ASIAN EDUCATION GROUP

POST GRADUATE DIPLOMA IN MANAGEMENT
2018-19

Recognized As ‘BUSINESS SCHOOL OF THE YEAR - 2017’
By Academic Insights
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.
Message From President
Message From CEO
Message From Director, AEG
Message From Director - Branding & Planning, AEG
Message From Director - Admissions & Marketing, AEG

Vision / Mission
Board of Directors
Board of Advisors

Asian Business School -
Introduction
Infrastructure
Academic Pedagogy

ASIAN BUSINESS SCHOOL
ISO 9001:2008 CERTIFIED INSTITUTE

Content

Page 04
Page 14
Page 18
Page 26
Page 40
Page 68
Page 78
Page 90

Intellectual Capital
Research & Development Cell
Corporate Resource Cell
Centre for Skill Development

Academic Linkages
Oxford Study Program
One Week Residential Learning Trip to Oxford (UK)

Beyond Academics
Clubs at ABS
Event Calendar

Alumni Speak
Housing
Admission Procedure
Route Map
MESSAGE FROM PRESIDENT SANDEEP MARWAH

We at Asian Business School believe that education in business management is not just to foresee the changing business environment, about management but it is also about making innovative plans, implementing radical management can improve various other policies as well as take and manage risk in disciplines and functions of which business is comprised. We also believe in adapting to western education model to suit the socio-economic conditions prevailing in this part of the world. 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 with globalization and management concepts, approaches and techniques have to be continually evolved and managerial decisions should be based both on systematic research and gut feeling. We are aware that with globalization and dismantling of rigid regulatory framework across the world, business environment has become very dynamic and the modern day manager must be capable of adapting to the fast changing business environment. We have also initiated research work with a view to expand the frontiers of knowledge in the realm of management. We are conscious of the fact that to be at the cutting edge of the business education and training, B-Schools have to work in partnership not only with the business-houses but also with similar institutions across the world.

Adversity Causes Some Men To Break, Others To Break Records.
MESSAGE FROM
PRESIDENT

SANDEEP MARWAH

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 to 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 framework across the world, business environment has become very dynamic and the modern day manager must be capable of adapting to the fast changing business environment.

We are conscious of the fact that to be at the cutting edge of the business education and training, 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 gut feeling.

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

Adversity Causes
Some Men To Break,
Others To Break Records.
MESSAGE FROM 
CEO
AKSHAY MARWAH

Driven by the dynamics of global environment, and other universities abroad, India is going through very challenging but interesting times socially as well as economically. Asian Business School fosters and nurtures leaders capable of making difference in the world. The world talks of sustainability, but India is creating its own new grounds for global learning. Management of corporate and other sectors inculcates human values and professional ethics and philosophy. India’s engagement with the world is dynamic and constantly evolving. Asian Business School is an exciting bridge to view these changes and actively engage in bridging the gaps.

The Corporate Resource Cell (CRC) has carved a special niche for our students in the corporate world by aligning training needs and business technical practices. With the dedicated efforts of these domains with core business concerns, faculty members and students, Asian Business School attempts to translate vision into action. We continuously strive for excellence in education through collaborative research in contemporary areas of relevance to education, society and international issues at large. We at Asian Business welcome you to ABS to enjoy academic learning with professional development and at the same time, explore strategic fit in corporate world for yourself.

We continuously strive for "Growth with Education" and surely we will grow pretty fast and achieve the lofty benchmarks. I am happy to have active research collaborations with Oxford Business College, UK, and you can explore strategic fit in corporate world for yourself.
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 for global learning and practice out of its own diversity, complexity and philosophy. India’s engagement with the world is dynamic and constantly evolving. Asian Business School is an exciting bridge to view these changes and actively engage in bridging the gaps.

The emerging global economy requires special managerial skills coupled with appropriate training and wide exposure to the state-of-the-art technical practices. With the dedicated efforts of faculty members and students, Asian Business School attempts to translate vision into action. We continuously strive for excellence in education through collaborative research in contemporary areas of relevance to education, society and international issues at large. We at Asian Business School are happy to have active research collaborations with Oxford Business College, 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 makes them independent in decision making and thus helps to create path that is good not only for them, but also for the society, nation and the world as a whole.

The Corporate 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 surely we will grow pretty fast and achieve the lofty benchmarks. I welcome you to ABS to enjoy academic learning with professional development and at the same time, explore strategic fit in corporate world for yourself.
MESSAGE FROM DIRECTOR, AEG
DR. LALITYA VIR SRIVASTAVA

Dedicate Your Attention To Discipline For Value Addition In Every Aspect Of Life

With another year of successful advancement understanding of the dynamics of professional towards the achievement of excellence in corporate culture. Continuous up-gradation on management education, Asian Business School the basis of expert talks and feedback from has added accolades to its credit. Aligning with industry has distinguished ABS as an institution the requirements of the global markets where the of distinctive and competitive advantage. The right set of knowledge, skills and attitudes is the Corporate networking and mentoring has key to meet the requirements of the globalised developed our students and helped them improve the economy and the opportunities across the globe, their placement scores by aligning their Asian Business School has nurtured its students Knowledge, Skill & Attitude with the key not only for the corporate opportunities but also requirements of the job market. Sensitized them to the important issues of global research. The International visit to Oxford Business School, UK provides students an opportunity to explore and understand the International markets through the interactive sessions during exchange programs. The research work done developed a healthy and disciplined environment by our students, on various important and current that ensures quality education through a corporate relevant issues of international business in UK driven course curriculum and an overall gives them an edge in terms of international. Transformation of an individual student to a learning of cultural & corporate operational differences. ABS has now positioned itself as a genuine sanctuary for developing managerial skills. 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 gap between Indian and Global markets. Through the competent Corporate Resource Cell (CRC), we expose our students to the exploration of an individual is groomed by the environment of (s)he lives in, we at Asian Business School have the developed a healthy and disciplined environment by our students, on various important and current that ensures quality education through a corporate relevant issues of international business in UK driven course curriculum and an overall gives them an edge in terms of international. Transformation of an individual student to a learning of cultural & corporate operational differences. ABS has now positioned itself as a genuine sanctuary for developing managerial skills. 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 gap between Indian and Global markets.
MESSAGE FROM DIRECTOR, AEG

DR. LALITYA VIR SRIVASTAVA

Dedicate Your Attention To Discipline For Value Addition In Every Aspect Of Life

With another year of successful advancement towards the achievement of excellence in management education, Asian Business School has added accolades to its credit. Aligning with the requirements of the global markets where the right set of knowledge, skills and attitudes is the key to meet the requirements of the 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 an individual is groomed by the environment (s)he lives 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 advantage. Corporate networking and mentoring has developed our students and helped them improve their place-ability scores by aligning their Knowledge, Skill & Attitude with the key requirements of the job market.

The International visit to Oxford Business School, UK provides students an opportunity to explore and understand the International markets through the interactive sessions during the exchange programs. The research work done by our students, on various important and current relevant issues of international business in UK gives 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 gap between Indian and Global markets.
MESSAGE FROM DIRECTOR – BRANDING & PLANNING, AEG
Saurabh Sharma

The best way to predict your future is to create it. Higher Education in India and globe has the field of media & entertainment, ABS has undergone a paradigm shift especially for the exclusivity in terms of media management through professional courses. Market dynamics and the AAFT providing the students with a rich blend of global economy have consistently challenged the useful media Knowledge which eventually helps statuesque of the level of education and also them enhance their career options in media industry bestowed opportunities of growth for developing as well.

The major effort for higher education is to prepare the youth of India to bridge the gaps to Strategically located in Sector 125, Noida, which avail the global opportunities. Asian Business School has aligned with the advantage of exposing our students to the cores of requirement of paradigm shift required in higher corporate norms in surroundings and environment. education and contributed to quality management Further to add glory, our Corporate Resource Cell education by strongly following its belief “Growth has developed the best of the linkages on PAN with Education” and thus has carved a niche for India basis and across the globe. The industry itself and hence is seen today as the most interface in terms of SIP, OW, ELC, SSA, SPA and upcoming Institution in India for quality industry visits helps to develop a right attitude for management education. your corporate career.

ABS provides the right blend of academic, corporate Further for preparing our students for the global opportunities, ABS focuses upon the concepts of individual into a well groomed professional. Though international business in classroom teaching and the curriculum is rigorous and is as per the industry also exposes students to the different learning norms, the pedagogy used by academic wing makes it easy for students to learn by practicing the management concepts in JAM, J2Ms, management lab sessions arranged in classrooms. The life beyond academics acknowledges the vibrant talent, creativity and individual managers hidden in their inner self. With the legacy of more than 2 decades in towards your growth and take every possible step to ensure that we are able to lay the right foundation for your future career path.
MESSAGE FROM DIRECTOR – BRANDING & PLANNING, AEG

SAURABH SHARMA

The best way to predict your future is to create it

Higher Education in India and globe has undergone a paradigm shift especially for the professional courses. Market dynamics and the global economy have consistently challenged the statuesque of the level of education and also bestowed opportunities of growth for developing countries. The major effort for higher education is to prepare the youth of India to bridge the gaps to avail the global opportunities.

Asian Business School has aligned with the requirement of paradigm shift required in higher education and contributed to quality management education by strongly following its belief “Growth with Education” and thus has carved a niche for itself and hence is seen today as the most upcoming Institution in India for quality management education.

ABS provides the right blend of academic, corporate and extracurricular activities to transform an individual into a well groomed professional. Though the curriculum is rigorous and is as per the industry norms, the pedagogy used by academic wing makes it easy for students to learn by practicing the management concepts in JAM, J2Ms, management lab sessions arranged in classrooms. The life beyond academics acknowledges the vibrant talent, creativity and individual managers hidden in their inner self. With the legacy of more than 2 decades in the field of media & entertainment, ABS has exclusivity in terms of media management through AAFT providing the students with a rich blend of useful media Knowledge which eventually helps them enhance their career options in media industry as well.

Strategically located in Sector 125, Noida, which is a corporate hub encompassing giants like HCL, Dell, Spice and many more, we at ABS have an advantage of exposing our students to the cores of corporate norms in surroundings and environment. Further to add glory, our Corporate Resource Cell has developed the best of the linkages on PAN India basis and across the globe. The industry interface in terms of SIP, OW, ELC, SSA, SPA and industry visits helps to develop a right attitude for your corporate career.

Further for preparing our students for the global opportunities, ABS focuses upon the concepts of international business in classroom teaching and also exposes students to the different learning experiences through student exchange programs and foreign study trips.

