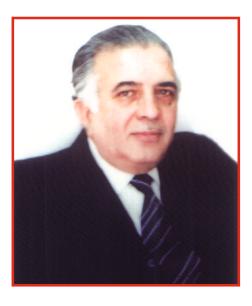


Asian Business School is indebted to



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























### CONTENT

04

- ▶ Message From President
- ▶ Message From CEO
- ▶ Message From Directors, AEG

10

- ▶ Vision, Mission & PEO's
- ▶ Board of Governors
- ▶ Board of Advisors

14

- ▶ ABS Introduction
- ▶ Infrastructure
- ► Academic Pedagogy

24

- ▶ Academic Program
- ▶ Syllabus
- ▶ Academic Calendar

36

- ▶ Intellectual Capital
- ▶ Research & Development Cell
- ▶ Corporate Resource Cell
- ▶ Centre for Skill Development
- ▶ Entrepreneurship Development & Incubation Centre

70

- ▶ Academic Linkages
- ▶ Oxford Study Program
- ► One Week Residential Learning Trip to Oxford (UK)
- ▶ Beyond Academics

82

- ▶ Clubs at ABS
- ▶ Visit of eminent personalities
- ▶ Event Calendar
- ▶ Global Edge
- ► Founders of Unicorns/
  Start-ups

98

- ▶ Alumni Success Stories /
- ▶ Alumni Connect
- ▶ Student Accolades
- ▶ Housing
- ▶ Admission Procedure
- ▶ Route Map

# MESSAGE FROM PRESIDENT

Dr. 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 aid in the development of various other disciplines and functions of which business is comprised of. We also believe in adapting advanced education models to align with the business outlook prevalent in this part of the world.

We are aware that with globalization and dismantling of rigid regulatory framework across the world, business environment has become very dynamic and the modern day manager must be capable of adapting to the fast changing business environment. We are conscious of the fact that to be at the cutting edge of the business education and training, 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

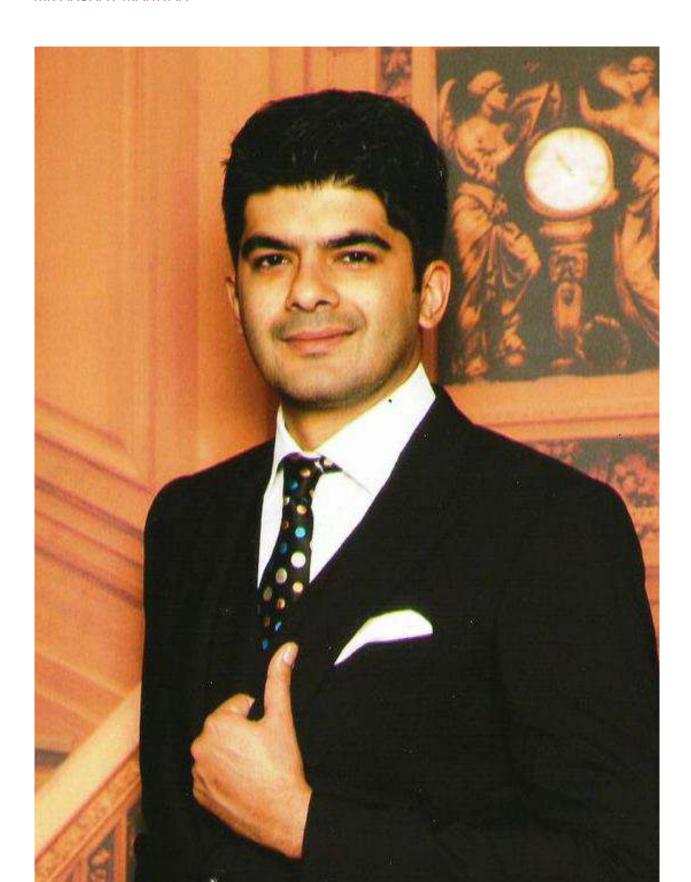






# MESSAGE FROM **CEO**

Mr. AKSHAY MARWAH



riven 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 a cademic learning with professional development and at the same time, explore strategic fit in corporate world for yourself.

We continuously strive for excellence in education through collaborative research







## MESSAGE FROM DIRECTORS

ASIAN EDUCATION GROUP



DR. LALITYA VTR SRIVASTAVA

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







ith 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. 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. Continuous upgradation on the basis of expert talks and feedback from industry has distinguished ABS as an institution of distinctive and competitive advantage. 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 aim to build a strong, skillful and talented nation to bridge the gap between Indian and Global markets.



MR. SAURABH SHARMA



MR. GURDEEP STNGH RATNA

igher 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. 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 vision. 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 innovative pedagogy used by academic wing makes it easy for students to learn through practical application based activities. The life beyond academics acknowledges the vibrant talent, creativity and individual managers hidden in their inner self. Further to add glory, our Corporate Resource Cell has developed the best of the linkages on 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 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.

e 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), accredited by NBA (National Board of Accreditation) and affiliated to AIU (Association of Indian Universities) 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 placeability 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.

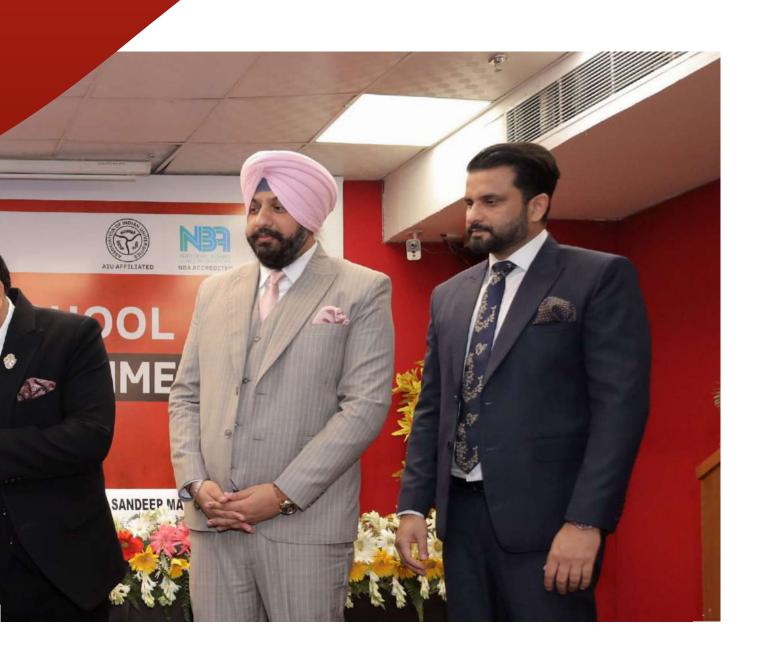
## **VISION**

To be globally recognized business school providing Growth with Education.



