



AMITY
BUSINESS SCHOOL

INDIA'S TOP-10 RANKED B.SCHOOL

As ranked by B. School survey
published in **The Times of India**,
as well as **Economic Times**,
Business Today & Education World



Times School

RANK

1. IIM – Ahmedabad
2. IIM – Calcutta
3. XLRI – Jamshedpur
4. IIM – Lucknow
5. FMS – Delhi
6. IIM – Kozikhode
7. SP Jain – Mumbai
8. IIM – Indore
9. AMITY
10. MDI – Gurgaon

THE ECONOMIC TIMES

1. IIM-B
2. IIM-A
3. SIBM
4. IIM-C
5. IMT
6. AMITY
7. IIM-L
8. XLRI

business today	
RANK	
1	IIM-A
2	IIM-B
3	IIM-C
4	SIBM
5	JBIMS
6	IIM-L
7	XLRI
8	ICFAI Hyderabad
9	Amity
9	LIBA-Chennai

PART OF AMITY UNIVERSITY RANKED AMONGST
THE TOP 3% UNIVERSITIES GLOBALLY BY



QS 2018 Ranking (TO BE UPDATED)



THE 2018 Ranking

OVERVIEW

Amity Business School, Noida, houses an elegant 85-acre campus to strengthen the sense of community at the School, with the belief that the daily interactions of life only increase the potential for learning. ABS provides students with a unique opportunity to experience modernity blended with tradition.

At Amity Business School (ABS), the students have a plethora of choices and range of academic and non-academic activities to choose from. There is a variety of sports facilities that are available on campus. World class facilities like an Olympic size swimming pool, a shooting range, football ground, cricket pitches, basketball courts, tennis courts and yoga are some of the many choices that the students can make. On the academic front, ABS has a vast library where students devour books on topics such as Human Resource, Marketing, Operations, Finance and Entrepreneurship of renowned international authors. The students can access some of the most sought-after journals from databases like Scopus, WoS, EBSCO, Oxford Press, Cambridge University Press, IOP,

Taylor and Francis (oldest commercial journal publisher in the world) at the click of a button sitting anywhere in a Wi-Fi enabled campus. In fact, ABS was the first in the entire country to become a complete Wi-Fi campus.

ABS has lots more to offer for the adventure-savvy. A Military Training Camp (MTC) is organized for all the students at Amity Education Valley, Manesar. The students can go for adventure sports like Paragliding, Rock climbing; Rappelling and anything that helps you push your limits, to excel. The purpose of MTC is to inculcate an essence of camaraderie and brotherhood among the students and to inculcate a habit of participation in group activities. With students from different states and countries, one can say that ABS campus is a combination of diverse cultures and other regional diversities. It gives an opportunity to the student to learn novelties and build the invaluable qualities of co-existence and harmony that goes beyond formal education.

ABS Accreditation, Rankings & Awards

- QAA Accredited
- WASC Accredited
- NAAC A+ Accredited
- Ranked 9th in India & 2nd in Uttar Pradesh by Education World 2022-2023
- Ranked 28th in NIRF Ranking July, 2022
- Ranked 8th by Outlook ICARE MBA Ranking 2023
- Ranked 5th position in Ranking of **Top Leading B-Schools of Super Excellence 2022** by Competition Success Review – CSR-GHRDC B-Schools Survey Nov, 2022
- **Amity Business School, Amity University Uttar Pradesh** is in top rankings by Times B-School Ranking for last eight consecutive years

Programs Offered

Amity Business School offers a wide array of programs to its students that prepare them for a flourishing career ahead, in the corporate world. Programs offered have been mentioned below:

MBA	MBA (Marketing & Sales)	MBA (Finance)	MBA (Retail Management)
MBA (Human Resource)	MBA (Entrepreneurship)	MBA (Digital Marketing)	MBA (Consultancy Management)
MBA(Technology Management)	MBA (Business Analytics)	MBA(CISM)	Doctoral Programme (Ph.D)



Programme Highlights

- Wide range of programmes, ranging from conventional to future-focused
- Career-counseling from faculty to help one choose the right career path
- Intensive Industry Interaction with corporate leaders & global management gurus
- Realization of student's entrepreneurial dreams through the award-winning Innovation Incubator that has helped launch several Start-Up companies
- Global business perspective to students through Semester Abroad Programme options
- Bridging the gap between Global Knowledge, academia and the industry through various live projects, with focus on emerging areas like AI, Business Analytics, Metaverse etc.

Pedagogy

ABS exercises a unique 4 -Tier Mentor Mentee Concept, to impart education to its students. It also happens to be a concept, introduced by any B-School in India for the first time. In this process, the, Industry mentors provide the mentees with insights essential to face corporate realities. The Alumni mentor's familiarity with the institute and their corporate experience and network makes them excellent guides to students who openly discuss their personal and professional needs. The faculty mentor guides and counsel's students on issues pertaining to academics and personal lives, keeping in mind their career aspirations.