We can assure you that ABS would honestly work towards your growth and take every possible step to ensure that we are able to lay the right foundation for your future career path.
MESSAGE FROM DIRECTOR – ADMISSIONS & MARKETING, AEG
GURDEEP SINGH RAINA

Our goal is to empower you to fulfill your dreams. We at Asian Business School (ABS), extend a warm welcome to you as an aspirant of management studies. I feel proud in sharing that ABS is among the fastest growing institutions in India in the field of management studies.  The Post Graduate Diploma in Management (Full Time), offered by ABS is designed to bridge the gaps between academics and corporate practices.

The faculty members at ABS have a rich blend of academic and corporate experience and thus adding a different dimension to your life and use the teaching pedagogy which helps you visualize the management concept for management graduates. The CRC approved by All India Council for Technical Education (AICTE) and is designed to bridge the professionals for better opportunities in the corporate world.

I assure that your two years journey in ABS for a professional course in management would be successful academic life at ABS. The mentoring process adopted by the faculty members helps you introspect your strengths and weaknesses for a successful academic life at ABS.
MESSAGE FROM DIRECTOR – ADMISSIONS & MARKETING, AEG

GURDEEP SINGH RAINA

Our goal is to Empower you to fulfill your dreams

We at Asian Business School (ABS), extend a very warm welcome to you as an aspirant of management studies. I feel proud in sharing that ABS is among the fastest growing institutions in India in field of management studies. The Post Graduate Diploma in Management (Full Time), offered by ABS is approved by All India Council for Technical Education (AICTE) and is designed to bridge the gaps between academics and corporate practices.

The faculty members at ABS have a rich blend of academic and corporate experience and thus use the teaching pedagogy which helps you visualize the management concept for applications in the corporate world. The mentoring process adopted by the faculty members helps you introspect your strengths and area of interest to further improve your place-ability scores.

Corporate Resource Cell at ABS ensures the best corporate interface to expose students to the various activities of the corporate world, be it related to knowledge, skills or attitude. CRC contributions in ABS transform students to professionals for better opportunities in the corporate world.

I assure that your two years journey in ABS for a professional course in management would be adding a different dimension to your life and provide you with a distinctive edge over other management graduates.

I look forward to meet and wish you a very successful academic life at ABS.
VISION

Growth With Education

The Mission of Asian Business School is to establish well researched and pragmatic business practices. We strongly believe that a blend of relevant education and knowledge, skill, and right attitude is essential for students to meet the challenges of a fast-changing business environment in the new world of economic order. Asian Business School aims at developing conceptual and practical skills, determining managerial competence, and converting abilities into the corporate world.
MISSION

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.
BOARD OF DIRECTORS

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

Anil Kapoor
Cine Actor

Boney Kapoor
Film Producer

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.

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Deepak Marwah  
Renowned Businessman

Atul Marwah  
MD, MEC Art Gallery

Boney Kapoor  
Chairman, BSK Network & Entertainment

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

Ramesh Suri  
Director, Bharat Hotels Ltd.

Aziz Burney  
Advisor to HRD Ministry, Govt. of India

Ravi Vij  
MD Wig Brothers Pvt. Ltd.

Ashok Kumar Gadiya  
Chancellor, Mewar University

Dr. Javaid Laghari  
Vice Chancellor, SZABIST, Dubai

Prof. Katherine Blaskhi  
Deakin University, Australia

Dr. Padmesh Gupta  
Director, Oxford Business College, UK

Dr. Dick Dolan  
Dean, School of Business, British Columbia University 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 and 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 believe 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. Asian Business School was established to prepare the youth for taking advantage of the unprecedented opportunities and face the challenges posed by the economic reforms which have radically changed the complexion of business and their management across the world. ABS is run by a non-profit society registered under the Societies Registration Act XXI of 1860. It may be added that Asian Academy of Film & Television run by this Society is one of ten best film schools in the world for short term courses.
Asian Business School is an innovative centre of turn are essential for the economic well being and academic excellence and one of the few Institutes having an AICTE approved PGDM. Our programs are established to prepare the youth for taking advantage of purposeful and professionally oriented and the core the unprecedented opportunities and face the advantage of studying at ABS is to get an internationally recognized qualification, by the finest academic minds who impart holistic knowledge by deductive learning management across the world. ABS is run by a non-profit society registered under the Societies Registration in the form of internship and job placements. The support from the industry is immense.

ABS has strong industry - business school interface to integrate class room teaching and training along with practical experience in the field to bridge the gap between theory and practice. 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.

Asian 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 among its students. Personality development, physical fitness, personal grooming and training in communication skills are an integral part of education and training at ABS for preparing its students to enter the business world with determination and necessary self confidence.
INFRASUCRUCTURE

Located amidst the hub of national & international business centres

THE CAMPUS

To make the students follow the changing trends of latest technology, 24x7 internet facility is available in the campus. The lush green campus with virtuous sprawling lawns and meticulously designed institute provides a professionally motivating atmosphere for learning and sharing. The college building is spacious, well-ventilated and lighted and there are enough open spaces around the buildings.
Located amidst the hub of national & international business centres

**LECTURE HALLS**

The lecture halls are designed as auditoriums with step-up seating to facilitate discussions and are equipped with Computers & LCDs for effective learning. The air-conditioning in the classrooms creates the right atmosphere for long hours of learning. Lectures are delivered using latest & modern teaching aids.
THEATRE HALL

The academic life at ABS goes beyond the curriculum. For cultural and social functions, the theatre hall with a large capacity at the campus provides an ideal platform for students to express themselves in public for speech, theatre, plays and general entertainment. Weekly debates / quizzes / guest lectures are organized to enable them to be better managers and leaders.

KNOWLEDGE RESOURCE CENTRE

The Knowledge Resource Centre is well-stocked with Indian and International books and journals covering all areas of management, commerce etc. to meet the needs of students, faculty and research scholars from varied areas. The library is continuously augmented with the latest books and journals to help the students keep abreast of current and contemporary issues. It has over 20000 books with 6000 titles and renowned print and online (National and International Journals).

CENTRE FOR INFORMATION TECHNOLOGY (CIT)

The computer lab is connected with 2 Mbps leased line internet connection, has latest software and operating systems and other peripherals facilitates the budding managers in getting the desired technical skills. The networking facilities are both with help of LAN as well as Wi-Fi connectivity.
THEATRE HALL

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CENTRE FOR INFORMATION TECHNOLOGY (CIT)

The computer lab is connected with 2 Mbps leased line internet connection, has latest software and operating systems and other peripherals facilitates the budding managers in getting the desired technical skills. The networking facilities are both with help of LAN as well as Wi-Fi connectivity.

CAFETERIA

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

SPORTS FACILITY

The healthy body acts as a catalyst in the process of gaining knowledge. The sports facilities facilitate the students in strengthening their physical energy level as well as in fostering team spirit. The typical day in the life of an Asianites starts with yoga / light exercise or other sports activity. We believe "A healthy body is a must for a healthy mind". The indoor and outdoor facilities are available and the sports kit is readily available for the students for games like Basketball, Table Tennis, Snooker, Chess, Badminton etc.

RECREATION CENTRE

A world class amphitheatre for student activity, a student lounge with facilities for television and various indoor games.

MEDICAL FACILITY

On campus medical facility is available so as to provide immediate first aid in case of an emergency.
ABS ACADEMIC PEDAGOGY

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

**CURRICULUM**
Global and updated

**FACULTY**
Academiicians + Corporate Professionals

**INTERACTIVE LEARNING**
High level of interaction and discursive model of learning

**MAJOR GROUP PROJECTS**
Major Research oriented and Practical Group Project in all courses

**CRITICAL THINKING & SKILL PROJECTS**
Critical thinking, Team work, communication skills, personality development. Critical Thinking a mandatory skill that hones out-of-the-box thinking ability

**BENEFITS OF ABS GROUP PROJECTS**
ABS Group project in every subject imparts corporate skills that are high in demand.
The academic pedagogy model at ABS is a highly interactive model based on international standards. The students learn in a practical learning environment that gives them a real insight into the competitive corporate world. The basic characteristics of the model are:

**Benefits of ABS Group Projects**

ABS Group project in every subject imparts corporate skills that are high in demand.

**Curriculum**

Global and updated

Academicians + Corporate Professionals

**Faculty**

High level of interaction and discursive model of learning

**Interactive Learning**

Major Group Projects

Critical Thinking, Team work, communication skills, personality development. Critical Thinking a mandatory skill that hones out-of-the-box thinking ability

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

**Social Networking:** Our Group Projects enable students to work with each other even if they don’t know each other well.

**Project Portfolio:** At the time of internship and final placements, they can talk about this Project Portfolio developed in each course.

**Integrating Theory with Practice**

**Holistic Skill Honing**
**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 analyse and apply principles and skills of developing effective business strategies. Indicative and is subject to change if required as per the industry requirements.

**CURRICULUM & COURSE STRUCTURE**

After completion of first year, the student is supposed to undergo four semesters, each semester of six months duration. This essentially includes teaching, evaluation and 6-8 weeks of compulsory summer internship program. 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 students in developing a sound concept.

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Summer Internship Program (SIP) and 6-8 weeks of compulsory summer internship program. The functional electives are from the contexts and environment of Marketing, Finance, HR and IT. The purpose of the same is to provide students with industry and research exposure so they learn the basic applications of the management skills of developing effective business strategies.
Post Graduate Diploma in Management
2 Years Full Time Program,
Approved by AICTE, Govt. of India

OBJECTIVE OF PROGRAM
The 2 year PGDM Program is only approved by AICTE. Further accreditations and affiliations for adding value to the Program are subject to norms of concerned Govt. authorities. The objective of this program is to provide knowledge and deep insight into the dynamic discipline of business management, to enable students to analyse and apply principles and skills of Economics, Finance, Marketing, IT and Human Resource Management to the contexts and environment of business and to equip students with the skills of developing effective business strategies.

CURRICULUM & COURSE STRUCTURE
The 2-year curriculum is divided into four semesters, each semester of six months duration. This essentially includes teaching, evaluation and 6-8 weeks of compulsory summer internship program. 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 the first year, 20 compulsory courses and in the second year, 6 compulsory courses are offered. 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 a 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 in the following pages. It is indicative and is subject to change if required as per the industry requirements.

After completion of first year, the student is supposed to undergo Summer Internship Program (SIP) and submit a detail report of SIP/OJT and in Semester-IV, students are required to submit an academic project based on Basic or Empirical Research. The purpose of the same is to provide students with industry and research exposure so they learn the basic applications of the management concept.