## **MISSION**

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



### **Program Educational Outcomes**

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

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

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

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

# BOARD OF GOVERNORS



**Dr. Sandeep Marwah** Chairman -Asian Education Group



**Boney Kapoor**Film Producer *Member* 



**Deepak Marwah**Renowned
Businessman *Member* 



Anil Kapoor
Cine Actor &
Businessman
Member



◆ Akshay Marwah Chief Executive Officer, Asian Education Group



Atul Marwah
MD
MEC Art Gallery
Member

### **BOARD OF ADVISORS**

### **NATIONAL**

#### Prof. Sudhir K. Jain

Professor, Ex - Head Department of Management Studies, IIT Delhi

### Dr.Naushadul Haque Mullick

Professor, Centre for Management Studies, Jamia Millia Islamia, New Delhi

### Prof. Rakesh Mohan Joshi

Professor & Chairperson International Collaboration & Research; Indian Institute of Foreign Trade, New Delhi

### Prof. Kartik Dave

Professor & Dean School of Business, Public Policy & Social Entrepreneurship, Ambedkar University, New Delhi

### Mr. Sudhir Mehani

Chief Digitalization Officer, Marzoli India - Camozzi Group Exec. Member FICCI - Committee on Industry 4.0

### Prof. A.K. Saini

Chairman IIQAC and Convener Career Guidance & Placement Cell.

Guru Gobind Singh Indraprastha University, New Delhi

### **BOARD OF GOVERNORS**

### Dr. Lalitya Vir Srivastava

Director Asian Education Group

Member Secretary

#### Mr. Saurabh Sharma

Director Asian Education Group

Member

### Mr. Gurdeep Singh Raina

Director Asian Education Group Member

### Prof. (Dr.) Rakesh Kumar Khandal

President R&D, Indian Glycols Ltd.
Former Vice Chancellor UP Technical
University
Member

### Dr. G. P. Rao

Founder & Managing Partner, GPR HR Consulting; Former Head HR & Management Services - Malaysia, Reliance Industries Ltd. Member

### Mr. Vinod Dhar

Assistant Professor, ABS Member

### Prof. Upendra Dhar

Vice Chancellor Shri Vaishnav Vidyapeeth Vishwavidyalaya Member

### **INTERNATIONAL**

### Prof. Karl Bardosh

Master Prof., New York University

### Dr. Amitanshu Das

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

### Dr. Dorothy H. Jantzen

Former Dean, Capilano College, Canada

### Prof. Katherine Blaskhi

Deakin University, Australia

### Dr. Padmesh Gupta

Director, Oxford Business College, UK

### Dr. Dick Dolan

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



Approved by
ALL INDIA COUNCIL
FOR TECHNICAL
EDUCATION (AICTE)
Ministry of Education Govt. of India



AIU AFFILIATED



NBA ACCREDITED



sian Business School is an innovative centre of academic excellence and one of the few Institutes having an AICTE approved PGDM which is accredited by National Board of Accreditation and affiliated to AIU (Association of Indian Universities). 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.

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

# ASSOCIATION OF INDIAN UNIVERSITIES

**AIU AFFILIATION** 

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



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

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

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

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

# NATIONAL BOARD OF ACCREDITATION

**NBA ACCREDITATION** 



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

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

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

The National Board of Accreditation (NBA), India was initially established by the AICTE (All India Council of Technical Education) under section 10(u) of AICTE Act, in the year 1994, in order to assess the qualitative competence of the programs offered by educational institution from diploma level to post-graduate level in engineering and technology, management, pharmacy, architecture and related disciplines, which are approved by AICTE.

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

## **INFRASTRUCTURE**

Located amidst the hub of national & international business centres





### **AUDITORIUM**

Auditorium at Asian Business School is equipped with the most modern and audio visual facilities and can accommodate more than 250 people. It is well furnished with acoustics and hosts various events including annual day award functions and various Inter College Competitions. It is fitted with projector, effective and modern lighting and sound system and is centrally air conditioned. All the major functions like conferences, seminars, workshops and other academic and literary activities are held in this auditorium.

### 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 National and International Journals (print and online).









### **BOARD ROOM**

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

### CENTRE FOR INFORMATION TECHNOLOGY (CIT)

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

### **SPORTS FACILITY**

The healthy body acts as a catalyst in the process of gaining knowledge. The sports facilities facilitate the students in strengthening their physical energy level as well as in fostering team spirit. The typical day in the life of an 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, Chess, Badminton, etc.

### **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.









### **RECREATION CENTRE**

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

### **MEDICAL FACILITY**

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

## 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

### INTERACTIVE LEARNING

High level of interaction and discursive model of learning

### **GROUP PROJECTS**

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

### **FACULTY**

Academicians +
Corporate
Professionals

### **CRITICAL THINKING & ANALYTICAL SKILLS**

Critical thinking, a mandatory skill that hones out-of-the-box thinking ability.

Analytical ability developed into application based skills.



### BENEFITS OF ABS GROUP PROJECTS

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

### Team Work:

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

Integrating Theory with Practice

### Social Networking:

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

### Holistic Skill Honing

### Improved Placeability:

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



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

POST GRADUATE
DIPLOMA IN
MANAGEMENT

Equivalent to MBA degree

### **OBJECTIVE OF PROGRAM**

The objective of this program is to provide knowledge and deep insight into the dynamic discipline of business management, to enable students to analyse and apply principles and skills of Finance, Marketing, Human Resource, Operations Management and Business Analytics to the contexts and environment of business and to equip students with the skills of developing effective business strategies. The 2 year PGDM Program is approved by AICTE, NBA Accredited and AIU Affiliated. Further accreditations and affiliations for adding value to the Program are subject to norms of concerned Government / regulatory authorities.

### 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 subjects are introduced in each functional area of management to help the students in developing a sound foundation.

In the first year, 18 compulsory subjects and in the second year, 3 compulsory subjects are offered. Every student has to choose 12 functional elective subjects, for dual specialization with 6 subjects in each specialization. Apart



SEMESTER	NO. OF SUBJECTS	NO. OF CREDITS
1	9 + Capstone Group Project	30
2	9 + Capstone Group Project	30
3	2 Core + 7 Electives	27
4	1 Core + 7 Electives + Research Project	27
	Summer Internship	6
Total	35 subjects + 4 Projects	120

from the dual specializations, ABS offers two open electives catering to emerging areas of business with one elective each to be taught in the third and fourth semester. Thus, a total of 35 subjects are taught in PGDM programme. The elective subjects provide in-depth understanding of every functional and industry elective within which a student is specializing. The functional electives for dual specialization are from Marketing, Finance, HR, Operations & Business Analytics while minor elective specializations are in E-Retailing and Micro & Small Business Management The detailed list of elective streams is provided in the following pages. It is indicative and is subject to change if

required as per the industry requirements.

