GROWTH WITH EDUCATION

Placement Brochure
Mission Statement

"Asian Business School is committed to excellence in management education and training so that its alumni through their work, may make it a better world one day than it is today."

Asian Business School is Indebted to
Late Shri Suraj Parkash Marwah
(The Founder of Asian Education Group)
For his invaluable contribution to our mission to provide quality management education worldwide
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Welcome To Asian Business School

ISO 9001:2008 Certified Institute
Approved by AICTE
Adversity Causes Some Men To Break, Others To Break Records.

We at Asian Business School believe that education in business management is not just about management but it is also about how management can improve various other disciplines and functions of which business is comprised of. We also believe in adapting the western education model to suit the socio-economic conditions prevailing in this part of the world.

We are aware that with globalization and dismantling of rigid regulatory frameworks across the world, the 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 business education and training, the B-Schools 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 continually evolved and that managerial decisions should be based both on systematic research and the gut feeling.

We have also initiated research work with a view to expand the frontiers of knowledge in the realm of management.
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We continuously strive for excellence in education through collaborative research. Driven by the dynamics of global environment, 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 of global learning and practice out of its own diversity, complexity and philosophy. India's engagement with the world is dynamic and constantly evolving. India is changing and Asian Business School is an exciting bridge to view these changes and actively engage in bridging gaps.

The emerging global economy requires special managerial skills coupled with appropriate training and wide exposure to the state-of-the-art technical practices. The dedicated efforts of faculty members and students, ABS attempts to translate vision into action. We continuously strive for excellence in education through collaborative research in contemporary areas of relevance to education, society and international issues at large. We at ABS are happy to have active research collaborations with Oxford Business Colleges, UK and other universities abroad.

Asian 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 make them independent in decision making and create path that are good not only for them, but also are good for the society, for the nation, and for the world as whole.

The Corporate Resource Cell (CRC) has carved a niche for our students in the corporate world by aligning training needs and business opportunities, thereby enabling the integration of these 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 sure that we will grow fastest and achieve the benchmark. I welcome you to ABS to enjoy academic learning with professional development and explore strategic fit in corporate world for yourself.
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With another year of successful advancement towards the achievement of excellence in management education, Asian Business School has added accolades to its credits. Aligning with the requirements of the global market, where the right set of knowledge, skills and attitudes is the key to meet the requirements of the globalised 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.

In accordance with our belief that the personality of individuals are groomed by the environment they live in, We at Asian Business School have developed a healthy and disciplined environment that ensures quality education through a corporate driven course curriculum, and an overall transformation of an individual student to a professional through practical labs, extra-curricular activities and major competitive events. ABS has now positioned itself as a genuine sanctuary for developing managerial skills.

Through the competent Corporate Resource Cell (CRC), we expose our students to the understanding of the dynamics of professional corporate culture. Continuous up-gradation on the basis of expert talks and feedback from industry has distinguished ABS as an institution of distinctive and competitive advantages. Corporate networking and mentoring have developed our students and improve their place-ability scores by aligning their Knowledge, Skill & Attitude with the key requirements of the job market.

The international visit to Oxford provide 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, in UK, give them an edge in terms of international learning of cultural & corporate operational differences.

We extend support to the youth of the nation with a customized effort to nurture the abilities to the competence levels and build a strong skillful and talented nation to bridge the gaps of Indian and Global markets.

Dedicate Your Attention To Discipline For Value Addition In Every Aspect Of Life
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Dedicate Your Attention To Discipline For Value Addition In Every Aspect Of Life
The Changing paradigms have made mandatory for an academic institution to foster a new breed of professionals - individuals equipped with the right kind of knowledge, technical skills, ability to think out of box and innovative. The industry expectations have gone higher and only those survive and sustain who have the right attitude & skills to accept challenges and increase the performance ladder each day. Hard work is no more the key to success alone but individuals are expected to work smarter and consistent without failure.

The Corporate Resource Centre (CRC) at Asian Business School (ABS) gives utmost importance to assist its students in getting suitable placements after successful completion of their studies. CRC ensures that every student get the right skills & domain knowledge so that they are easily acceptable in the industry. The department organizes activities and workshops that enable students to be effective team leaders as well as team players. This department is operated with twin-fold focus, i.e. Augmenting internal competencies by fostering contemporary grooming of students and by enabling industry to identify and absorb intellectuals with requisite technical & Managerial skills.

The only objective of ABS has been creation of knowledge, influencing management practices and integrates globally. Every Asianiate is provided with highly professional environment of learning from very first day. The institute places special emphasis on inculcating corporate values and skills required for complex decision-making, besides developing superior expertise on functional domains and garnering business knowledge. CRC plays a very important role throughout by conducting industry expert talks, skill development workshops, industrial projects, operational workouts and trainings. The institute has also developed a pool of highly experienced and qualified industry and academic professionals who regularly guide us in improving the teaching methodology, course content development as per industry requirement to ensure updated and required academic delivery. As ABS we nurture inquisitive, enterprising and curious outlook of students. If you are looking for best business talent, ABS is one of the best choices that can meet your expectations and contribute to your human resource talent pool.

It’s my privilege to invite you to visit our campus for the Final Placements & Summer Internship for the Recruitment Session 2014.

MESSAGE FROM HOD - CORPORATE RESOURCE CELL

Ravee Sharma
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The mission of Asian Business School is to establish well researched and pragmatic business practices to enable the students to meet the challenges of a fast changing business environment in the new world economic order. Asian Business School aims at developing conceptual and practical skills to convert abilities of students into managerial competence, required in today's competitive environment. We at Asian Business School strongly believe that a blend of relevant knowledge, skill and right attitude is essential for the overall development of students which determines their growth & success in the corporate world.
VISION

“Growth With Education”

MISSION

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BOARD OF DIRECTORS

Prof. Sandeep Marwah
Founder & Managing Director - Marwah Studios Enterprise

Anil Kapoor
Cine Actor

Akshay Marwah
CEO - Marwah Studios Enterprise

Deepak Marwah
Renowned Businessman

Boney Kapoor
Film Producer

Atul Marwah
MD, MEC Art Gallery
BOARD OF ADVISORS

Dr. GVG Krishnamurthy  
Former Chief Election Commissioner of India

Lalit Bhasin  
President, Indo American Chamber of Commerce

Suman Jyoti Khaitan  
President, PHD Chamber of Commerce

Lalit Khaitan  
Chairman, Radico Khaitan Limited

Rajiv Talwar  
Executive Director, DLF Ltd.

Ajay Poddar  
Chairman, JCL International Ltd.

Sanjay Bhatia  
MD, Hindustan Tin Works Ltd.

Sunil Goel  
Managing Director, OMAXE Ltd.

Boney Kapoor  
Chairman, BSK Network & Entertainment

PK Jain  
Chairman & MD, Malt Company of India Ltd.

Ramesh Suri  
Director, Bharat Hotels Ltd.

Aziz Burney  
Advisory to HRD Ministry, Govt. of India

Ravi Vij  
MD Wig Brothers Pvt. Ltd.

Mr. Ashok Kumar Gaudiya  
Chancellor Mewar University

INTERNATIONAL ADVISORS

Prof Karl Bardosh  
Master Prof., New York University

Amitanshu Das  
Director, School of Education, University of Pennsylvania (UPENN)

Dr. Javaid Laghari  
Vice Chancellor, SZABIST, Dubai

Prof. Katherine Blaskhi  
Deakin University, Australia

Dorothy H. Jantzen  
Dean, Capilano College Canada

Dr. Padmesh Gupta  
Director, Oxford Business College, UK

Dick Dolan  
Dean, School of Business, British Columbia Institute of Technology, Canada
Asian Business School is an innovative centre of academic excellence and one of the few institutes having an AICTE approved PGDM. Our programs are purposeful and professionally oriented. The core 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 believes that education and training are vital inputs for human resource developments which in turn are essential for the economic well being and growth of the society. This Business School is 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. ABS is run by a non-profit society registered under the Societies Registration Act XXI of 1860. Asian Academy of Film & Television run by this Society is one of ten best film schools in the world for short term courses.

(The motto of Asian Business School is ‘Growth with Education’)

ABS has International tie ups with similar institutions. Northumbria University, Winchester University & Oxford Business College are some of the overseas institutions of higher education that make a difference for every Asianite.
Asian Business School is an innovative centre of academic excellence and one of the few institutes having an AICTE approved PGDM programs. Our programs are purposeful and professionally oriented.

learning, lending support to ABS in management education. ABS has strong industry - business school interface to integrate class room teaching and training and practical experience in the field to bridge the gap between theory and practice. ABS 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 solutions using analytical, problem solving and decision making skills and understanding financial and accounting aspects of the business in a logical manner.

This Business School also prepares its students to pursue opportunities for doing business without regard to the resources one controls. In other words due emphasis is laid on inculcating the spirit of entrepreneurship in its students. Personality development, physical fitness, personal grooming and training in communication skills are integral part of education and training at ABS for preparing its students to enter the business world with determination and necessary self confidence.
ACADEMIC LIFE

ABS provides opportunities for students to develop interpersonal intellectual and practical skills to inculcate unique leadership styles by providing a regular interface with faculty and practitioners. The objective of the program is to stimulate mental faculty of the student in such a way that promotes approaching each problem by viewing merits and demerits of the situation afresh. The overall focus is to empower the students with high end employability. This course has been designed for students willing to work in a learning environment leading to developing leadership skills, out of box thinking and matured decision making. In order to achieve this, ABS expects the students to be open minded, ready for learning, motivated and willing to adapt to the changing and fresh approach of the world of business.