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## Subjects and Credits

**SEMESTER I**

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<td>1.2 Organizational Behaviour</td>
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<td>1.5 Quantitative Techniques</td>
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<td>1.6 Computer Fundamentals &amp; Applications in Management</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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**SEMESTER II**

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**ELECTIVE COURSES**

**Marketing**
- M 01 Services Marketing
- M 02 Consumer Behavior
- M 03 Sales & Distribution Management
- M 04 International Marketing
- M 05 Advertising and Sales Promotion
- M 06 Marketing Research

**Finance**
- F 01 Financial Risk Management
- F 02 Mergers, Acquisitions & Corporate Restructuring
- F 03 Financial Derivatives
- F 04 Security Analysis & Portfolio Management
- F 05 International Financial Management
- F 06 Corporate Taxation & Valuations
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<td>4.3  Management Information System</td>
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<td>4.10 Project</td>
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**Information Technology**
- IT 01  Database Management System
- IT 02  Enterprise Resource Planning
- IT 03  Software Engineering (SE)
- IT 04  Advanced Decision Support System
- IT 06  Software Project Management
- IT 07  Data Warehousing

**Human Resource Management**
- HR 01  International Human Resource Management
- HR 02  Labour Laws and Wage Policy
- HR 03  Human Resource Development
- HR 04  Organisational Change and Development
- HR 05  Compensation Management
- HR 06  Manpower Planning & Performance Management
DIPLOMA IN
MEDIA & ENTERTAINMENT

MODULE - 1

PRINT MEDIA

Unit : 1

Unit : 2

MANAGEMENT OF RADIO STATION

Unit : 1
Evolution of Radio broadcasting, Methods - how to establish, to entertain, to inform and to educate the listener; capital requirement planning- capital budgeting- feasibility report

Unit : 2
Nature of Radio business, organizational structure, station policy, Types of formats to be programmed – elements of programming, Advertising and supported radio-advertising agencies-selling airtime, methods for attracting listener ship loyalty.

Unit : 3
Programme Production: Types of programme - music-news/talk show/classic - oldies/nostalgia-Ethics-full service variety-niche programs, Audience Research/ Survey-Ascertaining the listener’s programme choice and the preferred timing for broadcast-audience research/survey methodologies, Engineering, Maintenance – updating; augmentation of studios; transmission; power supply; air conditioning facilities

MODULE - 2

TV CHANNEL MANAGEMENT

Unit : 1
TV Broadcasting: Overview, history, growth, process and technology, TV broadcasting organization: Functions in the Organization, Production, Operations in broadcasting – Marketing Function; Finance Function, Production of Programs, Program Contents – differences in content for various types of channels like news, entertainment channels – Viewer Requirements – Objectives of Programs – fixing the airing time for programs –Production Management – in house production and outsourcing of programs

Unit : 2
Managing operations: day to day operations in a station, organizing the broadcast, real time broadcasting, role and responsibilities of the TV journalists, Marketing function in TV channel: Role of the marketing function: viewer ship research – objectives of the research – TRP rating and their importance in sponsorship and advertisements, understanding customer trends and its effects on the channel
Unit : 1
Cinema Industry: History, Four phases of film production: Development process, Pre-production planning, Production and Post Production, Preparation for Production: Script Breakdown, Shooting Schedule, Location Scouting

Unit : 2
Controlling the production and post production activities & functions, controlling the film production budget

Unit : 3
Film Distribution Business, Pricing of a film for distribution, Minimum Guarantee Basis, Outright basis, Advance commission basis, Film release and delivery date, Mode of payment of royalty - Percentage basis, Fixed hire basis, Fixed rental basis, Film exhibition business

Module - 3
New Media

Unit : 1
New Media: definition, transmission and use, Advent of internet and role of internet in promoting E Commerce, convenience to users, technology of LAN, WAN, ISP and Wi-Fi network.

Unit : 2
Coverage and quality in new media, Advantages and disadvantages, Quality in traditional and digital media, Sectors of entry of new media and current status.

Unit : 3
Digital Technology and computers, Digital technology and mobile phones, New avenues for communication and business.

Unit : 4
Radio & TV broadcasting, Digital TV Broadcasting, DTH System, Quality in digital technology, Economics of digital broadcasting

Unit : 5
Areas of use of Internet, savings to manufacturers and consumers, internet on mobile various applications, Website Design, Web page, ERP, Safety of data in internet, security, customer concern on security – response of companies to security concerns

Module - 4
Event Management & Branding

Unit : 1
The objectives of event management, coordinating the various activities, Usage of Project management tools in event management.

Unit : 2
Organizing Stage Shows, Concerts, Seminars, Conferences, Trade Fairs, Exhibitions etc; Budgeting, Time Tables, Logistics involved in Events

Unit : 3
Measurement of customer satisfaction, Use of Technology in event management, Legal Compliances

Unit : 4

Unit : 5
Brand Positioning and Repositioning, Brand Equity, Brand Building; Brand Building Process, Brand Licensing & Franchising
Unit 1: Effective Verbal Communication

Unit 2: Personality Development
Definition of Personality, Corporate Theories on Personality Development, Evolution of Personality, Determinants of Personality, Personality Analysis, What Makes us Winners & a Winning Personality, Indicators of Positive & Negative Self-Image, Transforming One's Personality.

Unit 3: Attitude Management
Understanding Attitude, Recognizing the importance and Power of attitude, What and Why of Attitude Management, Ingredients of Positive Attitude, Developing and altering your attitude attributes and Self Evaluation of One's own Attitude Triggers, Application of Principles that lead to Developing a Positive Attitude.

Unit 4: Enthusiasm
Enthusiasm- Meaning, Implications and Applications, Importance of Enthusiasm and Self-Assessment, Ingredients of Enthusiasm, How to develop an Enthusiastic Approach towards various areas in one's life.

Unit 5: Self Awareness
Introduction to the concept of Self Awareness and its dimensions, Importance of knowing oneself and one's own hidden potential, knowing one's strengths and weaknesses, self-discipline.

Unit 6: Self Motivation and Self Esteem
MODULE - 2

Unit 1: Building Confidence and Fighting Fears
What is Self-confidence, How to help build, boost and develop self-confidence, Accelerating towards success through developing confident personality.

Unit 2: Goal Setting and Time Management
Introduction to the concept of Goal Setting and Visioning and its Dimensions, Why and how to set Personal Goals, Areas of Goal Setting, Rules of goal setting and achieving goals, Realistic Goals for Self, Goal Setting Tips, Importance of Time Management, Time Management Challenges, mistakes, Techniques and Tips

Unit 3: Public Speaking and Presentation Skills
Importance of Public Speaking, How to Prepare Effective Speeches, Strategies for becoming a better Speaker, Importance and Use of Verbal and Non-verbal Language, Preparing ppts, Use of AV.

Unit 4: Emotional Intelligence
Understanding what is Emotional Intelligence, Five ways of measuring EI – self-awareness, management of self, awareness of others, management of others, relationships, motivation

Unit 5: Anger Management
Understanding anger, Identifying and controlling one’s anger triggers, Useful Ways to deal with anger- Anger Management Techniques and Tools, Handling Angry People

Unit 6: Stress Management
Introduction to Stress Management, Reasons & Factors leading to Stress, Albrecht’s Four Types of Stress & managing them, Various Action Based & Perception based strategies to cope with Stress, Tips & Tools for Managing Stress.
MODULE - 3

Unit 1: Interpersonal and Assertive Skills
Understanding and Identifying different Personality Behavior, Importance and meaning of Assertiveness, Developing Assertive Skills, Assertive Communication Techniques, Art of saying “No”, Introduction to Interpersonal Skills, Relationship Management Through Interpersonal Skills.

Unit 2: Working in Teams

Unit 3: Building Leadership Skills
Definition of Leader and Leadership, Leadership – Roles, Skills and Styles, Developing leadership Competencies, Attributes of a Successful Leader, Taking Personal Inventory, Becoming an Inspirational Role Model, Enabling others to act.

Unit 4: Effective Decision Making Skills

Unit 5: Impression Management
Importance and Understanding of Creating First Time Impressions in different situations, Making Introductions, Creating Small Talks, Taking control of your environment to create Impressions.

Unit 6: Listening Skills
Importance of Listening Skills, Different Types of Listening Skills, Improving Listening.
Unit 1: Interpersonal and Assertive Skills
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Unit 6: Listening Skills
Importance of Listening Skills, Different Types of Listening Skills, Improving Listening.

MODULE - 3
Unit 1: Resume Writing and Group Discussions
Importance of Resume Writing and Types of Resumes, Resume Writing Strategies and Techniques, Best Practices in Resume Writing, Preparing for Group Discussions, Successful Group Discussion Techniques, Communication Styles and Strategies in Group Discussions, Mastering GDs

Unit 2: Mastering Interviews
Relevance of understanding and appearing for different types of Interviews, Creating Impressions During Interview, Basic Interview Etiquette, Questions to prepare for Interviews, Top Interview Mistakes, Communication and Presentation Skills during Interviews.

Unit 3: Corporate Communication
Nuances on understanding Verbal, Non verbal and Written Communication at Workplace, Basic Corporate Etiquette – Business Cards, Handshake, Holding Meetings and Conferences etc.

Unit 4: Cross Cultural Training
What is Culture, Importance of cross cultural awareness, Insight into how cultures differ on various social and professional aspects, Dealing and Communicating across various cultures.

MODULE - 4

Unit 1: Resume Writing and Group Discussions
Importance of Resume Writing and Types of Resumes, Resume Writing Strategies and Techniques, Best Practices in Resume Writing, Preparing for Group Discussions, Successful Group Discussion Techniques, Communication Styles and Strategies in Group Discussions, Mastering GDs

Unit 2: Mastering Interviews
Relevance of understanding and appearing for different types of Interviews, Creating Impressions During Interview, Basic Interview Etiquette, Questions to prepare for Interviews, Top Interview Mistakes, Communication and Presentation Skills during Interviews.

Unit 3: Corporate Communication
Nuances on understanding Verbal, Non verbal and Written Communication at Workplace, Basic Corporate Etiquette – Business Cards, Handshake, Holding Meetings and Conferences etc.

Unit 4: Cross Cultural Training
What is Culture, Importance of cross cultural awareness, Insight into how cultures differ on various social and professional aspects, Dealing and Communicating across various cultures.
EXECUTIVE CERTIFICATION PROGRAM in DIGITAL MARKETING & BUSINESS ANALYTICS from NIIT

PROGRAMME OBJECTIVES:
This Programme would enable students to understand how to use the internet as an effective marketing channel. It enables students to engage with customers online in a more practical manner and to plan and implement end-to-end lead generation through the online mode.

PROGRAMME LEARNING OUTCOMES
• Get a clear understanding of the value and importance of Digital Marketing and why it is a vital component of a marketing strategy plan
• Create and effectively manage social media, display, search marketing, online advertising and marketing campaigns
• Drive new visitor traffic to a web site while improving online conversion rates
• Understand how digital marketing can help grow a business, domestically and internationally
• Create and develop effective and targeted email marketing campaigns that aligns with business goals
• Identify various online applications and resources that can help build effective and profitable web sites
• Measure and analyse the visitor traffic to a website to continuously develop and improve digital marketing
• Discover how to best develop and retain customers
FOREIGN LANGUAGE CERTIFICATION

Have you ever heard someone say that they can speak English and that is enough, because after all most people speak English? Well, to tell you the truth they would be wrong. There are a number of reasons why you should learn a foreign language. In our world today, only one fifth of the population speaks English. So, learning another language is important for both work and travel. It is also important for making real connections with people, and lastly it can give you a greater understanding of your own language.