Students work in groups for Capstone Projects to be submitted at the end of each semester in the first year of PGDM Program. After completion of first year, the student is supposed to undergo Summer Internship Program (SIP) and submit a detailed report of SIP / OJT. In the fourth semester, 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 that they learn the basic applications of the management concepts learned during their course.

### **SEMESTER I**

CODE	SUBJECTS	CREDITS	TEACHING HOURS
PGDM101	Principles of Management	3	30
PGDM102	Accounting for Managers	3	30
PGDM103	Managerial Economics	3	30
PGDM104	Business Statistics & Quantitative Techniques	3	30
PGDM105	Organizational Behaviour	3	30
PGDM106	Marketing Management	3	30
PGDM107	Entrepreneurship	3	30
PGDM108	Business Ethics & Corporate Governance	3	30
PGDM109	Personality Development Corporate Communication I	3	30
PGDM110	Capstone Project	3	-
		30	270

### **SEMESTER II**

CODE	SUBJECTS	CREDITS	TEACHING HOURS
PGDM201	Market & Sales Management	3	30
PGDM202	Human Resource Management	3	30
PGDM203	Business Research Methods	3	30
PGDM204	Financial Management	3	30
PGDM205	Project Management	3	30
PGDM206	Production & Operations Management	3	30
PGDM207	Computer Fundamentals & Applications in Managemen	t 3	30
PGDM208	Digital Marketing	3	30
PGDM209	Personality Development Corporate Communication II	3	30
PGDM210	Capstone Project	3	-
		30	270

SUMMER INTERNSHIP	06
-------------------	----

### **SEMESTER III**

CODE	SUBJECTS	CREDITS	TEACHING HOURS
PGDM301	Strategic Management	3	30
PGDM302	Legal & Business Environment	3	30
PGDM SP* - 01	Elective 1	3	30
PGDM SP* - 02	Elective 2	3	30
PGDM SP* - 03	Elective 3	3	30
PGDM SP* - 04	Elective 4	3	30
PGDM SP* - 05	Elective 5	3	30
PGDM SP* - 06	Elective 6	3	30
PGDM OP01	E-Retailing	3	30
		27	270

### **SEMESTER IV**

CODE	SUBJECTS	CREDITS	TEACHING HOURS
PGDM401	International Business & Trade	3	30
PGDM402	Research Project	3	-
PGDM SP* - 01	Elective 7	3	30
PGDM SP* - 02	Elective 8	3	30
PGDM SP* - 03	Elective 9	3	30
PGDM SP* - 04	Elective 10	3	30
PGDM SP* - 05	Elective 11	3	30
PGDM SP* - 06	Elective 12	3	30
PGDM OPO2	Micro & Small Business Management	3	30
		27	240

<sup>\*</sup>SP stands for Specialization Code (M- Marketing, F- Finance, HR- Human Resource Management, OM- Operations Management, BA- Business Analytics) \*\*OP stands for Open Elective

### **ELECTIVE COURSES**

### Marketing

- ▶ M 01 Services Marketing
- ▶ M O2 Consumer Behavior
- ▶ M 03 Product & Brand Management
- ▶ M O4 International Marketing
- ▶ M O5 Integrated Marketing Communication
- ▶ M 06 Marketing Research

### **Finance**

- ▶F 01 Behavioural Finance
- ▶ F O2 Mergers, Acquisitions & Corporate Restructuring
- ▶F 03 Financial Derivatives
- ▶ F 04 Security Analysis & Portfolio Management
- ▶ F O5 International Financial Management
- ▶F 06 Financial Modeling & Valuation

### **Human Resource Management**

- ► HR 01 International Human Resource Management
- ▶ HR O2 Industrial Relations & Labour Laws
- ▶ HR O3 Human Resource Development
- ▶ HR O4 Organizational Change & Development
- ▶ HR O5 Human Resource Metrics and Analytics
- ▶ HR O6 Performance Management & Compensation Strategies

### **Operations Management**

- ▶ OM O1 Supply Chain & Logistics Management
- ▶ OM O2 Pricing & Revenue Management
- ▶ OM O3 Operations Strategy
- ▶ OM O4 Sales & Operations Management
- ▶ OM O5 Operations Research Application
- ▶ OM O6 Sourcing & Vendor Management

### **Business Analytics**

- ▶ BA 01 Data Visualization for Managers
- ▶ BA 02 Business Forecasting
- ▶BA 03 Data Science using R
- ▶BA 04 Data Mining
- ▶ BA 05 Marketing Analytics
- ▶ BA 06 Business Analytics using excel







# DIPLOMA IN MEDIA & ENTERTAINMENT

### **MODULE 1 - PRINT MEDIA**

Unit 1: Introduction to Print Media - Organizational structure of Print Media Industry Departments in a Newspaper and Magazine. Structure - News Paper Page structuring and compilation based on costing and affectivity of each News article both for a News Paper and Magazine. Print Media Management: Various Job positions and their functional domain in product Creation at Print Media Industry.

**Unit 2:** Marketing specifics controlling the Circulation Rates based on niche readers and content consumers. Newspapers and Periodicals (magazines) and their positioning as per the circulation rate in context to geographical positioning.

**Unit 3:** Marketing Rules for the Print Media Industry - Popularity and NP Ratings in Regional as well as in National perspective. Space Selling - Space rate cards and variant sizes HR Profiling for the Print Media - Journalists, Page designers, Photographers and other jobs skills required for Print Media

**Unit 4:** Financial Planning of Print Media house: Budgeting and costing Revenue generation though various Modes: Print Media Advertising, Classifieds, Advertorial and Sponsored Columns. Advertisement Rate cards - and Page allocations of each type of News Paper Advertisements.

### **MODULE 2 - MANAGEMENT OF RADIO STATION**

**Unit 1:** Introduction to Electronic Media - Brief overview of the Radio Industry. Structural Organization of a Radio Station. Audio Broadcasting Industry and its challenges Functional and structural difference -between the AM Radio VS FM Radio Station. Different types of Programme formatting for AM and FM radio stations.