TEACHING METHODOLOGY

- Classroom teaching by in house experienced faculty members and eminent faculties & professionals from leading institutions & industry includes lectures and PowerPoint presentations.
- Simulated situations and role-plays to give students an insight into understanding of responsibilities of various professionals involved in Management.
- Operational workouts, SSA, SPA assigned to students to see, observe and learn the practices in corporate world.
- Assignments are given to students which include exercises to enhance analytical skills, data comparison, protocol designing, organization operations process and business plan designing.
- Exercises are also in the form of MCQs (Multiple Choice Questions), surveys, Q/A (Questions & Answers), and report writing.
- Case Studies are discussed to acquaint the students with real-life situations and are asked to draw inferences and make suggestions and effective solutions.
- Workshops are conducted by management experts, special trainers and faculty for students to emphasize on problem-solving through interaction and exchange of information.
- Social projects to cultivate among the students the feeling of social responsibility.
- Presentation & seminars focusing on professional business communication, including preparation, structure, delivery and strategy making it more informative and persuasive and entertaining.
- Live Corporate Project for 2 weeks where faculty mentor and students work in unison on a given industry and take up a live project and submit a report to the company.
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ACADEMIC PROGRAM

Post Graduate Diploma in Management
2 years full time program, approved by AICTE, Govt. of India

OBJECTIVE OF PROGRAM

The objective of this program is to provide knowledge and deep insight into the dynamic discipline of business management, to enable students to analyze and apply principles and skills of Economics, Finance, Marketing and Human Resource Management to the contexts and environment of business and to equip students to design effective business strategies.

CURRICULUM & COURSE STRUCTURE

The 2 year curriculum is divided into 04 semesters, each semester of 06 months duration. This essentially includes teaching, evaluation time and 6-8 weeks of summer internship mandatory to get the diploma. The programme is well structured as it emphasizes on sound foundation of basic concepts. Basic courses are introduced in each functional area of management to help the students in developing a sound foundation. In every functional area of Management modules on IT application are offered.

In the first year, 20 compulsory courses and in the second year, 6 compulsory courses are offered. Along with it every student has to choose 12 functional elective courses, for dual specialization. Thus, a total of 38 courses are taught in PGDM programme. The elective courses are offered in the group of four courses to provide in-depth understanding of every functional and industry elective within which a student is specializing. The functional electives are from Marketing, Finance, HR and IT.

The detailed list of elective streams is provided as under. It is indicative and is subject to change if required as per the industry requirement.

After completion of year one the student is suppose to undergo Summer Internship Program (SIP) and submit a detail report of SIP/ OJT and in semester-4, students are required to submit an academic project bases on basic or empirical research. The purpose of the same is to give industry and research exposure to learn the basic applications of the management concept.

<table>
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<tr>
<th>Semester</th>
<th>No. of Courses</th>
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<tr>
<td>1</td>
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<td>27</td>
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<td>4</td>
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<td>Summer Internship</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>120</strong></td>
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<th>Semester I</th>
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<td>1.1 Fundamentals of Management</td>
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<td>1.2 Organizational Behaviour</td>
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<td>1.3 Accounting for Managers</td>
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<td>1.4 Managerial Economics</td>
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<td>1.5 Quantitative Techniques</td>
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<td>1.6 Information System for Managers</td>
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<td>1.7 Business Communication</td>
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<td>1.8 Business Environment</td>
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<td>1.9 Personality Development Program</td>
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<td>1.10 French</td>
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<td>2.3 Business Research Methods</td>
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<td>2.4 Financial Management</td>
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<td>2.5 Operation Management</td>
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<td>2.6 Project Evaluation</td>
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<td>2.7 Strategic Management</td>
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<td>2.8 E-Business</td>
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<td>2.9 Entrepreneurship</td>
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<td>2.10 Environment Management</td>
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### Semester III

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<td>3.2 Production and Operations Management</td>
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<td>3.3 International Business Environment</td>
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<tr>
<td>3.4 Elective 1</td>
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<tr>
<td>3.5 Elective 2</td>
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<tr>
<td>3.6 Elective 3</td>
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<td>3.9 Elective 6</td>
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<table>
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### Semester IV

<table>
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<tr>
<td>4.1 International Business</td>
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<tr>
<td>4.2 Business Ethics and Corporate Governance</td>
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<td>4.3 Enterprise Resource Planning</td>
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<td>4.4 Elective 7</td>
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<td>4.7 Elective 10</td>
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<td>4.10 Project</td>
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### Summer Internship

<table>
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<tbody>
<tr>
<td>2.11 Summer Internship</td>
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</table>
### Elective Courses

#### Marketing
- M 01  Service marketing
- M 02  Consumer Behavior
- M 03  Sales & Distribution Management
- M 04  International Marketing
- M 05  Advertising & Sales Promotion
- M 06  Marketing Research

#### Finance
- F 01  Financial Services
- F 02  Mergers, Acquisitions & Corporate Restructuring
- F 03  Working Capital Management
- F 04  Security Analysis & Portfolio Management
- F 05  International Financial Management
- F 06  Corporate Taxation

#### Information Technology
- IT 01  E-Commerce
- IT 02  Enterprise Resource Planning
- IT 03  Software Quality Assurance and Management
- IT 04  Advanced Decision Support System
- IT 05  Software Project Management
- IT 06  Data Warehousing

#### Human Resource Management
- HR 01  International Human Resource Management
- HR 02  Labour Laws and Wage Policy
- HR 03  Training and Development
- HR 04  Organisational Change and Development
- HR 05  Compensation Management
- HR 06  Manpower planning & Performance management
Oxford Study Program is designed to give students the opportunity to earn Executive Diploma in International Business while residing in Oxford, England. Along with classroom study, the Oxford Program includes on-site visits to historical and cultural venues and participating in project work.

Learning Modules

Semester - 1

**INTRODUCTION TO INTERNATIONAL BUSINESS**

- Introduction to International Business: Importance, nature and scope of International business, modes of entry into International Business, internationalization process and managerial implications, Theories of Protection, tariffs and trade.
- International Market Research: Meaning and Importance, Research Process, Dependant and Independent Variables, Research Report Preparation & Presentation
- Global Trading Environment: World trade in goods and services – Major trends and developments; World trade and protectionism – Tariff and non-tariff barriers.

Semester - 2

**INTERNATIONAL TRADE**

- International Financial Environment: Foreign investments-Pattern, Structure and effects, Movements in foreign exchange and interest rates and then impact on trade and investment flows.
- International Economic Institutions and Agreements: WTO, IMF, World Bank UNCTAD, GSP, GSTP and other International agreements; International commodity trading and agreements.
- Regional Economic Groupings in Practice: Regionalism vs. multilateralism, Structure and functioning of EC and NAFTA; Regional economic cooperation, Foreign exchange market- arbitrage and market hedging.
INTERNATIONAL BUSINESS ENVIRONMENT

Multinational Corporations and their involvement in International Business: Issues in foreign investments, technology transfer, pricing and regulations; International collaborative arrangements and strategic alliances.


Harmonizing accounting difference across countries; currency exchange methods for consolidating financial statements; Currency Exchange Remedies, Regional economic cooperation of India SAARC, SAFTA, BRICS, BIMSTEC.


Expatriate, National and Global Manager, Standardisation and Issues of Globalisation in International Marketing, Selection of Tools for International Market Analysis

Export Procedures and Documentations, Terms of Sale, INCOTERMS - FOB, CFR, CIF, DDU, DDP terms, Different Terms of Payments, Counter Trade and its Forms, Terms of Offer, Lines of Credit, Export Promotions: Institutional Infrastructure for Export Promotion and Initiatives taken by Govt. of India

Emerging Developments and Other Issues: Growing concern for ecology; Counter trade, IT and international business.

MARKETING SPECIALIZATION - INTERNATIONAL MARKETING

Need For International Marketing, Driving And Restraining Forces, Evolution Process, Process Of Internationalization

Identifying And Analyzing Opportunities In The International Trading Environment, Trade Barriers, And Major International Bodies: IMF, World Bank, WTO: International Marketing Implications.

Information Abundance Vs Scarcity, Information Subject Agenda, Sources Of Market Information, Formal Research, Estimation By Analogy, Study Of Patterns

Choices, Selection And Decision, Which Market To Enter, Timing, Scale And Mode Of Entry, Factors To Be Considered For Entry Strategies.

International Marketing Strategies, Distribution Strategies & Pricing Strategies.

FINANCE SPECIALIZATION - INTERNATIONAL FINANCE MANAGEMENT


Risks (Transaction, translation & economic), evaluation of exchange rate exposure for firms, hedging, risk in forward market, risk in money market. Foreign exchange futures market, foreign exchange options market, currency swaps, interest rate risk measurement, interest rate futures, and fixed rate instruments under OTC.

Theories based on market structure, theory of product cycle, Currency of invoicing, letter of credit, bill of exchange, bank transfer, funding choices, international project financing, risks of international projects, euro-credit market, euro-bonds market, equity financing (GDR/ ADR), Euro notes.

HUMAN RESOURCE SPECIALIZATION: INTERNATIONAL HUMAN RESOURCE MANAGEMENT


Compensation and Benefits, Appraising performance of subsidiary staff: Appraisal systems, acceptance & resistance, Expatriate Training, Types of Cross-Cultural Training.

Definition, Expatriate Failure, The roles of Expatriate, Women and Expatriation, Repatriation, Designing a Repatriation Program

Research Project in each semester highlighting the current issues related to International market and environment.
360 Degree Development Program

Good Academic Achievement & Employability Skills are the foundation for the successful career. The 360 degree development program of ABS ensures that a student develops best domain knowledge and workspace competencies so as to be potentially an effective performer & achiever. The employability enhancement program starts from the very first day of students joining the institute. It’s a one-to-one development process wherein each student is made to understand & realize their strengths & weaknesses. A thorough “Mirroring Exercise” is practiced with the support of faculty, industry mentors and corporate trainers so that students passionately & seriously take up the self improvement efforts and overcome their weaknesses with full sense of commitment with a high level of motivation.

Some of the salient features of program include –
- Capability Assessment of Student
- Functional Grammar & English Communication
- Interview Skills
- Group Discussions
- Qualitative Ability Sessions
- Verbal Ability Sessions
- Personal Interview Sessions with feedback & improvement tips
- Mock Tests
- Summer Internship Program, SSA & SPA
- Time, Resource & Priority Management sessions
- Distinguished Lecture Series – As Expert Talk
- Knowledge empowerment through 3C reports, CNA, CBA & short term projects
- Case Studies development & discussions sessions
- Workshops & conferences
- Industrial Visits

Faculty Mentorship Program (FMP):
Faculty mentorship program plays an important role in grooming of students. Our goal in allocating “Faculty Mentor” is to ensure an overall development of students, recognizing their potential and mentoring them at professional & personal front.