FRENCH or GERMAN

Learning a foreign language draws your focus to the mechanics of language: grammar, conjugations and sentence structure. This makes you more aware of language and the ways it can be structured and manipulated. These skills can make you a more effective communicator and a sharper editor and writer. Language speakers also develop a better ear for listening, since they’re skilled at distinguishing meaning from discrete sounds.

There are several cognitive advantages to learning a foreign language.

You become smarter as this skill boosts your ability to negotiate meaning in other problem-solving tasks as well.

You develop multitasking skills because you can easily switch between different structures.

You become more perceptive, better at observing your surroundings and are more adept at focusing on relevant information and editing out the irrelevant.

Your decision-making skills improve too.
# ACADEMIC CALENDAR
## BATCH 2018-2020

### PGDM BATCH 2018-2020

<table>
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<td>Student Registration</td>
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<tr>
<td>Orientation Program</td>
<td>July 9 - July 14, 2018</td>
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### Classes (Semester)

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<td>4th Semester</td>
<td>December 05, 2019 - April 30, 2020</td>
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### Summer Training Schedule

*The dates in academic calendar are tentative.*
### Summer Internship (6-8 weeks)
May 01, 2019 - June 29, 2019

### 3rd Semester (Continued)

| Submission of Summer Internship Project & Viva | July 15, 2019 - July 31, 2019 |

### Examination

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<td>November 20 - December 05, 2018</td>
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<td>4th Semester</td>
<td>February 18 - March 4, 2020</td>
<td>April 15 - April 30, 2020</td>
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### Result Declaration
One of the major assets of an organisation is the intellectual capital, since it promotes competitive advantages, that become the base of value generation. The faculty, an important constituent group at ABS, comes from a diverse background having experience in industry and academia. It is one of the most valuable resources, which, with its expertise, has a major role to continuously generate and grow knowledge and thus, contribute to the competitive advantage of the institution. It is charged with the discovery and dissemination of knowledge and therefore an inimitable presence, lying at the heart of organizational capabilities.
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Dr. Lalitya Vir Srivastava is Director, AEG and he is a healthy blend of academics & industry with the rich mix of experience of almost 20 years in national & multinational organizations at various managerial levels. He has completed his MBA (Marketing), PGDBA (Foreign Trade & HR), PGDIPERM and Doctorate in management from renowned institutions. He has contributed in the field of research on emerging issues of management and industry, which have been adjudged the best in national and international conferences. He has conducted many corporate training programs, workshops for faculty development, skill enhancement programs for the sales professionals in industry and product training for members of FOGSI (Federation of Obstetric and Gynecological Societies of India). During his corporate tenure, he developed the strategy for major brands he worked for. His knowledge & professional skills are reflected in his innovative teaching methodology that connects the classroom learning with the real corporate applications.

Dr. Anubhuti Dwivedi is Associate Dean, ABS with around 16 years of experience in postgraduate teaching, research and academic administration. She is the Chairperson of Research and Development (R&D) cell. She is a double postgraduate (in Economics and Management) and UGC- NET qualified in Economics. Her Ph.D. in Economics is an analysis of the effect of FDI and Trade on Total Factor Productivity in Indian manufacturing. She has various international and national publications to her credit including six books apart from research papers. Cases developed by her have been published by the European Case Clearing House. She has presented papers at various conferences including those at IIMs. Her research project on Digital Payments Adoption in India has been funded by NSE – New York University Stern School of Business joint initiative on Indian Financial Markets. She has been in various administrative positions where she developed the institutional framework and was at the core of various Seminars, FDPs and MDPs while leading the team.

Mr. Ravee Sharma has over 11 years experience in corporate resourcing, placements, teaching and business development with leading education groups of India like ITS Group of Institutions, DBS and he is working as Assistant Dean-CRC. He has done M.Sc. in Information Technology, PGDM (IB). He also has faculty membership of AIMA. He is UGC NET (2007) qualified and NEN Certified Entrepreneurship Faculty for Entrepreneurship skill development programs. Presently working as HOD – Corporate Resource Cell (CRC) in ABS, he is heading placements, international partnerships and institutional associations.
Ms. Sunita Verma is currently working as HOD – Student Affairs in Asian Business School. She has completed her post graduation in HR and Marketing from MDU, Rohtak. She is also a degree holder in commercial secretarial practice. She has a total experience of more than 8 years in corporate and academics. Before joining ABS she was associated with B-Schools and management institutes imparting valuable knowledge towards overall growth of the students as well as the organization. On the corporate front, she was associated with MPS, Vodafone, Tata Indicom and Cottage Emporium (a government undertaking). She has undertaken research projects on topics such as change management, repatriation management and many more.

Ms. Shweta Batra is currently working as Controller of Examinations in Asian Business School. She is a HR professional with rich experience in corporate and education industry. Prior to joining ABS, she has worked with various B-schools and reputed companies. She has a good industry exposure to international experience. She has participated in many seminars and conferences which connects her well with her area of her specialization. Advance looking combined with academic visualization to foster intellectual development of young scholars in India characterizes her. She works towards providing thorough academic awareness on various subjects in order to impart the better quality of education. She has completed her Post Graduate Diploma in Management and specialized in Human Resource and her area of research includes change management repatriation management, performance management and training & development.

Ms. Supriya Srivastava, HOD-Centre for Skill Development is a multi-lingual, communications and personality development expert currently employed with Asian Business School. With over 10 years of experience spanning a wide range of students from school to college level to professional courses with reputed institutions, she believes that versatility and working upon one’s qualifications grooms and enhances one beyond measure. As a tremendous motivator, she inspires and encourages people, making them realize their true potential. A qualified professional she has masters in Botany and English and is a management graduate from ICAI and a PGHRM from IMT, Ghaziabad. She has a Diploma in English News reading & Voice-over, from NRAI and is CET (Management) qualified. She is a TESOL Certified, Business English trainer from International TEFL Teacher Training Corporation – Thailand, Bangkok. A German Language expert from Max Mueller Bhavan, she is also on the panel of IP University, Delhi for the German Language.
Prof. (Dr.) Dinesh Sharma is a senior professor of International Business and Strategy at Asian Business School. Dr. Sharma completed Ph.D. in Knowledge Management and Masters in International Trade from International Institute of Foreign Trade, IIFT, New Delhi. Dr. Sharma has vast experience of working in and setting up of various educational institutes. He was the Vice – Chairman of Neelkanth Group of Institutions and has vast experience of setting up world class institutions and universities. Dr. Sharma was trustee and CEO of Vidya Knowledge Park, Meerut. He conceptualised, designed and integrated Vidya Knowledge Park having institutions for Engineering, Business, Fashion Design, Teachers Training and IB World School. Further Dr. Sharma has served as a Registrar at BBD University, UP. Previously Dr. Sharma had also served as Executive Director, Dewan Institute of Management Studies, Meerut as well.

Dr. Sandhya Aggarwal, Associate Professor, Ph.D., MBA, M.A (Political Science), Diploma in Entrepreneurship and Business Management and Bachelor of Arts Political Science-Honors (graduate alumni) from University of Delhi. A management professional with over 26 years of experience blended with Corporate Sectors and Academics like CMC Ltd., Max New York Insurance Ltd., American Embassy, Delhi (HR), ICFAI University (INC). Her area of specialization is Human Resource Management and General Management. She is also on the panel of various B-Schools/Universities in Noida and International Academic Professional Body. She has presented numerous papers and articles at National and International Seminars and Conferences. She has also reviewed a book of McGraw Hill Education publishers on “International Human Resource Management” which adds to her intellectual capital. She is on the editorial board of management research journals.

Dr. Anu Chopra is currently associated with Asian Business School as Assistant Professor - Economics and Marketing. A Quartet post graduate i.e. PGDBA, PGDCA, M.Com and M.A (Economics) with Ph.D. (Commerce-Marketing) qualified; Anu possesses over 11+ years of teaching experience. With a couple of graduate Degrees and meritorious performance, she has successfully handled a gamut of diversified functional areas in teaching and research. Her Research and Teaching interests include areas of Marketing Research, International Marketing, Consumer Behavior, Managerial Economics, Corporate Social Responsibility and Values and Ethics. She has marked several research papers and articles on emerging issues in Marketing and Economics in various refereed journals, books and Newspapers of repute. She has also presented numerous papers and articles at reputed National and International Seminar and Conferences in institutes like IIT, Delhi and MDI, Gurgaon. She has also edited books which add to her intellectual capital. Presently she is also a reviewer for few International Journals.
Dr. Preeti Tak is currently working as Assistant Professor Marketing at Asian Business School. She has completed her MBA with specialization in Marketing and is UGC-NET qualified in Management. She did her Doctorate on the topic “Luxury Brand Consumption and its Determinant factors- A study of Urban Shoppers of Rajasthan”. She has eight years of work experience in academics. She is a Life member of AIMA and Indian Commerce Association. She is a keen researcher and has presented 21 research papers in conferences including those at IIMs & IITs. She has published 9 research papers in International and National journals of repute and 11 research papers in conference proceedings. She has also received Best Research Paper Award (Third Prize) at International Conference on Listening to Consumers of Emerging Markets organized by Centre for Marketing in Emerging Economies, IIM Lucknow (Noida Campus) on January 9-11, 2014 sponsored by Emerald India. Her areas of interest are consumer behavior, retailing and digital spaces.

Dr. Resham Sundrani is currently working as Assistant Professor in Asian Business School. She is a Delhi University Graduate in Social Sciences and MBA with specialization in Human Resources. She has M.Phil and Doctoral degree in Management. She has varied hands-on, bottom-up professional experience of over fifteen years in the fields of both academic and corporate world. To her credit, she has published papers in several conferences and attended various Faculty Development Programs, organized by management institutions and other organizations.