**Unit 2:** Radio Station Management: Nature of radio business - AIR TIME Management. Radio Programming: Types of Radio Content and its dependency on salability. Radio traffic Programming - Listenership and EON networks (Enhanced other networks) Popularity of Radio Stations and their unique features making them different from each other

Unit 3: 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. Human Resource Management: The Human Resource Manager- understanding different job rolls and job description and specifications

**Unit 4:** Financial Planning of Radio Station: Budgeting and costing for various kinds of Radio stations: 1. Community Radio - 2. Satellite Radio- 3. Internet Radio and 4. Podcasting Revenue generation for Radio Station: Radio Advertising, Sponsored and Partnered Programmes Live Feeds (Audio), Radio Advertising Time slots - and Programme allocations. Ad. durations and gap Times

### **MODULE 3 - TV CHANNEL MANAGEMENT**

**Unit 1:** Introduction to Television Channel Operations - Brief overview of functioning of TV Media - Broadcast Industry. TV News Channel Vs. Entertainment Channels-Hierarchical Setup and functional differentiations in job roles and responsibilities.

**Unit 2:** TV News Channel - Budgeting and costing (National & Regional setup) - Various departments and technical requirements - Expenses to run a 24 hour channel. Managing operations: day to day operations in a station - organizing the broadcast - real time broadcasting - Human Resources Management: Employee Hiring and management of contractual personnel.

 $\textbf{Unit 3:} \ ENG\ (outdoor)\ News\ Setup-OB\ Van\ and\ technical\ requirements\ and\ their\ expenses.\ TV\ Channel\ running\ cost-and\ the\ revenue\ generation-advertisement\ cost\ basis\ the\ TIME\ SLOTS-The\ operations\ Dept.\ functioning-24\ hr.\ ON\ AIR\ CONTENT\ LOG\ SHEET$ 

**Unit 4:** Functioning of a 24 Hour Entertainment / Sports Channel - Budgeting and Costing and day to day expense sheet - running cost. Content generation / Programming cost - Internal Prog. Production cost, Programmes on commencements (budget sheet)

**Unit 5:** TV Channel Management - Associations (content buying and selling) with NEWS WIRES and News Agencies - International News wires and News Hubs connecting the content globally. Global Non News Channels - (e.g. National Geographic and Discovery, MTV and Kids channels) and their revenue generation modes

**Unit 6:** Marketing Planning of 24 Hour News Channel, Role of the Marketing: Generating viewership, BARC (Gov. regulated) TRP ratings for TV Channels - News and Non News Sponsorship and Advertisements - understanding customer trends and its effects on the channel. HR Roles in TV channel management: Ethical issues -role of TV as a media in society - ethical issues in programs -ethical issues in employee relations



### **MODULE 4 - CINEMA MANAGEMENT**

- **Unit 1:** Introduction to Cinema Industry: The contemporary Bollywood and other regional Cinema Industries in India. Hierarchical Roles and functions of Director, Producer and other CREW MEMBERS.
- Unit 2: Revenue expenditure involved in the 4 phases Pre Production, Production, Post Production and distribution of Films. Film Budgeting Tentative Budget Vs. Final Budget Reckie and Post pro functions involved to controlled the expenditure. (Professional Film Budget)
- Unit 3: Film Scripts in relation to current societal trends ensuring the film success rate. Script Breakdown, Shooting Schedule, dealing with unions, hiring the required personnel, Handling contracts, legal agreements and securing permits with regard to the cast and crew, equipment rentals and location etc.
- **Unit 4:** Film Financing Pre Financing Agreements, Minimum guarantee agreements and Foreign Pre-sales/Territorial Distribution Agreements, New Media/VOD Distribution, Television Syndication Pre-sale, Production-Financing-Distribution Agreement, Production Loan, Challenges for the Business of Pre-sale
- **Unit 5:** FILM Distribution Process The Film Marketing division. Deals and alliances with Film Screening Companies and exclusive right pricing. Strategies devised and adopted by Film Marketers in connection to audience response and viewership. Film release and delivery date, mode of payment of royalty, film exhibition business, percentage basis, fixed hire basis, fixed rental basis

### **MODULE 5 - NEW MEDIA**

- **Unit 1:** Introduction to New Media: Transmission and use, advent of internet and role of Internet. Cloud Space and the business companies providing Cloud space.
- Unit 2: Tools of New Media: Social Networking sites, Photo-sharing sites, Mobile Applications, Podcasts and Real Simple Syndication feeds. Uses of Search Engine optimization AND Social Media Optimization
- Unit 3: New Media advantages- E commerce and E Banking and OTT Transmissions. New Media payment gateways, Ticketing gateways and traveloques
- Unit 4: Blogging and Vlogging Content production and handling the stages of Digital Interactivity. Revenue generation using the New Media Tools. U Tube Channel as a Profession and the PPC Model Security Control Measures on the New Media Cyber Laws in India and Abroad. New Media: Pros and cons
- Unit5: Augmented Virtual Reality (AVI), New Media Avatars and the commerce involved in the New Media.

### MODULE 6 - EVENT MANAGEMENT, BRANDING & PLANNING

- Unit 1: Introduction to the Event Management Industry Organizational Setup and hierarchy. Roles and responsibilities of Event Managers and executives. Organizing Stage Shows, Concerts, Seminars, Conferences, Trade Fairs, Exhibitions etc., Budgeting, Time Tables, Logistics involved in Event Concerned
- **Unit 2:** Budgeting for Events Professional Events Vs Personnel Events Tentative Budget and Actual Budget. Revenue generation from Public Events Ticketing cost, advertising cost and Vendor Cost
- Unit 3: Event Sponsorship Types of sponsorships and events partnership. Advantages of event sponsorship over advertising.
- **Unit 4:** Branding and Brand positioning using Event management techniques. Branding Decisions: Branding Brand Name Brand Characteristics, Brand Strategy Decisions. Brand Image, Brand Identity, Brand Personality
- Unit 5: Introduction to Advertising: Objectives, Scope and Social Implications. Concept of Integrated Marketing communication. Budgeting for Advertising Above the Line, Between the Line and Through the Line. Role of Advertising in Marketing Mix. Advertising Campaigns: Introduction, Planning and Managing, Marketing Strategies, Market Segmentation and Brand positioning. Measurement of customer satisfaction, Use of Technology in Add. Promotion campaigns and other Legal Compliances



### Unit1:SelfAwareness&self-management:

Self-Analysis and Self Concept, Components of Self Esteem, Formation of Self Esteem, Techniques of Self Awareness - SWOT & Johari Window, analyzing hidden potentials, Developing an openness to change, Components of Personality, Personality and Professional Excellence, Life Skills & Soft Skills-Determinants, Human Ethics and Professional values: Civic Virtue, Respect for others, Cooperation & Empathy