A mentor is the one who,
- Takes an interest in developing student’s career and well-being
- Has an interpersonal as well as a professional relationship with the student, understanding their individual development areas, aspirations and expectations
- Advance the student’s academic and professional goals in directions most desired by the individual
- Tailor mentoring styles and content to the individual, including adjustments due to differences in culture, ethnicity and so on.

Mentoring benefits students to support in their advancement in communication skills, personality development, build confidence, research activities, conferences, presentations, publication, pedagogical skill and grant-writing. The experiences and networks of the faculty mentor help them to accrue and improve the prospects for securing professional placement. The expert knowledge of the mentors helps in progressive development of the student, which results to lower stress and confidence building.
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EXPERTS
AT ABS

International
Guest Speakers

Ms. Olga Ford,
Foreign Commercial
Service Officer,
U. S. Embassy

Mr. Mark Runacres
Indian Advisor
Confederation of
British Industries

Mr. Awais Shekh
Renowned Lawyer,
Pakistan

Margaret Out
Corporate Trainer,
Nigeria

Mr. Surya Narayan
Panigrahi, Addl.
General Manager (HR – S & C), NTPC Ltd.

Mr. Rajeev Bhaduria,
Director Group (HR),
Jindal Steels & Power Ltd.

Mr. Rajiv K. Vij,
Managing Director,
Carzonrent (India Pvt. Ltd.)

Mr. Vimal K. Pandey,
CEO, VI-JOHN
Group of Companies

Mr. Ashu Malhotra,
President – HR, TULIP
Telecom Ltd.

Mr. Zeenat Siddiqui,
Strategy & OD -
Corporate HR,
Videocon Industries Ltd.

Mr. Satish Gehlotra,
Director, Gehlotra
Resident President of
Sethia Group, India

Ms. Rimy Oberoi,
Chief Learning Officer,
Oyster Learning

Mr. Aseem Kumar
Deputy Director
All Indian Management
Association (AIMA)

National Guest Speakers: Academic and Corporate

Mr. Satish Gehlotra,
Director, Gehlotra
Resident President of
Sethia Group, India

Ms. Rimy Oberoi,
Chief Learning Officer,
Oyster Learning

Dr. Anil Sethi,
Founder & CEO
G.K. Group of
Companies

Mr. Anil Patni
Vice President –
Corporate Affairs
AdFactor PR

Mr. Pulkit Bakshi
CEO
Fabrica India

Mr. Sunil Kumar
President
Exchange4Media
Group

Mr. M.L. Chakraborty
Executive Director
- HR
Dalmia Group

Mr. Debasish Biswas
Vice President
STAR TV

Ms. Kalpana Sinha
Sr. Consultant
National Entrepreneurship
Network (NEN)

Mr. Vishwajeet Parashar
Sr. Vice President -
Marketing Group
Bajaj Capital Ltd.

Mr. Bharat B. Agarwal
Zonal Head-Direct Sales
North & East, Godrej &
Boyce Mfg. Co. Ltd.

Dr. Aquil Busrai
CEO, Aquil Busrai
Consulting

Mr. Dr. Amita Joseph
Director
Business Community
Foundation (BCF)

Dr. Kavita Sharma -
Director
India International Centre
(IIC)

Ms. Pooja Gianchandani
Director & Head -
Skills Development
FICCI

Ms. Sarika Gulati
Associate Regional
Manager
ICICI Prudential

Mr. Vimal K. Pandey,
CEO, VI-JOHN
Group of Companies

Mr. Rajiv K. Vij,
Managing Director,
Carzonrent (India Pvt. Ltd.)

Mr. Feroz Khan,
Global Operations
Director – IS, HCL
Technologies Ltd.

Mr. Zeenat Siddiqui,
Strategy & OD -
Corporate HR,
Videocon Industries Ltd.

Mr. Zeevak Shankar,
CEO, Sparrow
Interactive 3D

Mr. Zeenat Siddiqui,
Strategy & OD -
Corporate HR,
Videocon Industries Ltd.

Mr. Satish Gehlotra,
Director, Gehlotra
Resident President of
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Mr. Mr. Zeenat Siddiqui,
Strategy & OD -
Corporate HR,
Videocon Industries Ltd.
Mr. Rajeev Bhaduria, Chairman & MD, Vioni Sherose Technologies Pvt. Ltd.
Mr. Rajnish Goenka, Chairman, Tobu Cycles Group
Mr. Satish Gehlotra, Director, Gehlotra Resident President of Sethia Group, India
Mr. Rajiv K. Vij, Managing Director, Carzonrent (India Pvt. Ltd.)
Mr. Feroz Khan, Global Operations Director – IS, HCL Technologies Ltd.
Ms. Rimy Oberoi, Chief Learning Officer, Oyster Learning
Mr. Vimal K. Pandey, CEO, VI-JOHN Group of Companies
Mr. Ashu Malhotra, President – HR, TULIP Telecom Ltd.
Mr. Amit Shankar, CEO, Sparrow Interactive 3D
Mr. Zeenat Siddiqui, Strategy & OD - Corporate HR, Videocon Industries Ltd.
Mr. Awais Shekh, Renowned Lawyer, Pakistan
Dr. Nilanjan Mukherjee, Sr. Manager – HR, Relaxo Footwear Ltd.
Dr. Anil Sethi, Founder & CEO G.K. Group of Companies
Mr. Anil Patni, Vice President – Corporate Affairs AdFactor PR
Ms. Kalpana Sinha, Sr. Consultant National Entrepreneurship Network (NEN)
Mr. Vishwajeet Parashar, Sr. Vice President - Marketing Group Bajaj Capital Ltd.
Mr. Bharat B. Agarwal, Zonal Head-Direct Sales North & East, Godrej & Boyce Mfg. Co. Ltd.
Dr. Amita Joseph, Director Business Community Foundation (BCF)
Mr. M.L. Chakraborty, Executive Director - HR Dalmia Group
Mr. Pulkit Bakshi, CEO Fabrica India
Mr. Sunil Kumar, President Exchange4Media Group
Mr. Debasish Biswas, Vice President STAR TV
Ms. Pooja Gianchandani, Director & Head - Skills Development FICCI
Ms. Sarika Gulati, Associate Regional Manager ICICI Prudential
Mr. Salil Sahu, Managing Director Home Stores India Ltd.

Dr. Aseem Kumar, Deputy Director All Indian Management Association (AIMA)
Dr. Aquil Busrai, CEO, Aquil Busrai Consulting
Mr. Kavee Kumar, Country Head Globe Capital Marketing Ltd.
Ms. Pooja Gianchandani, Director & Head - Skills Development FICCI
Dr. Kavita Sharma - Director India International Centre (IIC)
Seminars & Conferences

National Seminar on Business Strategies for Economic Evolution & Development: **SEED 2012**
Friday, 12th October 2012

**Industry Guests & Speakers at SEED 2012:**

**Chief Guest:**
Mr. Debasis Biswas, Vice President, STAR TV

**Guest of Honor:**
Mr. Mark Runacres, Indian Advisor, Confederation of British Industry

**Distinguished Guest:**
Dr. Kavita A. Sharma, Director, India International Centre (IIC)

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**INTERNATIONAL CONFERENCE ON INNOVATION, CREATIVITY & ETHICS IN CURRENT BUSINESS SCENARIO - **
**ICE 2013**
Friday, 15th March 2013

**Industry Guests & Speakers at ICE 2013:**

**Chief Guest:**
Mr. Rajeev Bahaduria, Director Group (HR), Jindal Steels & Power Ltd.

**Guest of Honor:**
Mr. Jyotirmoy Jain, Senior Adviser and Head Banking & Finance Division, ASSOCHAM

**Key Note Speaker:**
Ms. Juhee Garg, Head – Technology & Operations, Oyster Learning

**Speaker:**
Mr. Rishi Mehra, CEO – Corporate Partners

**Key Note Address:**
Ms. Abhilasha Gaur, Vice President, Algol Group of Companies
National Seminar on Integrating Development with Entrepreneurial Advancement & Leadership: IDEAL 2013
Friday, 13th September 2013

Industry Guests & Speakers at IDEAL 2013:

Chief Guest:
Dr. Aquil Busrai, CEO, Aquil Busrai Consulting

Guest of Honor:
Mr. Anil Patni, Vice President – Corporate Affairs, AdFactor PR

Speaker:
Mr. Pulkit Bakshi, CEO, Fabrica India

Distinguished Guest:
Mr. Sunil Kumar, President, Exchange4Media Group

Speaker:
Ms. Kalpana Sinha, Sr. Consultant, National Entrepreneurship Network (NEN)

National Seminar on “Digital Marketing & its Beneficial Output”
Thursday, 27th June 2013

Industry Guests & Speakers at the Seminar:

Mr. Mayank Sharma,
Head – HR, Creative Neurons Pvt Ltd.

Ms. Sakshi Mehra,
Head Trainer, Creative Neurons Pte Ltd.
Ankit Gupta,
Process Associate,
Genpact

Utsab Roy,
Jr. Associate - Busi. Deve.,
Daffodils Software Ltd.

Md. Azim Siddiqui,
Assistant Sales Manager,
Proptiger

Harshi Sethi,
Management Trainee,
ICICI Securities Ltd.

Ankit Srivastava,
Business Development Executive,
Indiabulls Securities Ltd.

Shubham Kesharwani,
Associate,
Crisil

Thakur Devi Singh,
Process Executive,
Infosys

Mukesh Kumar,
Marketing Executive,
Sudha Dairy Foods Ltd.

Dipanwita Ghosh,
Assistant Manager - HR,
HSBC Bank Ltd.

Ashutosh Singh,
Business Deve. Executive,
Business Standard Ltd.

Nikita Dwivedi,
Sr. Executive,
Steria India Ltd.

Somenath Chowdhary,
Business Deve. Manager,
Keptbug Technologies (P) Ltd.

Love Sharma,
Executive - Finance,
IBM India

Himanshu Tiwari,
Executive,
Trade India

Shikhar Singh,
Business Deve. Exec.,
Golden Wings

Nikita Singhal,
Financial Analyst,
e-Businessware Inc.

Avishek Adhikari,
Key Account Manager,
Msg Advert

Niranjan Nautani,
Management Trainee,
Jaro Education

Shivangi Mishra,
Associate – CSS,
Msl Learning Pvt. Ltd.