Mr. Maroof Ahmad Mir is Assistant Professor in the Department of Finance and Accounts at Asian Business School. Mr. Mir has Qualified UGC-NET in Management and is currently pursuing his Ph.D. in the area of Finance from Aligarh Muslim University, Aligarh. He has completed his Master of Business Administration in Finance and Accounts from AMU Aligarh. He has an overall experience of around 8 years. His areas of interest include Portfolio Management and Financial Management. Mr. Maroof is the recipient of the ‘Best Researcher award’ at ABV-Indian Institute of Information Technology and Management, Gwalior during June 2013. He has taken courses on Econometric modeling in Finance at IIT, Kharagpur; IIM, Calcutta; IIIT, Gwalior; IMT, Ghaziabad and National Institute of Securities Markets (NISM), SEBI. Mr. Maroof has attended various conferences and workshops at institutes of repute.
Mr. Nikhil Garg is currently associated with Asian Business School as Assistant Professor in Finance. He has qualified UGC NET in Commerce, B.Com (H) from Satyawati College (Delhi University), PGDM in Planning & Entrepreneurship from IIPM, Delhi & M.Com. from EIILM University. His research and teaching interest include areas of Corporate Finance, Investment Management, Financial Derivatives, Stock markets etc. He has taken MDP and other training programs with organizations of repute like Ministry of Small, Micro & Medium Enterprises (Govt. of India), Institute of Chartered Accountants of India, National Institute of Learning & Arts, School of Open Learning (D.U.), NIESBUD and many others. He has also worked as Content Editor of EXIMP Times, an international business journal of repute from 2009-2014. He has expertise in Financial Modeling and has published more than 8 papers in national and international journals of repute. He has also presented his work at 6 international conferences held at some of the top-notch institutes of the country.

Ms. Venu Arora is a management consultant and having over 10 years of experience in the areas of consultation, personality development and teaching. She is currently working as Assistant Professor of Management. Apart from carrying degrees in Masters of Commerce & M Phil in management, she has also actively indulged in few certifications in behavioural programs like Facets personality assessment, “Basic lab on human processes” organized by Indian Society for Applied Behavioural Sciences; behavioural testing from IP University; Certificate in guidance (CIG) an IGNOU- NCERT collaborative project. She has assisted various teams for individual growth to align the gap between educational institutes and industry expectations. She is also pursuing Ph.D. in management under the research topic- “A strategy for identification of training needs and enhancing the effectiveness of middle-level bank employees: A comparative study of public and private banks”.

Dr. Prachi Juyal is currently associated with Asian Business School as a Faculty of Mathematics. She has received her Doctorate in Mathematics from Jamia Millia Islamia University. Her area of research is Abstract Algebra. She has published numerous research papers in reputed international journals and has presented her research work at various conferences. She has been associated with Elsevier as a reviewer. She has more than 4 years of teaching experience with varied streams from BBA, MBA, B.Tech, BCA, B.Sc. and M.Sc. Students. Her areas of interest include Algebra, Discrete Mathematics, Calculus and Business Statistics.
Ms. Kavita Khurana is currently working as Assistant Professor in marketing. She is a Marketing Professional with over 12 years of corporate experience integrating domain expertise in Corporate Training, Relationship Management and Corporate Sales across Financial Services and Software Services Sector. Kavita has done her Masters in Business Management from Fore School of Management and is currently pursuing Doctorate. Her areas of interest include Retailing, Services Marketing and Market Research.

Ms. Preety Mehra is presently working with Asian Business School as Assistant Professor in Centre for Skill Development. She is Post Graduate in Management Studies specialization in HR from Symbiosis and Diploma in Training and Development from ISTD. She is a skilled and accomplished Corporate Trainer. She was associated with esteemed MNCs like Maruti, Hero Motocorp, New Holland Tractors, Indus Towers, SPCL, Toyota Motors, Cummins India Ltd. and Aditya Birla Group and many Educational Institutions like JIIMS, Rohini; DIT College, Dehradun; UPES University, Dehradun; Guru Nanak Institute of Management and Information Technology, Delhi; Skylark Business School, Gurgaon; Shikshapeeth Business College, Delhi and Govindam Business School, Delhi. Her professional knowledge of wide range of training activities, her strong ability to relate to the participants, sharing anecdotes from all walks of life and a sound general awareness helps her to connect and bond with the participants. She has overall 16 years of experience of which 8 years have been dedicated to training deliveries and the training domain.

Ms. Swati Upveja is currently associated with Asian Business School as a faculty of Economics. She is silver medalist in M.A. (Economics) from Banasthali University. She is UGC- NET Qualified with 5 years of experience in teaching with reputed universities like Banasthali University and Manav Rachna International University. Her areas of interest include Macro Economics, Monetary Economics and Quantitative Techniques. She has also done certification in Statistical Package for Social Sciences. She has presented papers at National Conferences and attended various Faculty Development Programs. She is the recipient of Gargi Award by State Government of Rajasthan. She is currently pursuing Ph.D. in Development Economics under the research topic- “Human Capital and Economic Growth in India: An Empirical Evidence”.

Mr. Akshat Aditya Rao is working as Assistant Professor - Marketing at Asian Business School. An Instrumentation Engineer and MBA in Marketing from MNIT, Jaipur he is also UGC- NET qualified in Management. He has recently submitted his Ph.D. thesis which investigated the role of social media in promoting online shopping in India. With 6 years of industry experience in organizations like Godrej, HCL, Gravita India Ltd. and 3 years of teaching experience, he is a perfect blend of corporate and academia. His area of research involves e-tailing and social media marketing. He has participated and presented research papers at various national and international conferences. His research articles are published in journals in Indian Journal of Marketing (Scopus indexed), Synergy-Journal of Management to name a few.

Mr. Vinod Dhar is presently working with Asian Business School as Assistant Professor in the field of Marketing. Vinod is PGDM with specialization in Marketing from an Institute of eminence and has a rich blend of about 16 years experience in Corporate as well as Academics. He started his career in the field of Sales and Marketing and worked for brands like Onida and Sanyo at various positions all over the country. After exploring himself in Corporate, he moved to Academics to follow his passion for teaching and training. Sales and Distribution Management, Advertising, Brand Management are his key areas of interest. Apart from professional interests, he is a keen follower of Cricket.

Ms. Poornima Singh is currently engaged with the Asian Business School as Assistant Professor. She has professional experience of both academics and industry for 8 years in various organizations across India. She is UGC-NET qualified and has completed her M.Sc from the University of Pune. She is currently pursuing Ph.D. in Environmental Science and Management from a renowned Government institution. She has also published research papers in various journals and has also attended the national and international courses, workshops, conferences.
Ms. Vandana Chandel is currently associated as Assistant Professor in Media Management with Asian Business School. Being a media personality, she is having an experience of 10 years with renowned news channels as an anchor & reporter. She worked for almost 8 years with All India Radio as a Radio Jockey. On the corporate front, she was with Discovery and BBC News Network. During her association with different news channels she has interviewed prominent personalities like Shri Prakash Jaiswal (former Coal Minister), Sushma Swaraj (Foreign Minister) Sharad Yadav (former Convenor- NDA) Mukhtar Abbas Naqvi (BJP leader), Oscar Fernandes (Congress leader), Shri Harish Rawat (former CM, Uttrakhand) etc. She was associated with one of the popular news agency ANI (Asian News International) as an expert on Indo-Pak relations for the program Pakistan Reporter. Four times in her career with Radio, she got Listeners Choice Award. She has successfully done Vaani certification provided by Prasar Bharti for being an eligible voice on radio.

Ms. Sadhna Gaur is currently associated with Asian Business School as Assistant Professor in Finance. She is UGC- NET qualified in Management and also MBA in Finance. Currently, she is pursuing her Doctoral program from Aligarh Muslim University in Power Sector. She has Publications in national and international reputed Journals and attended many conferences at AIMA, IIT-Delhi, etc. She has provided Financial Consultancy to employees of Teesta Hydro Project in Sikkim, and also delivered lectures in Finance in National Power Training Institute at Faridabad. She holds 9 years of teaching experience in Government and Private Universities including Chattarpati Shivaji Maharaj University ( Kanpur) and Amity University (Noida). She also worked for ABES Engineering College in Ghaziabad. Her research and teaching interest include areas of Corporate Finance, Financial Management Investment Management, Financial Derivatives, Credit Derivative and Stock Market.

Ms. Tarunpreet Kaur is currently employed with Asian Business School as an Assistant Professor in the Department of Center for Skill Development. She is an Academician as well as a soft skills trainer with years of academic experience to her credit. She has worked as a Research Assistant and Assistant Professor in the Department of English at Amity University, Noida. She has an extensive exposure to English Literature with a degree in M.A English and M.Phil English. She is a competent professional with an Experience of teaching Business Communication and Soft Skills to graduate and undergraduate students. He also has a hands-on experience in delivering corporate training with an experience of conduction various seminars and academic workshops. She has written and presented ‘Term Papers’ on topics and areas ranging from Feminism to Post Colonialism with reference to literary texts and she has also conducted Seminars on topics and areas ranging from ‘Social-political’ to ‘Gender’ issues in English Literature.
Ms. Sakshi Goel is currently working with the Asian Business School as an Assistant Professor of Mathematics. She is M.Phil in Applied Operations Research from the University of Delhi. She has done Masters in Operations Research from University of Delhi, South Campus. Supply Chain Management, Mathematical Modelling and Quantitative Techniques are her main areas of interest. She has been into teaching for past 6 years. She has also worked as an editor for various publishing houses. She has written book titled “Basics of Quantitative Techniques”. She holds to her credit research papers on “Bullwhip Effect and Supply Chain Management”. She believes that learning should be integrated with real-life scenarios which add on to the quick grasping and real understanding of the theoretical concepts.

Ms. Monika Dixit Bajpai is currently working as an Assistant Professor in I.T. at Asian Education Group and is having an experience of more than 8 years in hardcore teaching. Before joining AEG she has worked with IMS, Noida. Her areas of interest include various courses like Software Engineering, Computer Architecture, Computer Networks etc. She holds to her credit degrees like M.Phil (CS), M.Tech (IT) and Master of Computer Applications with Hons. She has also presented various research papers at National and International Conferences. She has also participated in a number of seminars, FDPs and workshops. She has been associated with organizations like CDAC for taking a couple of workshops for International Entrepreneurs. As a faculty, she believes that learning should be based on converting theoretical concepts into practical experiences so that it leaves a deep knowledge based impact on the students’ mind.

Mr. Anurag is currently associated with Asian Education Group as an Assistant Professor of Operations and Information Technology in Management Department. He has over 14 years of vast experience in the field of Education in renowned Engineering and Management Institutions. He has worked as Head of the Department and Assistant Professor in these institutions. He has also worked in HCL, Noida. He is a Graduate in Science with specialization in Mathematics as well as Master of Computer Applications from Rajiv Gandhi Technical University, Bhopal; Master of Philosophy in Computer Science, Diploma in Management and presently pursuing PhD. in Information Technology from Amity University, Noida. He has attended over 25 Workshops, National and International Conferences and Seminars. He has Several Research publications in National and International Journals/Conference Proceedings to his credit.
Mr. Mukesh Hans is currently employed with Asian Business School as Assistant Professor in Finance. He is postgraduate diploma in International Management from IMI, New Delhi (in collaboration with IMI, Geneva and McGill University, Canada). He has to his credit 20 years of corporate experience in Financial Services Industry and 17 years of teaching experience. He was associated with Amity University for almost 9 years and was awarded a certificate of excellence in delivery and presentation. His area of specialization include Accounting and Finance. It is pertinent to mention that Mr. Hans has delivered lectures at various top ranking Institutes and Industry forums such as Shri Ram College of Commerce, Lady Shri Ram College, IIM-Kozhikode, PHD Chamber of Commerce and FICCI. He delivered a lecture on Corporate Social Responsibility at PHD Chamber of Commerce which was reported in Times of India dated 9th April 2011.