### Unit 2: Verbal & Non-Verbal Communication Skills:

Communication concept- purpose, process and classification, Interpersonal & Intrapersonal communication, Conversational skills, Listening Skills, Ethics and building blocks of Conversation, Verbal and Non-Verbal Components of Communication, Small Talk- Do's and Don'ts, Correcting Communication Styles

### Unit 3: Attitude Management & Behavioural modification:

Recognizing the power and importance of Attitude, Factors Influencing Attitude, Self-Evaluation on Attitude Triggers, Developing Rapport, Dealing with different kinds of Personalities

### Unit 4: Presentation Skills:

Public Speaking- developing Stage Presence, Voice Modulation, Content Management Extempore Speaking, Conduction & Delivery Skills, Perfecting the Body Language during Presentation, Strategies of becoming an effective speaker, Step Process: From Prep to Feedback & Evaluation

### Unit 5: Team Building & Leadership Skills:

Differentiation between Leaders and Managers, Virtues and Qualities of an Effective Leader, Emotional Intelligence for People's Management, Leadership Styles: Self-Assessment, Team Building & Group Dynamics, Team Building Strategies and Techniques: Qualities of a Team Player, Productivity and Empowerment

### Vision of CSD

To build knowledge, character, confidence, skills, and the right attitude amongst the students for them to become better professionals for the future and create a unique system that works on the principle of "holistic development

### Mission of CSD

To unearth the skills and potential of the students by aiding them with the right confidence, soft skills, and positive attitude & help them develop professional communication skills by working on their overall personality development through methods of coaching, mentoring & training.



### Unit1: Power Dressing & Grooming:

The importance of Clothing-Behaviorally and Cognitively, Differentiation between Business Formals & Business Casuals, Essentials of the Corporate Attire: Relevance and Importance, Formal Accessorizing, Color Combinations and Do's and Don'ts, Grooming & Personal Hygiene: Skin, Hair care, Body Odor etc, Developing Executive Presence

### Unit 2: Wellness Management:

Understanding the concepts of Anger, Stress & Anxiety: Sources, Triggers and Reactivity (ABC Model), Self-Management: Self Help techniques, Lifestyle Management and changing "Perceptions", Role of Emotional Stability & Regulation, Stress Management: Theory and Application, Dealing with stressful situations, understanding the importance of personal and professional relationships, How to maintain individuality to avoid personality conflict

### Unit 3: Professional Etiquette:

Business Card Protocol, Greetings and Introductions, differentiating between being Passive, Aggressive and Assertive, dealing with different kinds of Personalities: Dominant, Authoritative etc, Developing Social Ethics: Gender sensitization, Etiquette for Gentleman/Lady to be, knowing where to draw the line. Telephone/Cell Phone Etiquette, Business Dining, Interaction with Foreign Visitors, Business Manners in Different Countries, Inter-Organizational Etiquette

### Unit 4: Written Business Communication:

Purpose of Written Communication; Business Correspondence: Principles of Effective Writing; Letter Writing; Memoranda; Business Claims & Responses; Business Proposals; Meetings, Agenda, Circular, Notices & Minutes, Report Writing, Collection Letters, Sales Letters, e-mail writing

### Unit 5: Interpersonal & Intrapersonal skills for professional world:

Collaboration, Communication & Respect, Relationship Management, Respect and Feedback, Appreciation and Collaboration, Perseverance and Adaptability, Realistic Vs Unrealistic Goals, The art of prioritizing, SMART goals, Importance of Time Management, Challenges, Techniques & Tips.

### Unit1: Presentation Skills (Level-II: Practice Sessions):

Public Speaking- developing Stage Presence, Voice Modulation, Content Management Extempore Speaking, Conduction & Delivery Skills, Perfecting the Body Language during Presentation, Strategies of becoming an effective speaker, Step Process: From Prep to Feedback & Evaluation

### Unit 2: Winning Job Interviews:

Perfecting the Visual Resume, Groundwork before Interviews, Abiding the Dress Code: Do's and Don'ts, Types and Levels of Interviews: Skills Assessment, Answering Behavioral Questions, Articulation, Speech and Confidence

### Unit 3: Decision Making Skills:

Perfecting the Visual Resume, Groundwork before Interviews, Abiding the Dress Code: Do's and Don'ts, Types and Levels of Interviews: Skills Assessment, Answering Behavioral Questions, Articulation, Speech and Confidence

### Unit 4: Decision Making Skills:

Concept and its Importance, Decision Trap and Thinking Errors, Inferences and Conclusions, Decision Making and Leadership Typology: Self Analysis

### Unit 5: Goal setting & Time management:

Realistic Vs Unrealistic Goals, The art of prioritizing, SMART goals, Importance of Time Management, Challenges, Techniques & Tips

### Unit 1: Conflict Management:

Concepts of "Logic" and "Logical Thinking", Obstacles to Logical & Critical Thinking, Critical Thinking for Problem Solving: Strategies, Mechanisms and Theories, Agreement Vs Disagreement, Propaganda and Persuasion, Concept of Reasoning, Conflict Management Styles, Personal and Professional Implications

### Unit 2: Mock Interviews & Group Discussions:

Understanding Group Dynamics, Norms, Rules and Roles: Ability to Influence, Paraphrasing, Summarizing and Active Listening, Introductions and Conclusions: First Impressions and Last Impressions, Appearing for Mock Interviews and Stress Interviews, Situational Judgment Tests and their Application

### Unit 3: Lifestyle Management:

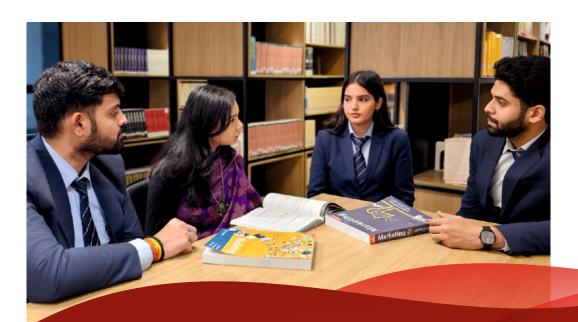
Art of Prioritizing, Self-Management skills that every Manager should have, Importance of physical well-being, Enhancing productivity through corrective behavioral and attitudinal measures, Developing Positive Lifestyle and Mannerism, Importance of relationships and its building blocks

### Unit 4: Etiquette Training:

Introduction to Dining Etiquette: Entertaining Clients, Handing different Cutlery, Restaurant Etiquette, Corporate Etiquette and Behavioral Training, Interview Etiquette, International Etiquette; for a globalized approach

### Unit 5: Emotional Intelligence:

Concept, theory and relevance, how to Evaluate Emotional Intelligence & Leadership, Developing Emotional Intelligence



# ENTREPRENEURSHIP FROM EDIC

with Certificate
in Simulation from
AIMA Bizlab

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

### **COMPONENTS**

### CHANCE TO WIN:

## Seed funding of Rs.5 lacs

to the best
innovative business
idea presented by
ABS student
(individual or team)
in National Business
Plan Competition
"Young Asian
Entrepreneur of the
Year" organized by
EDIC every year.