To add to the tally, the institution has further implemented Participative Managerial Effectiveness (PME) program. Under this program, students are encouraged to take initiatives, conceive ideas, and organize various activities. This sums up the unique approach in three words - Participative Managerial Effectiveness. Lastly, ABS has put into place, Structured Techniques for Enhancing Professional and Personal Skills (STEPPS) program.

Under this program, the students are equipped with the requisite skills to work in teams, to lead, and to react in unfamiliar settings, besides learning effective communication, time management and conflict management skills. The module also imparts skills which enable an individual to know self, see oneself in relation to the organization one works for, and then in relation to larger environment and the society enabling a better understanding of the 'Bigger Picture'.

Infrastructure

Amity Business School, Noida, boasts of an enviable and sustainable academic and non-academic infrastructure that fosters the holistic development of the students. The spacious, amphitheater style & air-conditioned classrooms provide the most conducive atmosphere for dynamic and focused discussions. They have been designed to bring together analysis with action and are augmented with ICT Tools to facilitate effective lectures, presentations etc.

ABS believes that the ability to work as a team is a critical skill in the corporate workplace which Amity students learn to master in Syndicate Rooms. The Syndicate Rooms provide the perfect setting to acquire team skills through exercises like brain-storming sessions, group discussions, role-plays etc.

The state-of-the-art auditoriums and seminar halls at ABS, with a combined seating capacity of over 3,500 acts as a common ground for students, faculty and corporate personalities for regular interfaces, conferences, and other events. Lastly, ABS houses a modern Central Library with over 1.25 lakh books and over 17000 journals. The aim of the Central Library is to develop it as a unique facility for academics, researchers, faculty, staff and students at Amity University to access digital resource material as well as get books and information related to the curriculum taught in the University.

Talking about its non-academic infrastructure, sport forms one of the important aspects of a student's development. From increasing concentration levels and working as a team to inculcating a winning spirit; sports help students build a strong character and a well-rounded personality. Given is a list of Amity Business School, Noida's, list of some of its sports facilities, that's spread over an area of 15 acres.

- Olympic size swimming pool
- 20 lane shooting range
- Horse riding academy
- Tennis courts
- Basketball courts

- Badminton courts
- Squash courts
- Volleyball courts
- Cricket ground
- Football ground



Research and Innovation

At Amity Business School, research is a binding activity of the business management field along with regular teaching. As a result, the effect of its synergy gets created by the co-existence of research and education.

INNOVATION ECOSYSTEM AT ABS

The Institution's Research Policy is aligned with Research Policy of the university.

- Broad Based Goals and Graduate Attributes across programs are related for the development of research culture at the university.
- Program Learning Outcomes encourages research for students' development.

In alignment with the research policy, a Research and Development Centre/Cell is functional with the following objectives:

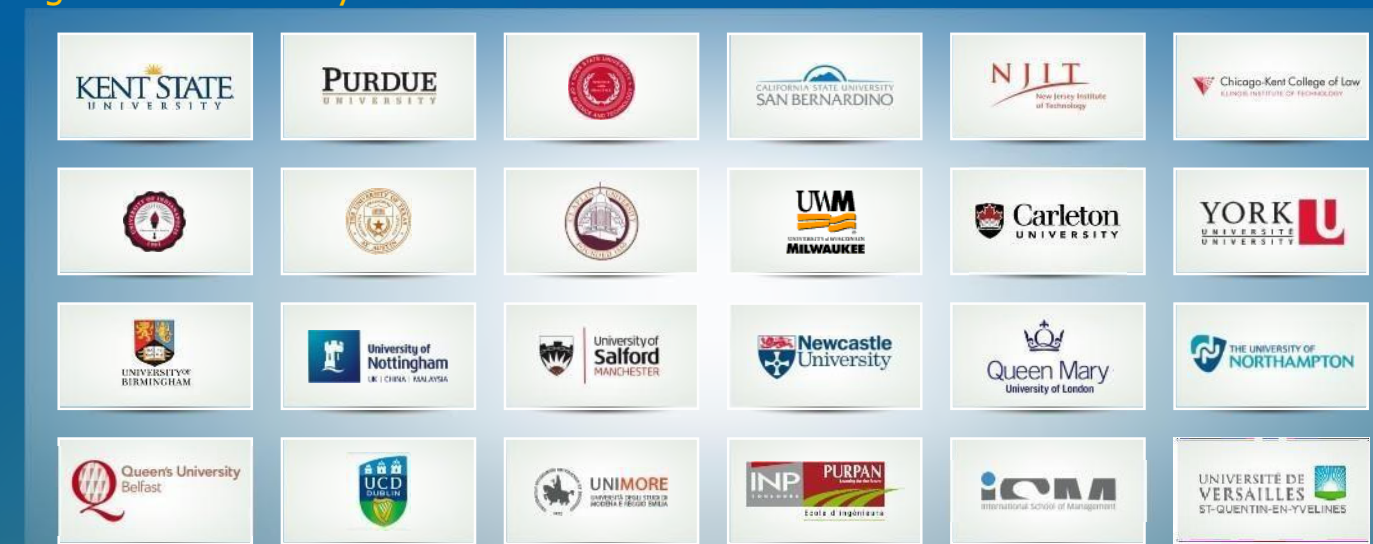
- To develop Research Aptitude of the students.
- Faculty members conduct workshops for students on 'How to Conduct Research' during Summer Internship and Dissertations across programs.
- Training sessions are conducted for students to write case studies.
- Students are encouraged to do more trainings.
- To hone the research prowess of faculty members through mutual sharing.
- Faculty Development Programs are conducted on research optimization for increasing research prowess.
- All faculties of ABS are doctorates.
- To promote and consolidate the Research done by the institution at various platforms across functional areas.
- Provide entrepreneurial orientation and facilitation.