Ms. Shilpa Narula Sood is currently associated with Asian Education Group as an Assistant Professor in Information Technology. She is M.Tech in Computer Science and has more than six years of teaching experience with varied streams like BBA, PGDM, B.Tech, BCA, B.Sc., and M.Sc. She holds an extensive teaching experience at Guru Nanak Institutions. Her areas of interest include various courses like E-commerce, E-business, Software Project management, Software Engineering, Computer Architecture and Computer Networks etc. She has published several research papers in various International journals. She has worked in academics and has contributed to admission and placement cell in her previous organization. She has attended various workshops and training programs in her teaching experience.

Mr. Vikash Gupta is currently working as a Professor in Department of French Studies at Asian Business School. He studied French Language from L'Alliance Française de Delhi (supported by the French Embassy in India) and Spanish language from Instituto Hispania, Delhi. He has over 10 years experience in corporate training and teaching in leading Schools, Institutes and various companies. He had great success with students, ranging from middle school goers to graduates, non-traditional students or employees in the corporate world. His teaching interests are primarily in foreign languages especially French and Spanish. Apart from academics, he is actively engaged in Counselling, Event Management, Examinations and is passionate about interacting with and mentoring students.
Research and Development Cell

Research is the backbone of academics as it helps bridge the gap between corporate and academics. The Research and Development Cell (RDC) intends to nurture the research culture in Asian Business School and focus on research work related to current economic, social, corporate and academic issues.

Faculty and students at ABS undertake research in new domains of management including multidisciplinary fields. Due to the tireless efforts of RDC and immense support of faculty members, the college has to its credit many research publications, National Seminars and International Conferences. The faculty members have published in National and International peer reviewed journals and also presented research papers in various reputed international and national conferences.
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CORPORATE RESOURCE CELL (CRC)

VISION
Building a string of industry academia interface for training & placement of students to meet corporate challenges.

MESSAGE FROM HOD-CRC:
CRC at ABS mentors every student to identify their right potential and encourages them to achieve their dream of getting placed in a reputed company. To achieve this goal, we inculcate the right interpersonal & professional skill in each student to meet the challenging industry standards. This is done through regular trainings programs & workshop on general awareness, business etiquettes, technical skills, communication; career guidance programs, soft skills programme, personality development and aptitude skills. Guest Lectures, Industrial visits, seminars, workshops, SSA & Projects are regular feature at ABS wherein students get the best industry exposure. We are proud to share that ABS young talent is highly accepted in the industry and appreciated. Our students are working with leading companies and have achieved great milestones.

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

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

KEY RESPONSIBILITIES OF CRC

- Conduct lecture sessions by eminent professionals from industries and educational organizations of national and international repute.
- Organizing industrial visits, research projects and summer training.
- Interact with the corporate houses for the placement of graduating students.
- Maintain constant liaison with the concerned HR personnel of the companies visiting the campus and with other companies in the region for ‘off- campus’ placements.
- Counseling of students for career development.
- Conducting Skill Development Programs.
- Developing partnerships with international universities, management & corporate hubs for various research projects and training programs.
MISSION
Create an atmosphere of self-directed leadership, self-motivation, team-work and self-generated creativity by innovative training methodology and building value for our students & community making them best industry professionals.

development and aptitude skills. Guest Lectures, Industrial visits, seminars, workshops, SSA & Projects are regular feature at ABS wherein students get the best industry exposure.
We are proud to share that ABS young talent is highly accepted in the industry and appreciated. Our students are working with leading companies and have achieved great milestones.
STAR PLACEMENTS

GAURAV SINDHU
Specialization - Finance -

MOHAMMOD AZAD KHAN
Specialization - Marketing -

ADIL JAVED
Specialization - Finance -

ADITI SHRIVASTAVA
Specialization - Finance -

AKANKSHA VASHISTH
Specialization - HRM -

AKANSHA JAIN
Specialization - Finance -

HIRSHIKA BAJAJ
Specialization - HRM -

ASH NARAYAN SAHANI
Specialization - Finance -

ABHINAV T. DHARAN
Specialization - Marketing -

GAUTAM DHAWAN
Specialization - Marketing -

SHUBIKA ARORA
Specialization - Marketing -

SEBI RIZVI
Specialization - Finance -

AMIT MALIK
Specialization - Marketing -

AKSHAY DESHMUKH
Specialization - Marketing -

ADIL JAVED
Specialization - Finance -

ADITI SHRIVASTAVA
Specialization - Finance -

AKANKSHA VASHISTH
Specialization - HRM -

HIRSHIKA BAJAJ
Specialization - HRM -

ASH NARAYAN SAHANI
Specialization - Finance -

ABHINAV T. DHARAN
Specialization - Marketing -
PLACEMENT PARTNERS

ABS achieves new milestones in placements every year. Our students are working with leading companies and making everyone proud.

INTEROCEAN
Final Placement for PGDM 2016-18
Batch I 20th Sep 2017

Few of our regular placement & training partners are as under:

- Amazon
- Moody’s
- Deloitte
- ETC Limited
- Ameriprise Financial
- Capital First
- Citibank
- American Express
- YES Bank
- Axis Bank
- Nikkamal
- SJIS
- Security and Intelligence Services (India) Limited
- Dabur
- Redington
- Denso
- CPA Global
- Berger
- Franchise India
- Salt
- Colgate Palmolive
- MakeMyTrip
- DLF
- Omaxe
- Mahindra Finance
- Reliance Industries Limited
- D&B
- Bajaj Finery
- Fortis Hospitals
- Fidelity
- Education
- SMC
- Lava
- Kelly Services
- Standard Chartered
- BCG
- Nestle
- Kotak
- Aurum
- Microtek
- Aditya Birla
- To The New Digital
BAJAJ FINANCE LTD.
Final Placement for PGDM 2016-18
Batch | 14th Sep 2017

CEASEFIRE INDUSTRIES LTD.
Final Placement for PGDM 2016-18
Batch | 2nd Nov 2017

CONSORTIUM STRATEGIC
HR SOLUTIONS P LTD.
Final Placement for PGDM 2016-18
Batch | 16th Sep 2017

Few of our regular placement & training partners are as under:

* Mentioned recruiters are associated with ABS in offering placement and training opportunities.

& many more...
EXPERTS AT ABS

Mr. Annurag Batra  
Chairman & Editor-in-Chief  
BW Businessworld

Mr. Brett Stevens  
VP  
Jaarvis Technologies

Ms. Anu Kohli  
Sr.Manager – Strategy & Business Planning  
Microsoft USA

Mr. Ashwani Lohani  
Chairman & Managing Director  
Air India Ltd.

Dr. Deepak Singh  
Director-HR  
KPMG India

General Bikram Singh  
Former Chief of Indian Army  
Indian Army

Mr. Apurve Chamaria  
Vice President - Marketing  
HCL Technologies Ltd.

Mr. Amitabh Jha  
Dy. General Manager - HR  
BHEL Ltd.

Mr. Kamal Singh  
Executive Director & CEO  
Asia Pacific Resource Centre  
United Nations Global Compact Network India

Mr. Pankaj Dubey  
MD & Country Head  
Polaris India Ltd.

Ms. Sheetal Singh  
Head - Communications  
Micromax Infomatics Ltd

Mr. Rajat Kaushal  
DGM – Operations  
India Oil Corporation Ltd. (IOC)

Mr. Sachin K. Sharma  
DGM – HRM  
LAVA International Ltd.

Ms. Anita Nayyar  
CEO - India & South Asia  
Havas Media

Ms. Ritu Gupta  
Director - Marketing  
DELL India

Ms. Ruma Batheja  
Head - HR  
Knowledgetics
Distinguished lecture series: An Expert talk

Ms. Nina Chitrath  
Founder  
Enhance Consulting

Ms. Tania Chatterjee  
Head - Learning & Development  
Royal Bank of Scotland

Mr. Anil Kumar Mishra  
Chief HR Officer  
Magicbricks.com (Times Group)

Ms. Jyotsna Ghoshal  
Sr. Director - Corporate Affairs  
Merck Sharp & Dohme (MSD)

Mr. V. Krishnan  
Co-Founder & Director  
Just Dial Ltd.

Mr. Sandeep Tyagi  
Director - HR  
Samsung India

Mr. Kunal Singhal  
Managing Director  
Eazy Business Solutions

Mr. Nirjhar Nagar  
Zonal HR - North  
VOLTAS Ltd.

Mr. Shishir Sameer  
WIPRO Consumer Care & Lighting  
Wipro Enterprises (P) Ltd.

Dr. Dewakar Goel  
Executive Director  
Airport Authority of India

Mr. Sandeep Sharma  
Vice President – Learning & Development  
Smart Chip

Mr. Ashutosh Anshu  
GM & Head – HR  
Hitachi India

Ms. Nita Kapoor  
Mentor  
Hult Prize India

Mr. Suchindra Kumar  
Director – Strategy & Performance Improvement Advisory  
Ernst & Young

Ms. Priya Gilbile  
Sr. Vice President & Head – Health Risk & Benefit Management  
Max Bupa Group

Ms. Sahiba Sethi  
Founder & Community Builder  
Hello Meets
As a part of its endeavour to help the students gain latest first hand information regarding functioning of the Industry and engaging them in active learning experiences outside the classroom, Corporate Resource Cell of Asian Business School organizes regular Industrial Visits and Training Programs. These regular Industrial Visits give a better insight to the students about functioning of various functional areas in a company.
As a part of its endeavour to help the students gain latest first hand information regarding functioning of the Industry and engaging them in active learning experiences outside the classroom, Corporate Resource Cell of Asian Business School organizes regular Industrial Visits and Training Programs. These regular Industrial Visits give a better insight to the students about functioning of various functional areas in a company.
An in-house Center for Skill Development has been set up to cater to the captive demands of the corporate in sync with the mindset of ABS that students personality development is an integral part of holistic education.

To increase the relevance with future employment market including promotion of self employment, a two pronged initiative-Soft skills and Employability skills- has been made an integral part of skill development under CSD.

‘Crafting Prodigy’
Under the CSD umbrella at AEG a thriving, impactful mentoring program “Crafting Prodigy” is in place, where customized attention is the focus. Every student is assigned to a ‘CRAFTER’ who gives personalized attention towards identifying the strengths and weaknesses of the individual and focuses on building his capabilities and skills needed to succeed in a dynamic global economy; in other words crafting his ‘PRODIGY’.