Payal Srivastava
Research Interviewer
Exevo

Ohney Torang,
Management Trainee,
Unikind

Kunal Dobhal,
Asst. Manager – Finance,
Latitude Infratech (P) Ltd.

Ajay Kumar,
Branch Service Partner,
Yes Bank

Ankit Gupta,
Process Associate,
Genpact

Avishek Adhikari,
Key Account Manager,
Msg Advert

Niranjan Nautani,
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Shivangi Mishra,
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Industry Speak

Dr. Aquil Busrai, CEO, Aquil Busrai Consulting
ABS is in right direction for shaping the career of the youth. Its program offerings, teaching methodology and innovative teaching approach makes it different. The management is much focused in ensuring that each student gets the best of knowledge and experience to be a better professional & a responsible citizen.

Mr. Rajeev Bahaduria, Director Group (HR), Jindal Steels & Power Ltd.
My experience at ABS was exciting. I could sense the responsibility and zeal to learn among students. The management is much focused towards offering best industry and academic exposure to their students.

Ms. Rimy Oberoi, Chief Learning Officer, Oyster Learning
I appreciate ABS for its hospitality. The visit was fruitful as I got an opportunity to interact with young talent. The students at ABS are much keen to learn and seek advises for improvement. I found that faculty members are also much focused in giving depth domain knowledge though various techniques like case study discussions, role plays and subject wise short assignments.

Mr. Feroz Khan
Global Operations Director – IS, HCL Technologies Ltd.
This was the most enthusiastic group of students that are interacted during my visit to ABS. I congratulate ABS for maintaining such a high level of motivation and encouragement to learn new technology. With the much interactive session, I can say that ABS students are intelligent, focused, thoughtful and quick learner.

Mr. Rajiv K. Vij, Managing Director, Carzonrent India Pvt. Ltd.
I am really impressed with the leadership & entrepreneurship style & sense responsibility of ABS management. The individual attention & grooming approach for each student is excellent and I feel that the faculty & industry mentorship program is a good initiative at ABS.
Industry Speak

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Student Profile

Class of 2012
Internship: Sectors

- FMCG/Consumer Goods: 50%
- Direct Sales & Marketing: 21%
- Research & Consulting: 7%
- HR: 5%
- Banking & Finance: 17%

Summer Internship Companies

- Dabur India Ltd.
- Tata Steel
- Bisleri
- Air India
- Nestle
- Indian Oil
- Godrej
- DLFA Building India
- SAIL
- Sony Music
- Matrix
- 100 Inspiring Years
- NTPC
- Bonanza
- Ipsos
- KITVA
- Quick Heal
- IIFL
- Kryte
- SMC
- Delhi Finance Corporation
- Greater Noida Industrial Development
- Coal India
- Reliance Industries Limited
- Bosch
- Earth Infrastructure
- Bajaj Capital
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- Direct Sales & Marketing: 17%
- Research & Consulting: 5%
- HR: 7%
- Banking & Finance: 21%

Summer Internship Companies:
- Delhi Finance Corporation

Educational Background:
- B.Sc.: 40%
- BA / BBA: 38%
- BJMC: 8%
- B.Tech / BCA: 12%
- B.Com: 2%

PGDM: Specialization:
- Marketing: 66%
- Finance: 20%
- HRM: 11%
- IT: 3%

Specialization:
- Marketing: 66%
- Finance: 20%
- HRM: 11%
- IT: 3%
- B.Com: 2%
ABHISHEK ROY
Graduation : 2012, B. Pharma, West Bengal University
Internship : KEPT BUG TECHNOLOGIES
Project Title : Marketing research on web solutions for kept bug technologies
Specialization : Minor - HR

ABU HAYAT BISWAS
Graduation : 2012, BBA, West Bengal University
Internship : INDIA INFOLINE LTD. (IIFL)
Project Title : Fundamental analysis in stock market
Specialization : Minor - Finance

ADVITEEYA PANDEY
Graduation : 2011, BBA, Lucknow University
Internship : SONY MUSIC
Project Title : Why Consumers Prefer VCD over DVD in UP?
Specialization : Minor - HR

AKSHAY MISHRA
Graduation : 2011, B.Com, C.S.J.M. University, Kanpur
Internship : SONY MUSIC
Project Title : Are Consumers aware of Hollywood Blockbusters & would they consume if it were in local language
Specialization : Minor - Finance

AMIT BHATTARCHARYA
Graduation : 2012, B.Sc, Sikkim Manipal University
Internship : GLOBAL EYES GPS TRACKING
Project Title : Analysing Consumer Behaviour
Specialization : Minor - IT

AMIT KUMAR SINGH
Graduation : 2011, B.Com, S.G.T.B.Khalsa
Internship : HINDALCO INDUSTRIES LTD.
Project Title : Sales & Distribution Channel of Hindalco
Specialization : Minor - Finance

*Students placed as on 31st Jan 2014*
AMIT KUMAR YADAV
Graduation : 2012, BBA, Burdwan University
Specialization: Minor - HR

ANKIT AGARWAL
Graduation : 2011, BBA, Rohilkhand University, UP
Internship : INDIA INFOLINE LTD. (IIFL)
Project Title : Fundamental analysis of equity market and understanding investors psychology
Specialization: Minor - HR

APURVA SRIVASTAVA
Graduation : 2012, B.Com, Deen Dayal Upadhyay, Gorakhpur
Internship : SONY MUSIC
Project Title : Why Consumer Prefer VCD over DVD in U.P?
Specialization: Minor - HR

ANJALI
Graduation : 2012, BBA, Hemwati Nandan Bahuguna University, Uttrakhand
Internship : RELIANCE DAIRY FOODS LTD.
Project Title : Market Analysis & Strategy Proposition
Specialization: Minor - HR

ANKIT SRIVASTAVA
Graduation : 2012, B.Com, C.S.J.M. University, Kanpur
Internship : SONY MUSIC
Project Title : Are Consumers aware of Hollywood Blockbusters & would they consume if it were in local language
Specialization: Minor - Finance

ARPIT AGARWAL
Graduation : 2012, B.Com, C.S.J.M. University, Kanpur
Internship : INSIGHT ALPHA Research & Solution Pvt. Ltd.
Project Title : A Comparative Study of the Indian Retail sector and the Indonesian retail sector
Specialization: Minor - HR

*Students placed as on 31st Jan 2014*
ASHISH SHARMA
Graduation : 2011, BBA, Jiwaji University, Gwalior
Internship : BAJAJ CAPITAL LTD.
Project Title : Online Investment in Security Market,
Client Acquisition and Activation at Advisory
Specialization : Minor - IT

ASHUTOSH SINGH
Graduation : 2010, B.Sc, VBS Purwanchal University
Internship : SMC GLOBAL SECURITIES LTD.
Project Title : Study of equity market in banking sector
Specialization : Minor - HR

ASIF EKQBAL
Graduation : 2012, BCA, West Bengal University
Internship : KEPT BUG TECHNOLOGIES
Project Title : Kept Bug Technologies
Specialization : Minor - IT

AVIJIT ROY
Graduation : 2012, BBA, Burdwan University
Internship : RELIANCE DAIRY FOODS LTD.
Project Title : Consumer Perception and Retailer
Development of Reliance Dairy Milk
Specialization : Minor - HR

AVISHEK ADHIKARY
Graduation : 2012, BBA, West Bengal University
Internship : STEEL AUTHORITY OF INDIA (SAIL)
Project Title : Devising Sales Strategy for Disposal of Crude Coal
Tar/Crude Tar Partially Distilled to Optimize Stock Levels
Specialization : Minor - HR

BIKRANT PRATAP SINGH
Graduation : 2011, BBA, Lukhnow University
Internship : GODREJ & BOYCE MFG. CO. LTD.
Project Title : Consumer Buying Behaviour of Godrej Home
Appliances
Specialization : Minor - Finance

*Students placed as on 31st Jan 2014*
BINDU SIKARWAR
Graduation : 2011, B.Sc, Jiwaji University, Gwalior
Internship : JK TYRE & INDUSTRIES LTD.
Project Title : Impact on compensation on job satisfaction
Specialization : Minor - HR

CHIRANJIV KUMAR
Graduation : 2012, B.com, West Bengal University
Internship : TATA STEEL
Project Title : Channel Development of Tata Agrico hand tools
Specialization : Minor - HR

DEEPAI ASTHANA
Graduation : 2011, B.Sc(biotech), Hemwati Nandan Bahuguna University, Uttrakhand
Internship : IT SMITH SOLUTION PVT. LTD
Project Title : Market Analysis
Specialization : Minor - Finance

DEEPSIKHA
Graduation : 2011, B.Sc. (Biotech), Hemwati Nandan Bahuguna University, Uttrakhand
Internship : IT SMITH SOLUTION PVT. LTD.
Project Title : Market analysis of IT Smith Solution Pvt. Ltd.
Specialization : Minor - Finance

HARSHIT PRAKASH
Graduation : 2011, BBA, GGSIP University, Delhi
Internship : DABUR INDIA LTD.
Project Title : Bechmarketing distribution of FMCG
Specialization : Minor - HR

HIMANSHU TIWARI
Graduation : 2012, B.Com, C.S.J.M.University, Kanpur
Internship : GETIT INFOMEDIA
Project Title : A study of online & print behaviour of SMEs in Delhi/ NCR
Specialization: Minor - HR

*Students placed as on 31st Jan 2014*
JAYATEE MUKHERJEE  
Graduation : 2012, B.Sc. (Hons Geography), Calcutta University  
Internship : CMC LTD.  
Project Title : HR policies & placement in CMC Ltd.  
Specialization : Minor - HR

KAVINDRA BHANDARI  
Graduation : 2012, B.Com, Lucknow University  
Internship : INSIGHT ALPHA  
Project Title : A Strategic Review And Evaluation of the Pharmaceutical Sector of Singapore & Indonesia  
Specialization : Minor - Finance

KRISHANU BISWAS  
Graduation : 2011, BA, EIILM  
Internship : HINDALCO INDUSTRIES LTD.  
Project Title : Sales & Distribution Channel of Hindalco  
Specialization : Minor - Finance