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

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

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

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

CERTIFICATION IN SIMULATION
FROM AIMA BIZLAB



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



Batch 2024 - 2026

### **PGDM BATCH**

2024-2026

Orientation July 8 - 13, 2024

### **Semester Schedule**

1st Semester

2nd Semester

3rd Semester

4th Semester

July 15, 2024 -

December 09, 2024 -

11 00 0005

August 04, 2025 -

December 15,2025 -

December 07, 2024

April 30, 2025

December 12, 2025

April 30, 2026

### **Summer Training Schedule**

### Summer Internship (8-12 weeks)

May 05, 2025 - Aug 02, 2025

### **Submission of Summer Internship Project**

Aug 02, 2025 - Aug 30, 2025

### **Examination Schedule**

### 1st Semester

### **Sessional Exams:**

September 10 - September 20, 2025

### Term Exams:

November 27 - December 07, 2025

### 3rd Semester

### **Sessional Exams:**

September 18 - October 01, 2025

### **Term Exams:**

December 01 - December 12, 2025

### 2nd Semester

### Sessional Exams:

February 11 - February 21, 2025

### Term Exams:

April 19 - April 30, 2025

### 4th Semester

### Sessional Exams:

February 02 - February 13, 2026

### **Term Exams:**

April 20 - April 30, 2026

### **Result Declaration**

<sup>\*</sup>The dates in academic calendar are tentative.

# INTELLECTUAL CAPITAL

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

- Albert Einstein

### **CORE FACULTY**

One of the major assets of an institution 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.





DR. LALITYA VIR SRIVASTAVA

Dr. Lalitya Vir Srivastava, Director- AEG is a healthy blend of academics & industry with rich mix of experience of more than 22 years in national & multinational organizations at various managerial levels. He has completed his MBA (Marketing), PGDBA (Foreign Trade & HR), PGDIRPM 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. SHWETA BATRA

Dr. Shweta Batra, holding a Doctorate in Management, currently serves as Professor and Dean of Examinations at Asian Business School. Boasting extensive experience in both the corporate and education sectors, she has garnered recognition for her outstanding contributions. In 2021, the Uttar Pradesh Government acknowledged her exceptional role in implementing the New Education Policy 2020. The following year, she received the esteemed Dr. Sarojini Naidu International Award for her unwavering commitment to education and national progress. Dr. Batra, a distinguished HR professional, is in high demand as an expert and has been featured on platforms such as Akashwani, where she engaged in insightful discussions on topics like the New Education Policy and the New Curriculum Framework. Her scholarly achievements include being the Topper of the NPTEL course "Organizational Development & Change in 21st Century" conducted by IIT, Bombay, winning the Best Research Paper award at international conferences on two occasions. Furthermore, she holds certifications as a trainer from AIMA Bizlab and has been accredited by IIC as an Innovation Ambassador trainer for aspiring entrepreneurs.



DR. SUNITA VERMA

Dr. Sunita Verma is currently working as Professor and Dean – Student Welfare in Asian Business School. She has done her doctoral research in the area of Employee Engagement from the School of Business and Management, Jaipur National University, Jaipur. Her research was on Analysing Antecedents and Consequences of Employee Engagement in Organized Retail Segment. She is a Post Graduate in HR and Marketing and UGC- NET qualified in Labour Welfare and Industrial Relations. She is also a degree holder in Commercial Secretarial Practice from Commercial Secretarial Institute, Delhi. Dr. Verma has an experience of more than 12 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).

Mr. Ravee Sharma is working as Assistant Professor and Dean - Corporate Resource Cell at Asian Business School. With over 13 years of extensive experience in corporate resourcing, placements, teaching, and business development, Mr. Sharma has made significant contributions to the field. His professional journey includes working with prominent education groups in India, such as the ITS Group of Institutions. Possessing an M.Sc. in Information Technology and a PGDM (IB), he holds faculty membership with AIMA and is UGC-NET (2007) qualified. Additionally, Mr. Sharma is a NEN Certified Entrepreneurship Faculty, specializing in Entrepreneurship Skill development programs. An individual with diverse academic achievements, he is currently pursuing his Ph.D. focusing on "Employability Skill Development for Fresh Management Graduates." Beyond his academic pursuits, Mr. Sharma is an enthusiastic writer, having authored two novels, showcasing his keen interest in storytelling.



RAVEE SHARMA

Dr. Maroof Ahmad Mir is currently working as Professor in the area of Finance and Accounts. He has done his Ph.D. in the area of Finance from Aligarh Muslim University and has qualified UGC-NET in Management. He has completed his Master of Business Administration in Finance and Accounts from AMU, Aligarh. He has an overall experience of around 13 years and his areas of interest include Portfolio Management and Financial Management. Dr. Maroof is the recipient of 'Best Researcher Award' at ABV – Indian Institute of Information Technology and Management, Gwalior in 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. He has also attended various conferences and workshops at institutes of repute. His research work has been accepted for presentation at various reputed organizations like IIM Ahmedabad, IIT Kanpur, IBS Hyderabad, etc.



DR. MAROOF AHMAD MIR

Dr. Veenu Arora is a management expert having over 15 years of experience in the areas of consultation, personality development and teaching. She is currently working as Professor of Management. Apart from carrying degrees in Masters of Commerce & M.Phil in management, she has also actively indulged in few certifications in behavioral programs like Facets personality assessment, "Basic lab on human processes" organized by Indian Society for Applied Behavioral Sciences; behavioral 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 did her Ph.D. in management on 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. VEENU ARORA



SHIPRA SHRIVASTAVA

Ms. Shipra Shrivastava is working as an Assistant Professor and Program Convener at Asian Business School. She has done her MBA with specialization in Human Resource Management and Marketing. She possesses a rich experience of 15 years in academics and industry. She has earned various accolades during her various job roles. Apart from teaching subjects; she has also acted as a student counselor. She has also authored a book in the domain of Human Resource Management. She has been the recipient of Dr. Sarojini Naidu International award for her sincere contribution in the growth of the country. Her areas of interest are Human Resource Management, Organisation Behaviour, Change Management and Competency Mapping. Apart from publishing research papers in Journals, she has also attended various workshops and presented papers in several National and International conferences in Institutes of repute including IIMs.