Placements

Amity has always scaled its own success, depending on the success, of its students. The institution has always zeroed in on the keynotes of our Chancellor, Dr. Atul Chauhan, where he believes, that every student will become a success story. Least to say, Amity Business School Noida's placement programs and drives have been highly instrumental in presenting opportunities to students, to carve a niche out for themselves, in the corporate world. It has allowed them, to work with the titans of Indian industry.

Daring to go beyond the lure of the lucre, the placements see some students taking unconventional decisions to leave high paying offers to take up their dream jobs or even to dive into the unknown by accepting new profiles. Our placement drives tend to bring more than 300 prominent recruiters from the industry, to provide opportunities and industry-exposure to our students. A few of our major recruitment partners have been listed below.

Logos of University Partners



Events

Amity Business School, Noida, organizes a plethora of events throughout the year that are in sync with the vision and mission of the institution. These events include conferences, workshops, trainings, certificate courses, human value events, FDP's, MDP's, EDP's, corporate lectures, international lectures, and value addition lectures. These events tend to foster holistic growth of the students, apart from providing them a Launchpad for success, per se their formal education. A few other events organized at ABS in the recent past, apart from the ones listed below:

- **Expert Session on Gender Equality & Biasness**
- **Expert Session on Paving a better World**
- **Mulya Pravah EDP Report**
- **Mulya Pravah**
- **Refreshers Programme**
- **Webinar - Role of Emotional Intelligence in Mental Health & Well-being**
- **Webinar - Swachhta Campus initiatives & Best Practices**

AMITY EXCELLENCE AWARD

Amity Excellence award has been conferred upon many reputed organizations distinguished academicians and business leaders.

Corporate leaders play a significant role in providing a trusted forum for executives to network, exchange ideas; share lessons learned and drive the business forward in an ever-changing environment. They are important for shaping the economy, developing industries, and ensuring the necessary growth of the nation.

Research is carried out every year across industry sectors to identify successful organizations and business leaders for the conferral of "Amity Excellence Award". These awards acknowledge the achievements of the organization and individuals w.r.t leadership, enterprise, innovation, strategy, CSR and business performance in creating value for stakeholders and nation. Academicians who have made significant addition to both fundamental and business research are also considered for the Award.

- **Jubilant Pharmova Best Student for Entrepreneurial Excellence Award**
- **Jubilant Pharmova Human Resources Excellence Award**
- **Shri D. K. Jain Award for Entrepreneurial Ability**
- **The Higher Pitch Award for Marketing Excellence**
- **Reliant EDS Award for Best Marketing Student**



Alumni Talk



For an OUTSTANDING Career, be ready to STAND OUT. Do not make the mistake of being a "me too", starting with your CV to your attitude and your approach, never fall into a template, if you do you will be safe and an average performer but never an exceptional one. World is truly VUCA, more so now, what is required is out of box thinking and risk taking to make the most. ThinkBIG. Think DIFFERENT.

Mr. Sandeep Tiwari

Alumnus of 1997 Batch, Director, SST Global Services Inc, Canada

Despite a global pandemic, uncertainty, and the transition to a virtual reality, despite the shifts in your academic and personal lives, you all have made it. I truly wish you the best in your future endeavors, and remember to never accept the status quo, always ask questions, be critical in your thinking, and always bring your true authentic self to every room and conversation. Change the world, but never be changed by the world.

Mr. Deepak Garg

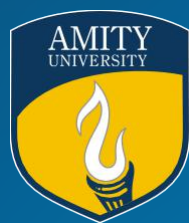
Alumnus of 1999 Batch, MD, Virsoftech Pvt. Ltd.



Believe it or not, I was actually in your shoes two decades back, or more, since I am from the Class of 2001. Even though it has been so long, I am sure nothing has changed, and students still encounter the same fears and uncertainty regarding the future. I don't have a crystal ball but I can assure you that all will be OK. At ABS, you all are in the capable hands of some truly remarkable faculty and staff. Just focus on studying hard and equipping yourself with all the skills needed to succeed in the new normal. Here's wishing you all the best for your future careers.

Mr. Uday Parmar

Alumnus of 2001 Batch, Director- Forensic & Integrity Services, EY



AMITY UNIVERSITY

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