KULDEEP SHARMA  
Graduation : 2010, BBA, Jiwaji University, Gwalior  
Internship : SONY MUSIC  
Project Title : Dealer Satisfaction of Sony production with the consideration of customers interest toward the hollywood movies  
Specialization : Minor - HR

KUMAR MANGALAM AGARWAL  
Graduation : 2012, B.com, Lucknow University  
Internship : ENDYMION EXPORT PVT. LTD.  
Project Title : Resource Guide for Shearling  
Specialization : Minor - Finance

MOHD. ASIF QURESHI  
Graduation : 2012, BBA, B.R. Ambedkar University  
Internship : INDIA INFOLINE LTD. (IIFL)  
Project Title : Competitive Analysis of Trading  
Specialization : Minor - HR

NEEL KAMAL MAHATO  
Graduation : 2012, BBA, West Bengal University  
Internship : TATA STEEL  
Project Title : Channel Development of Tata Agrico hand tools  
Specialization : Finance

*Students placed as on 31st Jan 2014*
MOHD. ASIF QURESHI
Graduation: 2012, BBA, B.R. Ambedkar University
Internship: INDIA INFOLINE LTD. (IIFL)
Project Title: Competitive Analysis of Trading
Specialization: Minor - HR

MOHIT AGARWAL
Graduation: 2011, B.Com, Kanpur University
Internship: INDIA INFOLINE LTD. (IIFL)
Project Title: Wealth Management
Specialization: Minor - Finance

MUKESH KUMAR
Graduation: 2011, BCA, M.C.R.P. University
Internship: RELIANCE DAIRY FOODS LTD.
Project Title: Market Analysis and Strategy Proposition of Reliance Dairy Milk
Specialization: Minor - IT

MUNESH
Graduation: 2011, BBA, Jiwaji University, Gwalior
Internship: INDIA INFOLINE LTD. (IIFL)
Project Title: Different investment product of online trading in special reference to India Infoline ltd.
Specialization: Minor - IT

NAVEEN KHANCHANDANI
Graduation: 2012, BBA, Guwahati University
Internship: IDEA CELLULAR LIMITED
Project Title: Consumer perception about IDEA
Specialization: Minor - HR

NEEL KAMAL MAHATO
Graduation: 2012, BBA, West Bengal University
Internship: TATA STEEL
Project Title: Channel Development of Tata Agrico hand tools
Specialization: Minor - Finance

*Students placed as on 31st Jan 2014*
NEELAM SINGH  
Graduation: 2011, B.Com, C.S.J.M. University, Kanpur  
Internship: L & T INFOTECH  
Project Title: Marketing comparison for test & test automation services  
Specialization: Minor - HR

NIRANJAN NOTANI  
Graduation: 2012, B.Com, C.S.J.M. University, Kanpur  
Internship: BISLERI  
Project Title: Delining market share of Bisleri in noida region  
Specialization: Minor - Finance

PANKAJ TOLIA  
Graduation: 2012, BBA, H.N.B. University  
Internship: CENTURY TEXTILE & INDUSTRIES LTD.  
Project Title: Study of distribution channel of Century Pulp & Paper  
Specialization: Minor - HR

PRERAK  
Graduation: 2012, B.Sc., Singhania University  
Internship: BHARAT COKING COAL LTD.  
Project Title: Exploring of coal sale through E-Auction by profiling consumer behavior  
Specialization: Minor - Finance

RAHUL KUMAR SINGH  
Graduation: 2011, BCA, Sikkim Manipal University  
Internship: RELIANCE DAIRY FOODS LTD.  
Project Title: Potential of Reliance Dairy Products in the Market  
Specialization: Minor - HR

RAHUL KUMAR SINGH  
Graduation: 2012, B.Sc., Magadh University  
Internship: INDIA INFOLINE LTD. (IIFL)  
Project Title: Share Market In India  
Specialization: Minor - IT

*Students placed as on 31st Jan 2014*
RAHUL VERMA
Graduation: 2012, BCA, GGSIP University, Delhi
Internship: CREATIVE NEURON PVT. LTD.
Project Title: Comparative study of google+ on the social networking industry & competition with facebook
Specialization: Minor - HR

RAJAT KUMAR
Graduation: 2012, BA, HNB University
Internship: IT SMITH SOLUTION PVT. LTD.
Project Title: Market analysis of IT Smith Solution Pvt. Ltd
Specialization: Minor - Finance

RAHUL VERMA
Graduation: 2011, B.Com, U.P. University
Internship: Greater Noida Industrial Deve. Authority
Project Title: An Empirical Study of Motivational Aspect in Greater Noida Industrial Deve. Authority
Specialization: Minor - HR

RASHMI VERMA
Graduation: 2011, BA, Delhi University
Internship: VIDEOCON INDUSTRIES LTD.
Project Title: Study and optimization of recruitment process in videocon industries
Specialization: Minor - HR

ROHIT AGARWAL
Graduation: 2012, B.Com, Rajasthan University
Internship: AIR INDIA
Project Title: Study of Expenditure in Air India
Specialization: Minor - Finance

*Students placed as on 31st Jan 2014*
Marketing

RUPESH KUMAR
Graduation : 2011, BBA, C.C.S. University Meerut
Internship : USHA SHRIRAM ENTERPRISES PVT. LTD.
Project Title : Marketing strategy at USHA Pvt. Ltd for attracting CSD customers in reference to fans
Specialization : Minor - HR

S.K. FIRDOUS AHMAD
Graduation : 2012, BBA, Burdwan University
Internship : GODREJ & BOYCE MFG. CO. LTD.
Project Title : Competitive Analysis of Godrej with Samsung
Specialization : Minor - HR

SAKSHI
Graduation : 2012, BBA, C.C.S. University, Meerut
Internship : SMC GLOBAL SECURITIES LTD.
Project Title : Equity Research in FMCG Sector
Specialization : Minor - Finance

SALONI SINGH
Graduation : 2011, B.Com, Lucknow University
Internship : BOSCH LTD.
Project Title : Advertising strategy of Bosch and communication recommendations
Specialization : Minor - HR

SAMRAT ROY CHOUDHURY
Graduation : 2012, BBA, West Bengal University
Specialization : Minor - HR

SAYED SHAMIM
Graduation : 2012, BBA, Burdwan University
Internship : HDFC LIFE INSURANCE
Project Title : Recruitment of financial consultants and cost effectiveness of licensing in HDFC LIFE
Specialization : Minor - HR

*Students placed as on 31st Jan 2014*
SHAHRIAR KHAN
Graduation : 2011, BBA, Burdwan University
Internship : GODREJ & BOYCE MFG. CO. LTD.
Project Title : Study on Market Strategy of Godrej Home & Appliance Products
Specialization : Minor - HR

SHEIKH SHAKEEN AKHTER
Graduation : 2010, B.Com, C.S.J.M. University, Kanpur
Internship : SONY MUSIC
Project Title : Why Consumer prefer VCD over DVD in Uttar Pradesh
Specialization: Minor - Finance

SHEAKH WASIM
Graduation : 2012, BBA, Burdwan University
Internship : GODREJ & BOYCE MFG. CO. LTD.
Project Title : Study on Market Strategy of Godrej Home & Appliance Products
Specialization : Minor - HR

SHASHANK KUMAR SINGH
Graduation : 2012, B.Com, Lucknow University
Internship : Greater Noida Industrial Deve. Authority
Project Title : Employee Absenteeism and Case Study on Greater Noida Industrial Development Authority
Specialization : Minor - HR

SHAHRIAR KHAN
Graduation : 2011, BBA, Burdwan University
Internship : GODREJ & BOYCE MFG. CO. LTD.
Project Title : Study on Market Strategy of Godrej Home & Appliance Products
Specialization : Minor - HR

SHEIKH SHAKEEN AKHTER
Graduation : 2010, B.Com, C.S.J.M. University, Kanpur
Internship : SONY MUSIC
Project Title : Why Consumer prefer VCD over DVD in Uttar Pradesh
Specialization: Minor - Finance

SHUVENDU MONDAL
Graduation : 2012, BBA, Burdwan University
Internship : SONY MUSIC
Project Title : Why Consumer Prefer VCD over DVD in West Bengal?
Specialization : Minor - HR

SUBHANKAR GHOSH
Graduation : 2010, BBA, Burdwan University
Internship : HDFC LIFE INSURANCE
Project Title : Recruitment of financial consultants and cost effectiveness of licensing in HDFC LIFE
Specialization : Minor - HR

*Students placed as on 31st Jan 2014*
**Marketing**

**SUDIPTA SEN**
Graduation: 2012, BBA, West Bengal University
Internship: SMC GLOBAL SECURITIES LTD.
Project Title: Analysis of equity market
Specialization: Minor - HR

**VAIBHAV RAI**
Graduation: 2011, B.Com, Lucknow University
Internship: NCS COMPUTECH LTD.
Project Title: To study the sales & marketing of Quick heat antivirus
Specialization: Minor - Finance

**UTSAB ROY**
Graduation: 2011, B.Tech (Elec.), West Bengal University
Internship: THUMP INFO TECH PVT. LTD.
Project Title: Measuring ROI on various online marketing tools at Nupinch
Specialization: Minor - Finance

**SUMIT PRATAP SINGH**
Graduation: 2011, BBA, Symbiosis University
Internship: RELIANCE DAIRY FOODS LTD.
Project Title: Consumer behaviour and retailer development of Reliance Dairy Milk
Specialization: Minor - HR

**SUVAMOY NAYEK**
Graduation: 2010, B.Sc, Burdwan University
Internship: RELIANCE DAIRY FOODS LTD.
Project Title: Market Analysis & Sales Development of Reliance Dairy
Specialization: HR

**UDIT KUMAR JAIN**
Graduation: 2012, B.Com, Agra University
Internship: RELIANCE DAIRY FOODS LTD.
Project Title: Consumer perception and retailer development of Reliance Dairy Milk
Specialization: Minor - HR

**VARUN BHATIA**
Graduation: 2012, B.Com, Delhi University
Internship: THUMP INFOTECH PVT. LTD.
Project Title: Measuring ROI on various online marketing tools at Nupinch
Specialization: Minor - Finance

**VIVEK PARAMANIK**
Graduation: 2012, BBA, Burdwan University
Internship: RELIANCE DAIRY FOODS LTD.
Project Title: Potential of Reliance Dairy Products in Market
Specialization: Minor - HR