DR. SWATI BHATIA

Dr. Swati Bhatia is working as Professor and Convener - RDC at Asian Business School. She is a HR professional with rich experience of more than 17 years in corporate and education industry. She is a double Post Graduate and Doctorate in Management. Prior to joining ABS, she has worked with various B-Schools/ Universities and companies of repute. She is unwavering, meticulous and highly competent professional and has consistent record of achieving best results with a proven ability in implementing her work in organized manner. She possesses effective communication skills and is a team player with strong organizational, logical and problem solving abilities. Armed with multitude of competencies and work experiences, she is confident to carry forward organization's vision & objectives with sufficient ease and dedication. To her credit, she has published papers in UGC approved Journals and attended various workshops and Faculty Development Programs organized by management institutions and other organizations. She has been recently conferred with "The Best Researcher Award in September 2019" for her outstanding performance in the field of research and Development by ESN Research Group.



DR. RACHITA KAPOOR

Dr. Rachita Kapoor Bhasin is working as an Associate Professor at Asian Business School. She is a PhD in marketing, along with possessing a Master of Commerce degree from Jamia Millia Islamia and is a commerce graduate from University of Delhi. Dr. Bhasin's research interests are focused towards green initiatives with regards to consumer behavior and preferences and environmental awareness. She has published multiple research papers and articles in prestigious international and national management journals and has also presented her research on various seminars and conferences both at national and international level.

Dr. Bushra is currently associated with Asian Business School as an Assistant Professor in Finance. With a rich academic background, extensive teaching and research experience spanning over 15 years, she is dedicated to advancing the field of Behavioral Finance. She has completed her PhD in Behavioural Finance. She has qualified UGC-NET with Masters of Business Administration from Maharshi Dayanand University and M. Com from Delhi University with finance as specialization. She has done B.Com (Hons) from University of Delhi and B.Ed. from Guru Gobind Singh Indraprastha University. She is AIMA BizLab certified trainer and also a Foundation Level Trainer, Innovation Ambassador (IA) of Institution's Innovation Council (IIC). She has successfully completed eight weeks Corporate Finance Course from NPTEL, Indian Institute of Technology, Kharagpur. Her areas of interest include Behavioural Finance and Financial Psychology.



DR. BUSHRA

Dr. Sarmistha Sarma is a Professor. Consultant, Author, Editor and Columnist, At present she is a Professor of Marketing (Department of Management) at Asian Business School NOIDA. She is a Subject Matter Expert to Tata Consultancy Services since 2018. She had a popular column in Dainik Bhaskar named "Shabdarth" brought out in Hindi, Marathi and Gujarati. She has authored 5 books in various domains of Marketing and is presently Chief Adviser of IITM Journal of Business Studies (JBS) a UGC Care Listed Journal. Also she is in the editorial advisory board of Ecoforum Journal in Romania actively promoting research in business management globally. Along with all these roles she is associated with National Council of Educational Research and Training (NCERT) as a teacher trainer and was a member of the team that designed all India Teacher Training Manual. She has also been a member for designing Global Supply Chain Management course for IGNOU, MBA Programme. She is empanelled as a PhD research guide with All India management Association (AIMA). She has been e-content evaluator for Assam for the Commerce stream standard 11th and 12th for Central Institute of Educational Technology(CIET), New Delhi.



DR. SARMISTHA SHARMA

Mr. Vinod Dhar is presently working with Asian Business School as Assistant Professor in the field of Marketing. He is PGDM with specialization in Marketing from IIM Ahmedabad and has a rich experience of about 21 years 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. He was also involved in training of salesforce during his stint in Corporate. After exploring himself in Corporate, he moved to Academics to follow his passion for teaching and training. Marketing Management and Production & Operations Management are his key areas of interest.



VINOD DHAR



DR. SYED
AIJAZ AHMAD

Dr. Syed Ajaz Ahmad is currently associated with the Asian Business School as Professor in Marketing. He did his PhD in Management from Aligarh Muslim University. He is Management Professional as well academician and has two years of corporate experience at Managerial level and five years of teaching experience to his credit. He has an extensive exposure to research Methodology at national and international level. He is very proficient in the use of statistical tools like ANOVA, MANOVA and Structured Equation Modeling (SEQM). He is also an expert of SPSS and AMOS Software and has been invited as resource person for many research methodology workshops. He has published many research papers in the national and international Journals. He has attended many workshops on research methodology and research tools at national and international level. He has attended conferences and presented research papers in India and Abroad. He is a member of editorial board of many referred journals.



GARIMA MALHOTRA

Currently working as Assistant Professor and Head - Centre for Skill Development at Asian Business School, Ms. Garima Malhotra is a soft skills trainer who has delivered need based value added soft skills training for students, academicians, corporate and government officials. She is an organization psychology enthusiast who has confidently proposed her services by effectively addressing the needs of the institution. She is a Certified Consultant in Training & Development (CDC, Govt. of India) and her Research Areas include "Organization Change and Development towards Employee Satisfaction". She has been a trainer and facilitator with over 3 years of experience and has established her expertise in communication skills, soft skills and behavioral skills. She incorporates various life skills during trainings, by ensuring the active participation and involvement of the participants and makes it result-oriented for the benefit of teams and organizations. As a Training and Development specialist, her work in the industry includes trainings for groups as well as individual counseling sessions. She works across industries, running short term and long term training workshops and programs.



UPESH BHATNAGAR

Mr. Upesh Bhatnagar is currently associated with Asian Business School as Assistant Professor in the Department of Information Technology. He has about 17 years of experience related to teaching and training in Engineering and Management institutions of repute. He has done Bachelor of Engineering in Computer Science and Engineering from Dr. B. R. Ambedkar University Agra, Master of Business Administration from Kurukshetra University and various certification in IT, AI, and Python. He has participated in various workshops, seminars, FDP's and published research papers in National/International Journals/Conferences. He is also a member of professional societies like IEEE and worked as resource person for CSTT, MHRD.

