy
HCL Technologies



Harshita Maheshwari
JN Consulting Ltd.



Prachi Rajput
National Grid



Vidhi Chaudha
Accenture



Saurabh Choudhary
Sapient Systems



STUDENT ACCOLADES

STUDENT OF THE MONTH

OCTOBER 2023



Saranya Pandey
2023 student



Sharad Hassan Khan
2023 student

AUGUST 2023



Deepreet Kaur
2023 student

SEPTEMBER 2023



Dilshah Grewal
2023 student



Anushka Aggarwal
2023 student



Gaurav Sharma
2023 student

MAY 2023



Anshuward Singh Gupta
2023 March

APRIL 2023



Anshuward Singh Gupta
2023 March

MARCH 2023



Anshuward Singh Gupta
2023 March

FEBRUARY 2023



Anshuward Singh Gupta
2023 March

JANUARY 2023



Anshuward Singh Gupta
2023 March

DECEMBER 2022



Anshuward Singh Gupta
2023 March

HOUSING

BOY'S HOSTEL



Girl's hostel is situated at a short distance from the entrance. The infrastructure provided in the residential blocks ensures an all-round and balanced development of students' personality. We provide hygienic living conditions with modern amenities for healthcare and recreation. The hostel is equipped with uniforms and facilities. The school has internet games, internet access and recreation facilities. It is virtually a home away from home.

Students are taught to live like an extended family in perfect harmony with the others. A host of co-curricular activities are organized to give exposure to students' creative skills like debate, declamation, essay writing, quiz and public speaking, in addition to the curriculum of the school. The dining hall provides a range of cuisines to cater to students' varied tastes. A professionally managed canteen takes care of the balanced diet as we firmly believe in the principle of a healthy mind in a healthy body.

Excellent medical facilities are available round the clock in nearby. Several super-specialty hospitals of New Delhi are located at a short distance from the hostel.

There are separate wings of hostel for the boys and girls.

GIRL'S HOSTEL



ADMISSION PROCEDURE

Programme

2 Year (100%)

Equivalent to BBA Degree

Recognized

Approval

NCTE

Accreditation

NBA

Affiliation

AU

No. of seats

100

Duration

2 years

Fee Structure

(will covered

ELIG Fee)

Registration fee

₹50,000

1st installment

₹1,50,000

2nd installment

₹1,50,000

3rd installment

₹1,50,000

4th installment

₹1,50,000

The admission process is based on overall assessment of an applicant's abilities and potential for a successful management career.

ELIGIBILITY

All the eligible applicants should be graduate from a recognized university.

Candidate appearing in the final year in the eligible previous faculty faculties the period of having met the minimum eligibility criteria within 10 days from the date of publication of the result and before the start of the first semester.

APPLICATION FORM

The prospectus and application form may be obtained from the Admission Office or payment of ₹5,000/-

You can also apply online at www.aic.edu.in

DOCUMENTS REQUIRED FOR ADMISSION

1. 10th Mark sheet and certificate
2. 12th Mark sheet and certificate
3. Declaration Mark sheet and degree

4. CAT / MAT / XAT / UMAT / ATMA / UMET / XMET

5. Two copies of passport

6. Four recent, passport size photographs

The applicant is required to carry three sets of photographs of the documents duly attested by a gazetted officers along with the original documents on the date of admission.

SELECTION PROCESS

STEP 1

Score of national level entrance examination (MAT / XAT / CAT / ATMA / UMAT / UMET / XMET) score will be taken as the preliminary score of admission.

STEP 2

The applicant shortlisted on the basis of the qualifying score score will be called for the personal selection process. The date will be intimated by the date sheet of applicants.

STEP 3

Merit list will be prepared based on the score in the entrance examination (MAT, XAT, CAT, ATMA, XAT, UMAT, XMET) scores for academic performance in 10th, 12th and Under Graduate degree and the score of performance in the entrance exam for entrance.

STEP 4

The Candidates, if selected based on the merit list will be issued the selection letter. The selected candidate must pay the registration amount within the given time, failing which the offer will be considered as cancelled.

DURATION/TERM

Students have to attend full time studies during the admission term with.



Central Bank
of India



Information for the Prospective - Prospective to get admission information is directed by the website

The admission process requires a certain amount of payment to be made to the institution. The institution will accept the payment in cash or by bank transfer. The institution will accept the payment in cash or by bank transfer.

The institution will accept the payment in cash or by bank transfer. The institution will accept the payment in cash or by bank transfer.

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Route Map For ASIAN BUSINESS SCHOOL Campus, Sector-125, Noida





ASIAN BUSINESS SCHOOLS

Plot A2, Sector 125, Huda MIDC-2 (Delhi Metro, India)

Web: www.abs.edu.in | info@abs.edu.in

Fax: 011-26164701

TELE. FREE Toll 1800-1033-032

A part of Asian Education Group