**YOGESH TEWARI**
Graduation: 2012, BBA, H.N.B. University
Internship: CENTURY TEXTILE & INDUSTRIES LTD.
Project Title: To analyse century pulp distribution pattern and their relationship with their dealer and retailer
Specialization: HR

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*Students placed as on 31st Jan 2014*
VARUN BHATIA  
Graduation : 2012, B.Com, Delhi University  
Internship : THUMP INFOTECH PVT. LTD.  
Project Title : Measuring ROI on various online marketing tools at Nupinch  
Specialization : Minor - Finance

VINAL KUMAR MISHRA  
Graduation : 2012, B.Sc., C.S.J.M. University, Kanpur  
Internship : BAJAJ CAPITAL LTD.  
Project Title : Fundamental of SIP and different mutual funds offered by BAJAJ CAPITAL  
Specialization : Minor - IT

VINAY KANT GAUTAM  
Graduation : 2011, B.Com, Meerut  
Internship : CATMOSS RETAIL(P) LTD.  
Project Title : Consumers behaviour at CATMOSS Retail  
Specialization : Minor - HR

VIVEK PARAMANIK  
Graduation : 2012, B.Com, Burdwan University  
Internship : RELIANCE DAIRY FOODS LTD.  
Project Title : Potential of Reliance Dairy Products in Market  
Specialization : Minor - HR

YOGESH TEWARI  
Graduation : 2012, BBA, H.N.B. University  
Internship : CENTURY TEXTILE & INDUSTRIES LTD.  
Project Title : To analyse century pulp distribution pattern and their relationship with their dealer and retailer  
Specialization : HR

*Students placed as on 31st Jan 2014*
Finance

***Students placed as on 31st Jan 2014***

AJAY KUMAR
Graduation : 2012, BBA, Burdwan University
Internship : INDIA INFOLINE LTD. (IIFL)
Project Title : Impact of foreign institutional investment on sharemarket
Specialization : Minor - Marketing

ANKIT GUPTA
Graduation : 2011, B.Com, B.R.Ambedkar University, Agra
Internship : BAJAJ CAPITAL LTD.
Project Title : Client acquisition activation & portfolio advisory
Specialization : Minor - Marketing

AWANTIKA TEWARI
Graduation : 2012, B.Com, C.S.J.M. University, Kanpur
Internship : INSIGHT ALPHA Research & Solution Pvt. Ltd.
Project Title : FDI in India
Specialization : Minor - HR

BIKAS KALI MITRA
Graduation : 2011, B.Com, West Bengal University
Internship : BHARAT HEAVY ELECTRICALS LTD.
Project Title : Working Capital Management of BHEL, Kolkata
Specialization : Minor - Marketing

DEEPAK ARORA
Graduation : 2012, B.Com, Delhi University
Internship : DELHI FINANCIAL CORPORATION
Project Title : Evaluation of project appraisal & credit analysis
Specialization : Minor - HR

DEEPIKA GUPTA
Graduation : 2012, B.Com, Delhi University
Internship : BAJAJ CAPITAL LTD.
Project Title : Client acquisition activation & portfolio advisory
Specialization : Minor - Marketing
DIPANKAR CHATTERJEE
Graduation : 2012, BBA, Bharat University
Internship : HDFC LIFE INSURANCE
Project Title : Recruitment of financial consultants and cost
              effectiveness of licensing in HDFC LIFE
Specialization : Minor - Marketing

HARSHI SETHI
Graduation : 2012, B.Com, C.S.J.M. University, Kanpur
Internship : BAJAJ CAPITAL LTD.
Project Title : Client acquisition activation
Specialization : Marketing

HARZIT SINGH
Graduation : 2011, B.Com, Delhi University
Internship : INDIA INFOLINE LTD. (IIFL)
Project Title : Comparative analysis of various investment options
              with company FD
Specialization : Minor - Marketing

KARAN KAPOOR
Graduation : 2009, B.Com, Guru Nanak Dev University, Punjab
Internship : INDIA INFOLINE LTD. (IIFL)
Project Title : Performance Evaluation of Mutual Fund in India
Specialization : Marketing

MOTALEB MONDAL
Graduation : 2012, BBA, West Bengal University
Internship : INDIA INFOLINE LTD. (IIFL)
Project Title : To study the awareness of online trading and
              different stock brokers among the investors
Specialization : Minor - Marketing

NAYAN MEHROTRA
Graduation : 2012, B.Com, C.S.J.M. University, Kanpur
Internship : INDIA INFOLINE LTD. (IIFL)
Project Title : Indian Derivatives market and Haggises
Specialization : Minor - Marketing

*Students placed as on 31st Jan 2014*
**Finance**

**NEHA PAUL**
Graduation: 2011, B.Com, NBU Malda University, WB
Internship: BAJAJ CAPITAL LTD.
Project Title: Client acquisition activation & portfolio advisory in Just trade, Bajaj Capital
Specialization: Minor - Marketing

**PRANJAY BHADAMURIA**
Graduation: 2012, B.Com, C.S.J.M. University, Kanpur
Internship: ENDMION EXPORT PVT. LTD.
Project Title: To identify the market opportunities for finished leather goods in Scandinavian countries.
Specialization: Minor - Marketing

**PRITENDU DEY**
Graduation: 2011, B.Com, Burdwan University
Internship: BHARAT HEAVY ELECTRICALS LTD.
Project Title: Working Capital Management and financial analysis
Specialization: Minor - Marketing

**PULKIT KISHAN GOPAL CHAUDHARY**
Graduation: 2004, B.Com, Mumbai University
Internship: HINDALCO INDUSTRIES LTD.
Project Title: Financial Anaysis (Working Capital) of Hindalco Industries Limited
Specialization: Minor - Marketing

**RAKHI AGARWAL**
Graduation: 2011, B.Com, Delhi University
Internship: BAJAJ CAPITAL LTD.
Project Title: Client acquisition activation & portfolio advisory
Specialization: Minor - Marketing

**SHEKHAR PANDEY**
Graduation: 2012, B.Com, Lucknow University
Internship: ISOLLUX CORSAN INDIA
Project Title: Engineering, Procurement and Construction Business Planning
Specialization: Minor - HR

*Students placed as on 31st Jan 2014*
SONALI BASRA
Graduation : 2011, B.Com, Lucknow University
Internship : INDIAN OIL CORPORATION LTD.
Project Title : A study on benefits provided to the employees of Indian Oil Co. Ltd.
Specialization : Minor - HR

SUMAN KARMAKAR
Graduation : 2012, B.Com, Burdwan University
Internship : INDIA INFOLINE LTD. (IIFL)
Project Title : Investment products growth in India
Specialization : Minor - Marketing

SUMIT KUMAR
Graduation : 2011, B.Com, B.R.A. Bihar University
Internship : INDIA INFOLINE LTD. (IIFL)
Specialization : Marketing

VIVEK NISHAD
Graduation : 2012, B.Com, Lucknow University
Internship : GREATER NOIDA INDUSTRIAL DEVELOPMENT AUTHORITY
Project Title : Recruitment
Specialization : Minor - Marketing

*Students placed as on 31st Jan 2014*
ANKITA SHUKLA
Graduation : 2012, BJMC, Amity University, Lucknow
Internship : SURAKSHA INFRATECH PVT. LTD.
Project Title : Human Resource Management
Specialization : Minor - Finance

ASHWANI KUMAR SINGH
Graduation : 2012, BBA, B.R. Ambedkar University
Internship : CREATIVE NEURON PVT. LTD.
Project Title : Social Media Marketing
Specialization : Minor - Marketing

GARIMA MEHRA
Graduation : 2011, B.Com, Delhi University
Internship : BAJAJ CAPITAL LTD.
Project Title : A Study of Recruitment, Manpower Planning & Selection Process
Specialization : Minor - Marketing

AHRAJIT MUKHERJEE
Graduation : 2011, B.Sc, Burdwan University
Internship : GODREJ & BOYCE MFG. CO. LTD.
Project Title : Study on Training & Development in Godrej & Boyce Mfg. Co. Ltd
Specialization : Marketing

BHUMIKA BHARDWAJ
Graduation : 2012, B.Com, IP University
Internship : INSIGHT ALPHA Research & Solution Pvt. Ltd.
Project Title : A Comparative Analysis and Study of Investment potential in ASEAN Region with focus on Indonesia and Malaysia
Specialization : Minor - Marketing

SHIVANGI MISHRA
Graduation : 2012, B.Com, C.S.J.M. University, Kanpur
Internship : RAGHUNANDAN MONEY
Project Title : Comparative Study of authorized person/sub-broker of Raghunandan Money & Other broking companies
Specialization : Finance

See also the *Students placed as on 31st Jan 2014*.
MAHIRA JAFRI
Graduation : 2011, B.Com, Lucknow University
Internship : NIMBUS SCHOOL OF TECH. & MGMT.
Project Title : Job satisfaction of employees
Specialization : Minor - Marketing

PAYAL SRIVASTAVA
Graduation : 2012, B.Com, MGKVP University
Internship : SMC GLOBAL SECURITIES LTD.
Project Title : Performance Appraisal system at SMC Global securities Ltd
Specialization : Minor - Marketing

SHIVANGI MISHRA
Graduation : 2012, B.Com, C.S.J.M. University, Kanpur
Internship : RAGHUNANDAN MONEY
Project Title : Comparative Study of authorized person/sub-broker of Raghunandan Money & Other broking companies
Specialization : Finance

NISHANT RAKHEJA
Graduation : 2010, B.Com, IGNOU
Internship : DLF LIMITED
Project Title : Analysis of Reward and Recognition policies of different organizations
Specialization : Minor - Marketing

SHASHI KANT GAUTAM
Graduation : 2010, BHMCT, Gautam Buddha Technical University, Lucknow
Internship : NTPC LTD.
Project Title : Pace Survey Report
Specialization : Minor - Marketing

SHWETA SONI
Graduation : 2012, BBA, IP University
Internship : INSIGHT ALPHA Research & Solution Pvt. Ltd.
Project Title : A study on assessment on investment prospects in Asian Region: Technology sector
Specialization : Minor - IT