Benefits of the programme:
Everyone learns in different timeframes and in different ways.

Highlights

- Extensive Training Workshops (Indoor & Outdoor)
- Continuous Evaluation Strategies undertaken for students
- Focus on Case Studies, Role Plays & Project Handling
- Usage of Audio Visual & Simulation Techniques
- Formation of Literary Clubs
- Corporate Interface Visits
- Guest Lectures by eminent corporate professionals
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- Effective Communication Skills
- Personality Development
- Self Motivation
- Attitude and Motivation
- Self-Esteem
- Emotional Intelligence
- Assertiveness
- Mechanics of Public Speaking
- Self Management
- Self Confidence
- Goal Setting
- Working in teams
- Convincing & Influencing Skills
- Time Management
- Leadership Skills
- Interpersonal Skills
- Presentation Skills
- Corporate Communication
- Resume Writing
- GD and Interview Skills

Emphasizes on identifying and developing Individual Learning and Development Needs of the students. Covers various Behavioral & Communication aspects.

Competency Development Plan

Focuses on more customized training solutions to hone the required competencies, skills and making students ready for the professional world.
COLLABORATION WITH INTERNATIONAL UNIVERSITIES

Aligning with the thought process of excellence in education Asian Business School exposes its students to the international business environment and thus has tie up with the renowned education Institution, the Oxford Business College, Oxford, UK. The tieup between Asian Business School & Oxford Business College aims at developing skills of students in international business & international research.
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INTERNATIONAL ACADEMIC PARTNERS

Student & faculty exchange program, research projects.

College / University
Oxford Business College

Area of Collaboration
Student & faculty exchange program, research projects.
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.

Oxford Business College is an independent education and training establishment specializing in Business Management courses. Situated in the center of Oxford, close to many of the university colleges, it is in a perfect position to enjoy all the facilities the city has to offer.
HISTORY AND ACCREDITATION
The College has over the last 23 years established a reputation for excellence with academic bodies, professional institutes and industry. The College has been accredited by Edexcel to offer a Higher National Certificate/Diploma in Business (Management) and Higher National Diploma in Travel and Tourism Management.

Over the years, the College has also been approved to offer courses awarded by ICM, OCR, Edexcel and AQA. In the 1990s, the college was successfully accredited by the British Accreditation Council (BAC).

In the same year, the College was granted approved centre status by the University of Sunderland in 2005 to offer through RDI the top-up Master of Business Administration (MBA) and the top-up BA (Hons) in Business.

Oxford Business College is registered on the Department of Innovation, Universities and Skills (DIUS) as an educational provider and a Listed Body.

The college has also recently been granted a Sponsor License by the UK Border Agency allowing us to recruit international students in return for compliance with the duties of a license holder.

In our last inspection in 2005, the college was rated as “good” and “excellent” in every area of inspection.
ACADEMIC STRENGTHS

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

Our tutors are all approved by our educational partners as well as by Oxford Business College. Our small class sizes and personalized teaching methods all contribute to the College’s outstanding pass rates in all qualifications.

LOCATION

Oxford Business College is located on George Street. George Street is a street in central Oxford, England. It is a shopping street running east-west. At its eastern end, it meets Cornmarket Street to the south, Broad Street to the east and Magdalen Street to the north. The New Theatre Oxford (formerly known as the Apollo Theatre), Oxford’s main commercial theatre, is in the street, while the Burton Taylor Studio is in Gloucester Street, which runs off the north side of George Street. At number 40 on the north side there is the Old Fire Station Theatre. Gloucester Green bus station is off the north of George Street at the western end. Companies such as the Oxford Bus Company operate services from here. It has many fast food joints opposite the Odeon Cinema.

OXFORD (U.K.)

Oxford, The City of Dreaming Spire, is famous in the world for its architecture and education. For over 800 years, it has been a home to royalty and scholars, and since the 9th century an established town. Nowadays, the city is a bustling cosmopolitan town also to a growing hi-tech community. Many businesses are located in and around the town, whether on one of the Science and Business Parks or within one of a number of residential areas.

Executive Diploma In International Business

LEARNING MODULES

Module - 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.

Module - 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.
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 & 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


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

Choices, Selection and Decision, Which markets 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 markets and environment.
One Week
RESIDENTIAL LEARNING
TRIP TO OXFORD (U.K.)

Executive Diploma In International Business While Residing In Oxford

OXFORD STUDY TRIP
9th-14th August 2017
2014-16 BA TCH

ITINERARY
Day 1: Arrival & sightseeing at Oxford
Day 2: City Visit to the Oxford city for Project Survey
Day 3: Lecture Series and Project presentation at Oxford Business College
Day 4: International Metropolitan exposure and visit to London
Day 5: Learning outcomes and Departure for New Delhi

*The course structure at Oxford can be changed if deemed necessary

*Asian Business School (ABS), Noida organizes educational tour to Oxford Business College (OBC), Oxford, UK, for the students in the last semester of their PGDM program, depending upon the dates of visit provided to ABS by OBC. The tour to UK is complimentary for the students to expose them to the international business environment thus has no monetary value to students for any claims. Though ABS extend its support to students in entire process of visa approval and travel, but does not hold the guarantee of visa approval from competent visa authorities, as it is at the sole discretion of visa office of UK embassy to decide on visa approval of all the students on individual basis. As a norm visa fee is paid once by ABS and in case of visa rejection in first chance one more chance with the next immediate group travelling to UK, will be given to students, but the visa fee will be paid by such students themselves. The chances of travelling to Oxford will stand cancelled, if the student is unable to furnish his/her valid passport and relevant documents for visa process, within the deadlines of submission issued by the institution in the very first notification period for their batch.
TRIP DETAILS

Includes: Air travel, In-city travel, accommodation & meals
Excludes: Any Expenses of Personal nature, meals other than ones provided by the college.


The trip also includes travel to London. The famous destinations in London include Tower Bridge, Buckingham Palace, Big Ben, London Eye, The British Museum, the National Gallery, the Royal Parks of Hyde Park, Kensington Gardens, Regent’s Park, London Zoo, Madame Tussauds Wax Museum among others.
OXFORD STUDY TRIP
26th-30th September 2017
2015-17 BATCH
BEYOND ACADEMICS
Athleema Season 5, started with great pomp and show at Jasola Stadium. It was graced by the well known dignitaries and celebrities like Mr. Sushil Kumar, two times Olympic Medal Winner; Mr. Bharat Sharma, General Secretary- Karate Association of India; Dr Satyapal Singh Prajapati, youngest Dronacharya Awardee; Mr Manesh Sharma, Vice President of Women Football Federation of India and Mr. Satnam Prajapati. Mr. Sandeep Marwah, President- Asian Education Group motivated the young participants with his magical words. Dr. Lalithya Vir Srivastava, Director- Asian Education Group instilled words of wisdom. Mr. Saurabh Sharma- Director Branding and Planning, Asian Education Group motivated the students to participate in sports and Mr. Gurdeep Singh Raina, Director- Admissions and Marketing spoke about the importance of sports for mental and physical wellbeing.

There were participants from more than 40 schools and colleges across Delhi NCR. The colourful march past was full of enthusiasm. This was followed by the formal inauguration of the various sports categories.

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

Day 2 of the event ushered a host of worth watching matches in the various indoor and out door games such as Cricket, Football, Basketball, Volleyball, Badminton, Tug of War, Kho-Kho, Carrom, Chess, Pool, Shot Put, Table Tennis, 100M Race and Throw Ball. The robust participation from schools and colleges made it very special as they were completely geared up to give their best shot. In team games, the competition was very close both in knock out and league phases.

Day 3 was a vibrant culmination of a spectacular sports event. The Valedictory function for Athleema Season-5 was held at Asian Education Group, Noida premises. Mr. Vikram Kaul- President JNU Sports Club; Mr. Sandeep Marwah- President, Asian Education Group were the guests for the occasion. Dr. Laliya Vir Srivastava, Director- Asian Education Group; Mr. Saurabh Sharma, Director- Branding and Planning, Asian Education Group and Mr. Gurdeep Singh Raina, Director- Admissions and Marketing, Asian Education Group along with Mr. Sarjeet Jhakar, an eminent sports person graced the Valedictory Function.
Media Club: THE BUZZ
In today’s world, media plays a vital role as it is considered to be a mirror of the modern society. At AEG the purpose of Media Club is to provide a forum to the students wherein they can understand the effects of Mass media and develop skills to understand the constructed nature of Media, and to ignite the passion for photography, videography and other aspects of Media. The focus of the club is to encourage the students to express their views through media. The club is handled by the student coordinators under the guidance of teachers and experts from media.

CSR Club
CSR Club aims to develop a sense of compassion and sensitivity in students towards our fellow country-men and contribute as responsible citizens for maintaining harmony and peace in order to encourage amicable existence among everyone. The broader vision behind this club comprises of reaching at outcomes of the importance of team-work towards completion of any task and to develop an attitude of tolerance towards everyone in our society.

Entrepreneurial Club: SEED
Entrepreneurial Club is committed to impart academic excellence coupled with pragmatic approach and organize a number of activities that make the students understand the expectations of the corporate. This Club organizes Saturday Club activity based on various departments and themes.
Media Club: THE BUZZ
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Marketing Club: MARK-TECHOS
The VISION of this club is to: “Prepare the students to be able future managers, who are able to perform to the best of their abilities in the ever-changing dynamic corporate world and carry the name of AEG even higher”. Through this club, we aim to hone the skills of leadership, team work, planning, organizing and creativity amongst the PGDM students of the Asian Education Group.

IT Club: TECHNOCRATS
With business going global and digital, a keen understanding of Information Technology can provide managers an extra edge that would enable them and their businesses to achieve exceptional results. Club endeavors to provide the students technological knowledge through innovative activities and events. Activities undertaken by the IT club center around Cyber Club Activity, Role plays to highlight importance of Information Technology in real world.

The Finance Club: BULLS & BEARS
The objective of the club is to showcase the importance and inculcate a working knowledge of the world of investing, personal finance and savings thereby paving the path for a safer and thriving financial future for the students. The purpose of Club Activities is to enable students to set their financial goals and start thinking and working on them accordingly.
The HR Club: SYNERGIZE
Asian Business School’s Human Resource Club “Synergize To-Get-HR” aims to provide a platform to students to learn basic concepts and latest trends in the field of human resources. The Vision of HR Club is to enable the students develop interpersonal skills needed to become successful professionals. The Club promotes active participation in various activities such as – Role Play, Case Study Analysis, Collage-making, Management Games, Guest Lectures by professionals, etc.
The prime focus of Synergize To-Get-HR Club is to bring students together and make them learn the practical aspects and implication of concepts in Human Resources that go beyond the class room lectures.