*Students placed as on 31st Jan 2014
TANUSHREE GUPTA
Graduation: 2011, B.Com, NBU Malda University, WB
Internship: SMC GLOBAL SECURITIES LTD.
Project Title: A Study on employees separation process in SMC global securities
Specialization: Minor - Marketing

JAYANT JOSHI
Graduation: 2011, BCA, Jamia Hamdard University
Internship: DIALOGUE BPO
Project Title: Sumnetting & Internetworking at dialogue BPO
Specialization: Minor - Marketing

PROSENJIT MANDAL
Graduation: 2012, BCA, West Bengal University
Internship: KEPT BUG TECHNOLOGIES
Project Title: Kept Bug Technologies
Specialization: Minor - Marketing

SANDIP SAHA
Graduation: 2012, B.Tech (CS), West Bengal University
Internship: THUMP INFOTECH PVT. LTD.
Project Title: Measuring ROI on various online marketing tools at Nupinch
Specialization: Minor - Marketing

*Students placed as on 31st Jan 2014*
JAYANT JOSHI
Graduation: 2011, BCA, Jamia Hamdard University
Internship: DIALOGUE BPO
Project Title: Sumnetting & Internetworking at dialogue BPO
Specialization: Minor - Marketing

SANDIP SAHA
Graduation: 2012, B.Tech (CS), West Bengal University
Internship: THUMP INFOTECH PVT. LTD.
Project Title: Measuring ROI on various online marketing tools at Nupinch
Specialization: Minor - Marketing

PROSENJIT MANDAL
Graduation: 2012, BCA, West Bengal University
Internship: KEPT BUG TECHNOLOGIES
Project Title: Kept Bug Technologies
Specialization: Minor - Marketing

TANUSHREE GUPTA
Graduation: 2011, B.Com, NBU Malda University, WB
Internship: SMC GLOBAL SECURITIES LTD.
Project Title: A Study on employees separation process in SMC global securities
Specialization: Minor - Marketing
AAMIR KHAN
Graduation : 2013
Stream : B.Com
University : CCS University, Meerut

AASHIKA SHRIVASTAV
Graduation : 2013
Stream : BBA
University : CCS University, Meerut

ABHINAV SINGH
Graduation : 2013
Stream : B.Com
University : Mahatama Gandhi Kashi Vidyapeth University

AJAY KUMAR MAHTO
Graduation : 2013
Stream : BBM
University : Bangalore University

AJAY SINGH
Graduation : 2013
Stream : B.Sc.
University : Punjab Technical University

AJEET KUMAR
Graduation : 2013
Stream : B.Tech - CSC
University : Kalasalingam University
AKASH
Graduation : 2013
Stream : BCA
University : Guru Gobind Singh Indraprastha University, Delhi

AKASH PURI
Graduation : 2013
Stream : BCA
University : Guru Gobind Singh Indraprastha University, Delhi

AMAR NATH SWAROOP
Graduation : 2012
Stream : B.Sc (Biotech)
University : Agra University

ANANT SAINI
Graduation : 2011
Stream : BBA
University : Jamia Hamdard University

ANIRBAN NAG
Graduation : 2012
Stream : B.Pharma
University : West Bengal University of Technology

ANKIT GARG
Graduation : 2013
Stream : B.Com
University : Delhi University
ANKIT KESHRI
Graduation  : 2013
Stream      : BBA
University  : Sikkim Manipal University

ANKIT MADAN
Graduation  : 2013
Stream      : B.Com
University  : Delhi University

ANKUR CHAWLA
Graduation  : 2013
Stream      : BBA
University  : Punjab Technical University

ANKUR KUMAR
Graduation  : 2012
Stream      : B.Com
University  : Dr. Bhimrao Ambedkar University

ANOOP RATAN SHUKLA
Graduation  : 2013
Stream      : B.Com
University  : Chhatrapati Shahuji Maharaj University, Kanpur

ANUJ BAJPAI
Graduation  : 2013
Stream      : B.Com
University  : Kanpur University
ANUP SAMANTA
Graduation : 2012
Stream : B.Com
University : Delhi University

ARUPIT KUMAR GUPTA
Graduation : 2012
Stream : B.Com
University : Kanpur University

ASHISH SINGH
Graduation : 2012
Stream : B.Com
University : Chhatrapati Shahuji Maharaj University, Kanpur

AROHI SRIVASTAVA
Graduation : 2013
Stream : B.Com
University : Mahatama Gandhi Kashi Vidyapeeth University

ARUN PANDEY
Graduation : 2012
Stream : B.Com.
University : Kumaun University

AVINASH KR. SINGH
Graduation : 2012
Stream : B.Com
University : BRA Bihar University
AVINASH SHARMA  
Graduation  : 2012  
Stream  : B.Com  
University  : Ravenshaw University

AYUDH GUPTA  
Graduation  : 2013  
Stream  : Integrated L.L.B  
University  : HNB Gharwal University

BABITA AGGARWAL  
Graduation  : 2013  
Stream  : B.Com  
University  : Delhi University

BINDHYANANCHAL TIWARI  
Graduation  : 2011  
Stream  : BBA  
University  : Punjab Technical University

CHANDAN KUMAR PRAJAPATI  
Graduation  : 2013  
Stream  : B.Com  
University  : Punjab Technical University

DEEP TIWARI  
Graduation  : 2012  
Stream  : B.Com  
University  : Chhatrapati Shahuji Maharaj University, Kanpur
DEEPAK KUMAR
Graduation : 2012
Stream : BA
University : Himachal Pradesh University

FAIZULLAH KHAN
Graduation : 2012
Stream : B.Com
University : Mahatama Gandhi University

GARIMA TIWARI
Graduation : 2013
Stream : B.Com
University : Chhatrapati Shahuji Maharaj University, Kanpur

DEVENDER KUMAR VYAS
Graduation : 2012
Stream : BBA
University : GJU Hissar University

FONDY L KHARTU
Graduation : 2012
Stream : BA(Hons)
University : Manipur University

GOUTAM MISHRA
Graduation : 2013
Stream : B.Com
University : Calcutta University
HASHEER HUSAIN
Graduation : 2012
Stream : B.Com
University : MJP Rohilkhand University

HEM NISHA
Graduation : 2013
Stream : BBA
University : Punjab Technical University

HIMANSHU SHARMA
Graduation : 2010
Stream : BJMC
University : GJU Hissar University

JAPNEET KHURANA
Graduation : 2013
Stream : BBA
University : Guru Nanak Dev University

JIT BASAK
Graduation : 2012
Stream : B.Sc(IT)
University : Kurukshetra University

JYOTI BISWAS
Graduation : 2013
Stream : B.Com
University : Delhi University
K. ABINAYA
Graduation : 2013
Stream : B.Com
University : Avinashilingam University

KASTURI PAUL
Graduation : 2012
Stream : BA (Eng Hons.)
University : Burdwan University

KESHAV KRISHNA
Graduation : 2013
Stream : B.Com
University : Lalit Narayan Mithila University

KIRANMOY GUHA SARKAR
Graduation : 2013
Stream : B.Com
University : Shobhit University

KUMARI PINKI
Graduation : 2012
Stream : B.Com
University : Vinoba Bhave University

MAGANDEEP SINGH
Graduation : 2012
Stream : B.Com
University : Guru Nanak Dev University

MD. NOORUL IMAM
Graduation : 2012
Stream : B.Com
University : Calcutta University

MD. SAAD
Graduation : 2013
Stream : B.Com
University : Lucknow University

MD. SABAUDIN
Graduation : 2011
Stream : B.Tech
University : Rajiv Gandhi Proudyogiki Vishwavidyalaya

MEENAKSHI BAHANWAL
Graduation : 2013
Stream : BBA
University : CCS University Meerut
MANISH KUMAR
Graduation : 2012
Stream : B.Sc. (Biotech)
University : Agra University

MAYANK SHARMA
Graduation : 2012
Stream : B.Com
University : Maharaja Ganga Singh University

MD. NOORUL IMAM
Graduation : 2012
Stream : B.Com
University : Calcutta University

MD. SAAD
Graduation : 2013
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University : Lucknow University

MD. SABAUDIN
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University : Rajiv Gandhi Proudyogiki Vishwavidyalaya

MEENAKSHI BAHANWAL
Graduation : 2013
Stream : BBA
University : CCS University Meerut
MOHD. AMMAR ZAEEM  
Graduation : 2013  
Stream : B.Com  
University : Lucknow University

MOHIT AGGARWAL  
Graduation : 2012  
Stream : BBA  
University : Lucknow University

MOHIT DIXIT  
Graduation : 2013  
Stream : BBA  
University : CCS University Meerut

MUKUL GUPTA  
Graduation : 2012  
Stream : BBA  
University : GJU Hissar University

NIDHI SINGH  
Graduation : 2013  
Stream : BBA  
University : CCS University, Meerut

NILADRI BAGCHI  
Graduation : 2013  
Stream : B.Com  
University : University of North Bengal
NISHANT GOYAL
Graduation : 2013
Stream : BBA
University : Kurukshetra University

NITIN SINGH
Graduation : 2013
Stream : BBA
University : Chhatrapati Shahuji Maharaj University, Kanpur

PANKAJ KUMAR
Graduation : 2012
Stream : B.Tech
University : Annamalai University

PANKAJ YADAV
Graduation : 2012
Stream : B.Com
University : Delhi University

PARTESH PANDEY
Graduation : 2013
Stream : BBA
University : Amity University, Noida

PRABHAT RANJAN
Graduation : 2012
Stream : BE
University : Anna Malai University
PRAGATI SINGH
Graduation: 2013
Stream: B.Com
University: Sikkim Manipal University

PRATEEK NATH
Graduation: 2013
Stream: BBA
University: Agra University

PRATIMA KUMARI
Graduation: 2012
Stream: B.Com
University: Vinoba Bhave University

PRIYA TIWARI
Graduation: 2013
Stream: B.Sc.
University: Agra University

PRAKRITI SETHI
Graduation: 2013
Stream: BA(Hons)
University: Delhi University

PRIYANK GOEL
Graduation: 2013
Stream: BBA
University: CCS University, Meerut

RAHUL AWASTHI
Graduation: 2012
Stream: B.Com
University: Chhatrapati Shahuji Maharaj University, Kanpur

RAHUL KUMAR
Graduation: 2012
Stream: BBA
University: DRA University

RAHUL TIWARI
Graduation: 2010
Stream: BBA
University: Dr. R.M.L. Awadh University, Faizabad

RAHUL TRIPATHI
Graduation: 2013
Stream: B.Com
University: Mahatama Gandhi Kashi Vidyapeeth University
PRODIP KUMAR SAHA
Graduation : 2012
Stream : B.Com
University : Calcutta University

RAGHAV SINGH CHANDEL
Graduation : 2012
Stream : B.Com
University : Punjab University

RAHUL AWASTHI
Graduation : 2012
Stream : B.Com
University : Chhatrapati Shahuji Maharaj University, Kanpur

RAHUL KUMAR
Graduation : 2012
Stream : BBA
University : DRA University

RAHUL TIWARI
Graduation : 2010
Stream : BBA
University : Dr. R.M.L. Awadh University, Faizabad

RAHUL TRIPATHI
Graduation : 2013
Stream : B.Com
University : Mahatama Gandhi Kashi Vidyapeeth University
ROHIT KUMAR
Graduation: 2013
Stream: BBA
University: Kurukshetra University

SAMIMA KHATUN
Graduation: 2012
Stream: B.Com
University: Delhi University

RAIJIT RAY
Graduation: 2010
Stream: B.Com
University: Burdwan University

SAGAR CHARAYA
Graduation: 2013
Stream: B.Com
University: Rajasthan University

SAMDEEP KUMAR
Graduation: 2013
Stream: B.Com
University: Chhatrapati Shahuji Maharaj University, Kanpur
SANDEEP KUMAR PATEL
Graduation : 2012
Stream : BBA
University : Chhatrapati Shahi Maharaaj University, Kanpur

SANGHAMITRA TALUKDAR
Graduation : 2012
Stream : BCA
University : Punjab Technical University

SATISH VISHWAKARMA
Graduation : 2013
Stream : BBA
University : Burdwan University

SAURABH KHUSWAHA
Graduation : 2013
Stream : B.Com
University : Lucknow University

SHAHDAB AKHTAR
Graduation : 2012
Stream : B.Com
University : Bundelkhand University

SHAKEEL AHMED
Graduation : 2012
Stream : B.Com
University : Kashmir University

SAMIMA KHATUN
Graduation : 2012
Stream : B.Com
University : Delhi University

RAIBUL KHAN
Graduation : 2012
Stream : MA
University : Vinayaka Mission University, Tamilnadu

RANJIT RAY
Graduation : 2010
Stream : B.Com
University : Burdwan University

SANDEEP KUMAR
Graduation : 2013
Stream : B.Com
University : Chhatrapati Shahuji Maharaj University, Kanpur

SHADAB AKHTAR
Graduation : 2012
Stream : B.Com
University : Bundelkhand University

SAURABH KHUSWAHA
Graduation : 2013
Stream : B.Com
University : Lucknow University

SHAKEEL AHMED
Graduation : 2012
Stream : B.Com
University : Kashmir University
SHIBU VARGHESE
Graduation : 2013
Stream : BBA
University : Mahatama Gandhi University

SHILPI GARG
Graduation : 2012
Stream : BA
University : Jiwaji University

SHIVI TRIPATHI
Graduation : 2013
Stream : B.Tech
University : Gautam Buddha Technical University

SHUBHAM SINGH
Graduation : 2013
Stream : B.Com
University : Shobhit University

SHUBRAJIT SAHA
Graduation : 2012
Stream : BCA
University : West Bengal University of Technology

SOMEN SUBHABRATHU
Graduation : 2013
Stream : BBA
University : Ravenshaw University
SONU VERMA
Graduation : 2010
Stream : BA
University : Kurukshetra University

SUKRITI
Graduation : 2012
Stream : BA
University : Calcutta University

TANAY GUPTA
Graduation : 2012
Stream : B.Com
University : Chhatrapati Shahuji Maharaj University, Kanpur

SURBHI KHANNA
Graduation : 2013
Stream : BBA
University : Guru Nanak Dev University

SONU VERMA
Graduation : 2010
Stream : B.Com
University : Shobhit University

SHUBHAM SINGH
Graduation : 2013
Stream : B.Tech
University : Gautam Buddha Technical University

SHUBRAJIT SAHA
Graduation : 2012
Stream : BCA
University : West Bengal University of Technology

SUCHISMITA DAS
Graduation : 2013
Stream : B.Tech
University : Banasthali University

SUKRITI
Graduation : 2012
Stream : BA
University : Calcutta University

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Stream : BA
University : Calcutta University

SUKRITI
Graduation : 2012
Stream : BA
University : Calcutta University

VIJAY KUMAR VERMA
Graduation : 2012
Stream : BCA
University : Lucknow University
VIKAS KUMAR YADAV  
Graduation : 2013  
Stream : BBA  
University : Jamia Hamdard University

VIPUL GUPTA  
Graduation : 2012  
Stream : B.Com  
University : Delhi University

VIRENDER SINGH NEGI  
Graduation : 2012  
Stream : B.Com  
University : Kumaun University

VISHAL RAJ  
Graduation : 2013  
Stream : B.Com  
University : Mahatma Gandhi Kashi Vidyapeeth University

VISHNU GUPTA  
Graduation : 2013  
Stream : B.Com  
University : Rajasthan University

UMESH PUNDIR  
Graduation : 2012  
Stream : BA  
University : CCS University
TWINKLE PANDEY
Graduation : 2013
Stream : B.Sc. (Biotech)
University : Chhatrapati Shahuji Maharaj University, Kanpur

VISHVADITYA SHAH
Graduation : 2013
Stream : B.Com
University : Kumaun University

VARTIKA DUBEY
Graduation : 2013
Stream : B.Com
University : Chhatrapati Shahuji Maharaj University, Kanpur

YAWAR MUSHTAQ
Graduation : 2013
Stream : BCA
University : Karnataka University

VIKAS KUMAR YADAV
Graduation : 2013
Stream : BBA
University : Jamia Hamdard University

VIPUL GUPTA
Graduation : 2012
Stream : B.Com
University : Delhi University

VIRENDER SINGH NEGI
Graduation : 2012
Stream : B.Com
University : Kumaun University

VISHAL RAI
Graduation : 2013
Stream : B.Com
University : Mahatma Gandhi Kashi Vidyapeeth University

VISHNU GUPTA
Graduation : 2013
Stream : B.Com
University : Rajasthan University

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Graduation : 2012
Stream : BA
University : CCS University
ABS achieves new milestone in placements every year. Our students are working with leading industries and making everyone proud. Few of our regular placement & training partners are as under:

MSG ADVERT
Campus Drive 2013
ABS achieves new milestone in placements every year. Our students are working with leading industries and making everyone proud. Few of our regular placement & training partners are as follows:

- **Godrej & Boyee Mfg. Co. Ltd.**
  For Summer Internship & Final Placement

- **SMC Global Securities Ltd.**
  For Summer Internship & Final Placement

- **Indiabulls Securities Ltd.**
  For Summer Internship & Final Placement
COLLABORATION WITH INTERNATIONAL UNIVERSITIES

With the vision proving international exposure to every student, ABS has signed MOUs with several leading universities overseas. ABS believes in the power of academic networking around the globe and is in further discussion with several universities for exchange programmes and other collaborations for our students and faculty with universities of UK, USA, Germany, Australia, Singapore & Malaysia.

<table>
<thead>
<tr>
<th>College / University</th>
<th>Area of Collaboration</th>
</tr>
</thead>
<tbody>
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<td>Oxford Business College</td>
<td>Student &amp; faculty exchange program, research projects.</td>
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</table>

Oxford Business College

Student & faculty exchange program, research projects.
PLACEMENT PROCESS

Summer Placements
Duration: 21st April 2014 for 6 weeks

6th January 2014 Commencement of Pre-Placement Talk
1st February 2014 Campus Recruitment
April 2014 Students Undergo Internship for 6 weeks

Final Placements

October 2013 Commencement of Pre-Placement Talk
25th November 2013 Campus Recruitment Drives
1st February 2014 Students Are Available To Report For Work

Contact Details
Corporate Resource Cell (CRC)

Mr. Ravee Sharma
HOD – Corporate Resource Cell
Mobile: +91-0-9810055142, 9899794777
Email: ravi.sharma@abs.edu.in

Ms. Mehnaaz Khan
Assistant Manager – CRC
Mobile: +91-0-8130991445
Email: mehnaaz.khan@abs.edu.in

Ms. Vibha Kumar
Assistant Manager – CRC
Mobile: +91-0-9999600864
Email: vibha.kumar@abs.edu.in
PLACEMENT PROCESS

Summer Placements

Duration: 21 April 2014 for 6 weeks

Commencement of Pre-Placement Talk: 1 February 2014

Campus Recruitment: April 2014

Students Undergo Internship for 6 weeks

Final Placements: October 2013

Commencement of Pre-Placement Talk: 25 November 2013

Campus Recruitment Drives: 1 February 2014

Students Available To Report For Work: 1 February 2014

Contact Details

Corporate Resource Cell (CRC)

Mr. Ravee Sharma
HOD – Corporate Resource Cell
Mobile: +91-0-9810055142, 9899794777
Email: ravi.sharma@abs.edu.in

Ms. Mehnaaz Khan
Assistant Manager – CRC
Mobile: +91-0-8130991445
Email: mehnaaz.khan@abs.edu.in

Ms. Vibha Kumar
Assistant Manager – CRC
Mobile: +91-0-9999600864
Email: vibha.kumar@abs.edu.in

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

Important Information:

For Metro Commuters:
• Nearest Metro Station: Botanical Garden
• Approx. distance from Botanical Garden to ASIAN Business School Sec 125 Campus: 4.1 Kms
• Mode of transport from Botanical Garden: Auto / Rickshaw

For Bus Commuters:
• Nearest Bus stops:
  - Sector 94 (from Sarita Vihar side)
  - Sector 37 crossing / Sector 44
• Approx. distance:
  - From Sector 94 bus stop: 1.7 Kms
  - From Sector 37 crossing / Sector 44 bus stop: 4 Kms
• Mode of transport from bus stops: Auto / Rickshaw