Environment Club: PRAKRITI
Prakriti, the Environment Club of has the purpose of sensitizing the young generation towards the numerous issues related to environment. The club also wants to encourage students to showcase their talent as well to provide them with a platform to shed their inhibitions and fears so that they are ready to face the corporate world with boosted confidence and optimism.
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The Literary Club: GNOSIS
Gnosis is the Greek word which stands for “action”. As a club we believe in making the young Asianites proficient in communication by the means of literary activities. We organize interesting activities like “I am Shakespeare”; depicting the Shakespearean plays in contemporary light, “In the foot prints of sand -Transformational leaders”, “Debate Competitions”, to name a few.

Objective of the club- “Gnosis, the literary club” is to make students proficient in spoken English which will help them to communicate effectively. The activities will enhance their creativity, logical thinking and analytical skills. It will also make them confident to face the audience in a short span of time.

The Dramatics Club: ABHIYAKTI
Abhivyakti or Expression gives the liberty to students to showcase their opinion on the various themes- Inspirational, issues of social relevance or just comic relief from the stressful society. Asianites look forward to take part in these activities and showcase their talent.

“Abhivyakti, The Dramatic Club” believes in enhancing the students’ creative expression, voice modulation, proficiency in performing before the audience and artistic role play depicting various themes.
ORIENTATION PROGRAM 2017
# EVENT CALENDAR

## 2018

<table>
<thead>
<tr>
<th>JUL</th>
<th>AUG</th>
<th>SEP</th>
<th>OCT</th>
<th>NOV</th>
<th>DEC</th>
</tr>
</thead>
<tbody>
<tr>
<td>Orientation Program 2018-20 Batch</td>
<td>INDUSTRY EXPERT TALK: Guest Lecture</td>
<td>INDUSTRY EXPERT TALK: Guest Lecture</td>
<td>Dramatics Club - ABHIVYAKTI Activity</td>
<td>INDUSTRY EXPERT TALK: Guest Lecture</td>
<td>INDUSTRY EXPERT TALK: Guest Lecture</td>
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<tr>
<td>INDUSTRY EXPERT TALK: Guest Lecture</td>
<td>Independence Day Celebration</td>
<td></td>
<td>Entrepreneurship Club – SEED Activity</td>
<td>Literary Club GNOSIS Activity</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>Management Fest - KESSHET Season 5</td>
<td>Annual Sports Meet - ATHLEEMA Season 6</td>
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</tr>
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![Image of event calendar](image-url)
<table>
<thead>
<tr>
<th>JAN</th>
<th>FEB</th>
<th>MAR</th>
<th>APR</th>
<th>MAY</th>
</tr>
</thead>
<tbody>
<tr>
<td>INDUSTRY EXPERT TALK: Guest Lecture</td>
<td>INDUSTRY EXPERT TALK: Guest Lecture</td>
<td>INDUSTRY EXPERT TALK: Guest Lecture</td>
<td>INDUSTRY EXPERT TALK: Guest Lecture</td>
<td>Summer Internship &amp; Industrial Projects</td>
</tr>
<tr>
<td>Republic Day Celebrations</td>
<td>Industrial Visit</td>
<td>Finance Club - BULLS n BEARS Activity</td>
<td>Environment Club - PRAKRITI Activity</td>
<td>FDP</td>
</tr>
<tr>
<td>CSR Club Activity</td>
<td>Convocation</td>
<td>International Conference 2018</td>
<td>HR Club - SYNERGIZE Activity</td>
<td>Media Club - BUZZ Activity</td>
</tr>
</tbody>
</table>
I am grateful to my institution for helping me develop professional skills which has tremendously helped to kick start my career with among the best corporate house ‘Redington’. I am thankful to ABS for all support and opportunities offered be it internship, projects, industry interface for my overall growth. I was fortunate to have the guidance of the proficient faculty which resulted in helping me get multiple placement offers.

Abhilash Kumar  
Product Specialist  
Redington India Ltd.  
(PGDM 2015-17)

I received best corporate learning environment and exposure. I was among the first to get the campus placement and I am delighted to mention that I got a campus placement of my choice and interest. The regular faculty guidance helped me being independent and has given me the strength to sustain in real world. I thank ABS for helping me develop as a marketing professional.

Pallavi Arora  
Sr. Sales Officer  
TATA Capital  
(PGDM 2015-17)

I can speak with complete confidence that Asian Business School has enriched me by imparting quality education in Management. The institute has helped me understand, explore and realize my true potential and the corporate exposure has given a new horizon to my understanding of corporate expectation.

Bhim Prasad  
Management Trainee  
Birla Sun Life Assets Management Company Ltd.  
(BSLAMCL)  
(PGDM 2015-17)

It is an honour to be part of the prestigious Asian Business School. I have transformed into a well-groomed personality and could excel in academic as well as pragmatic field. The PGDM program has enhanced my understanding of the corporate requisite and I am sure I will stand in good stead.

Nitika Saini  
Assistant Manager – Recruitment  
Channelplay Ltd.  
(PGDM 2015-17)
My experience with ABS was extremely wonderful, especially in the HRM area. Practical examples and cases, which were discussed in the class, are helping me a lot in the Industry.

Amit Kumar  
**HR Analyst**  
**Amazon**  
PGDM 2015-17 Batch

Asian Business School helped me to excel in academics as well as pragmatic experience through the live project of UAS INTERNATIONAL. I have learned various strategies related to marketing. ABS is the best thing that could happen to me; it has helped me understand the corporate expectations.

Avinav Kashyap  
**Management Trainee**  
**Godrej & Boyce Mfg. Co. Ltd.**  
(PGDM 2015-17)

ABS certainly helps you expand your knowledge horizon and I would always be grateful to ABS for giving me a multi-dimensional learning by providing the apt mix of academics, industry exposure, attitude and leadership.

Devanshi Kapoor  
**Phronesis Partners**  
**Primary Research Associate**  
(PGDM 2015-17 Batch)

I have spent my most wonderful 2 years with the best college and teachers who were friendly, yet professional and the best education one could get. You all come here with an intent to achieve something in your life and believe me, you will achieve much - much more from here.

Kushagra Nigam  
**BDM – Quality Acquiring**  
**Standard Chartered Bank Ltd.**
ABS hostel is situated at a short distance from the institute. The infrastructure provided in the residential blocks ensures an all-round and balanced development of students' personality. We provide hygienic living conditions with modern amenities for healthcare and recreation. Our hostel is equipped with wellness and facilities like television sets, indoor games, internet access and recreation facilities. It is virtually a home away from home.

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

Excellent medical facilities are available round the clock in Noida. Several super-specialty hospitals of New Delhi are located at a short distance from the hostel. There are separate wings of hostel for the boys and girls.
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ADMISSION PROCEDURE

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

<table>
<thead>
<tr>
<th>Programme</th>
<th>Recognition/Approval</th>
<th>No. of seats</th>
<th>Duration</th>
<th>Fee Structure (full course)</th>
</tr>
</thead>
<tbody>
<tr>
<td>PGDM</td>
<td>AICTE</td>
<td>180</td>
<td>2 years</td>
<td>₹6.95 lacs</td>
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</table>

<table>
<thead>
<tr>
<th>Registration fee</th>
<th>1st installment</th>
<th>2nd installment</th>
<th>3rd installment</th>
<th>4th installment</th>
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<tbody>
<tr>
<td>₹45,000</td>
<td>₹1,50,000</td>
<td>₹1,50,000</td>
<td>₹1,75,000</td>
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</tr>
</tbody>
</table>

ELIGIBILITY
All the aspiring applicants should be graduate from a recognized University. Candidate appearing in the final year is also eligible provided he/she furnishes the proof of having met the minimum eligibility criteria within 15 days from the date of publication of the result and latest before the start of first term exam.

APPLICATION FORM
The prospectus and the application form may be obtained from the Admission Office on payment of Rs.1,000.

OR
You can also apply online at www.abs.edu.in

DOCUMENTS REQUIRED FOR ADMISSION
1. 10th Mark sheet and certificate
2. 12th Mark sheet and certificate
3. Graduation Mark sheets and Degree
4. CAT/MAT/XAT/CMAT or any other state level exam score card
5. Photocopy of passport
6. Four recent passport size photographs

The Applicant is required to carry three sets of the photocopies of the documents (duly attested by a gazetted officer) along with the original documents at the time of admission.

SELECTION PROCESS
STEP 1
Score of CAT/MAT/XAT/CMAT exam will be taken as the preliminary score of admission

STEP 2
The applicants shortlisted on the basis of the qualifying exam scores will be called for the Institute's selection process. The dates will be intimated to the short-listed students.

STEP 3
The candidate, if selected will be given the selection letter. The selected candidate must pay the registration amount within the given time, failing which the offer will be considered as cancelled.

EDUCATION LOAN
Asian Business School has PAN-India tie-up for education loan with:

*Examination fee for reappear, supplementary and makeup examinations to be paid by the student.
*As per AICTE norms, ragging is strictly prohibited and might result in expulsion of the student from the college.
*Laptops would be provided to every student in the month of December (1st Year), after payment of his/her 2nd installment of the fee.
WINDSOR IT PARK

ASIAN BUSINESS SCHOOL
Plot A2, Sector-125, Noida

AMITY UNIVERSITY
Sector-125, Noida

OKHLA BIRD SANCTUARY METRO STATION

Important Information:

For Metro Commuters:
- Nearest Metro Station: Okhla Bird Sanctuary
- Approx. distance from Okhla Bird Sanctuary to Asian Business School Sec 125 Campus: 2 Kms
- Mode of transport from Okhla Bird Sanctuary: 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

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

ELIGIBILITY OR STEP 1
All the aspiring applicants can also apply online at the website www.abs.edu.in on the basis of the qualifying exam recognized University scores will be called for the candidate appearing in the final DOCUMENTS REQUIRED FOR INSTITUTE'S SELECTION PROCESS.

STEP 2
1. Graduation Mark sheet and certificate
2. 10th Mark sheet and certificate
3. Graduation Degree certificate
4. CAT/MAT/XAT/CMAT or any other state level exam score card
5. Photocopy of passport

APPLICATION FORM
The prospectus and the photographs obtained from the Admission Office on payment of Rs.1,000. The applicant is required to carry the Application form and the admission prospectus from the website and forward the duly filled in form to the institute with a DD of Rs.1,000 in favour of "Asian Business School" payable at Noida/Delhi.

Score of CAT/MAT/XAT/CMAT exam will be taken as the preliminary score of admission.

No. of seats
180

Duration
2 years

Fee Structure (full course)
6.95 lacs

*Examination fee for reappear, supplementary and makeup examinations to be paid by the student.
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Programme
PGDM

Recognition/Approval
AICTE

Registration fee
45,000

1st installment
1,50,000

2nd installment
1,50,000

3rd installment
1,75,000

4th installment
1,75,000

Asian Business School has PAN-India tie-up for education loan you can download the original documents at the time of admission.

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