Mr. Sumit Rastogi is currently working with Asian Business School as an Assistant Professor & Head Examinations. He has completed his M.Sc. and M.Phil in Statistics. He has around 20 years of teaching experience. He is also CSIR-NET qualified in Mathematical Sciences. He has handled various academic positions like – Program Chair, Associate Dean, Head Examinations in previous colleges. He has various research papers published in journals of repute. He has also conducted an MDP on Data Analysis through Excel at PHD Chamber, New Delhi. He has conducted various workshops on excel and SPSS for faculty and students. His subject areas include Business Statistics, Operations Research, Research Methodology.



SUMIT RASTOGI

Dr. Richa Sharma is currently associated with Asian Business School as an Associate Professor in Operations Management. She has 14 years of Academic and Industrial Research experience in Education Sector, manufacturing Sector and consultancies. Her Field of specialization is Production Operations Lean management, Quality Management, and Industrial Engineering. Gold Medalist in M.Tech (Manufacturing Systems) Post Graduation from Punjab Technical University in 2007. She was officially Appreciated as Expert Speaker Consultant by NPC 2021 (National Productivity Council, Government of India) for delivering training sessions webinars in 5S Lean Implementation. She was also nominated for "Women Researcher Award: Lean Specialist in International Scientist Awards 2021 on Engineering, Science and Medicine, VD Good Technology Organization. She has Successfully implemented Lean Tools (5S and TPM- Japanese Philosophy) in Corporate manufacturing sector like Vardhman Group, Hero Motors, Yamaha Motors, BORL etc. More than 15 research papers has been published in various national and International Journals indexed in SCI and Scopus and conferences in the field of Production Operations Lean Management.



DR. RICHA SHARMA

Ms. Priyanshi Sharma is currently working in Asian Business School as an Assistant Professor in Finance. She has qualified UGC - NET in Commerce for three times consecutively and recently pursuing PhD. in Commerce from Amity University. She has completed her bachelors in Commerce (B.com) and masters in Commerce (M.com) from University of Lucknow. She has also done Company Secretary Course from Institute of Company Secretaries of India (ICSI). She has to her career research papers presented in conferences and published in reputed journals. Her areas of interest are Taxation, Law and other areas of Finance. Her approach towards teaching and learning skills is what creates value to the students.



PRIYANSHI SHARMA



AKANKSHA JAISWAL

Ms. Akanksha Jaiswal presently serves as an Assistant Professor in Management at Asian Business School. With a wealth of teaching experience, her expertise spans General Management, Marketing Management, Business Communication, and Human Resource Management. She holds qualifications from the University of Lucknow and has successfully qualified the UGC-NET. Ms. Jaiswal is not only an enthusiast but also an invaluable addition to the organization, actively engaging with students through practical examples drawn from various industries. Committed to staying abreast of the latest information, she is a staunch advocate of continuous learning. Apart from fostering strong communication with students, her auxiliary interests extend to student counseling and career guidance. Additionally, she harbors a profound passion for research.



ASHISH BHARDWAJ

Ashish Bharwdaj is associated with Asian Business School (ABS) as Assistant Professor. He is a double graduate and double Post graduate in Tourism Management and Law. He did his Bachelor in Tourism Management (B.T.M) from Jiwaji University Gwalior and his PGDM (Tourism and Leisure ) from Indian Institute of Travel and Tourism Management New Delhi. He has worked as Tourism Executive with SOTC, Southern Travels, IBEX Expedition etc. His desire to understand the legal aspect of the business has made him pursue LL.B. from Indian Law Society Pune Maharashtra and LL.M from Department of Law, Pune University. He has participated in various Conferences and Seminars. Being Inclined towards understanding the structure of labour in management he has pursued Diploma in Labour Law (DLL). As an academician he delivers his lectures by incorporating the practical and industry experience in the classroom for the maximum benefit of the students.



PRIYA CHOUDHARY

Priya Choudhary, a distinguished Assistant Professor at Asian Business School, holds an MBA in HR and is a certified Soft Skills Trainer with prestigious credentials from Cambridge University and TEFL (Teaching of English as a Foreign Language), accredited to TESOL, Canada. Her global perspective, complemented by extensive corporate experience, signifies a nuanced understanding of diverse cultural intricacies. Devoted to fostering creativity and educator development, Priya's international coaching proficiency augments her role. With a commitment to instilling valuable skills in students, she significantly contributes to the academic landscape.

Ms. Shruti Pandey is a Media Professional having a work experience of 19 years in the field of News Media Industry and Media Academics. Ms. Shruti has a rich work experience as a Broadcast News Correspondent with National News channels "Door Darshan", "Aaj Tak" and "India TV". She has also worked as a Programme Producer for NDTV Good Times – contributing to shows for the channel. She headed the Broadcast Programme wing of Delhi Press producing weekly shows. Since the last 11 years, she has been dedicatedly involved in training and teaching students for Media. She has an excelling command on the Media Industry knacks and believes that the surge of truth keeps the journalist light rekindled. She has achieved expertise in International Education as well and is a certified Media Trainer by the Edexel University UK. Ms. Shruti has been a part of the organizing committee at "Cineaste INTERNATIONAL FILM FESTIVAL 2019" – that showcased and awarded films and directors of over 28 countries.



SHRUTI PANDEY

Ms. Guneet Kaur is an IIM-Lucknow alumnus with MBA in Human Resource Management, presently concluding PhD in the area of Emotional Intelligence and Employee Engagement. She is a certified Behaviour Testing Assesor from Guru Gobind Singh IP University and has a versatile experience of more than 15 years in academia and 2+ years in the corporate. Currently working as Assistant Professor, her areas of research include leadership, spiritual intelligence etc. She has been actively imparting corporate trainings and management development programs to companies like GE, Inter-globe technologies and taken several workshops on self-leadership and emotional intelligence for companies like Kone Elevators. Her expertise lies in understanding behaviour skills and student development areas like personality development, interview skills and business communication areas. She has to her credit two book chapters and two research papers in ABDC indexed journals.



GUNEET KAUR

Dr. Gurpreet Kaur is working as Assistant Professor in HR in Asian Business School. She is having an experience of more than 18 years in teaching. She has done her Doctoral Research in the area of HR. She has done M.Phil. in Management. She got a certificate of appreciation from Ministry of Skill Development and Entrepreneurship, Govt. of India. She also bagged with the certificate from National commission for capacity building, preparing women for tomorrow. She has published various research papers in reputed journals with book chapters' publications. Her area of interest is Organizational Behavior, Human Resource Management, Talent Management and Entrepreneurship. She has attended various national and international conferences, FDP and MDP. She believes in hard work and creativity and focuses more on the result oriented approach.



DR. GURPREET KAUR



SHUBHIKA GAUR

Ms. Shubhika Gaur is an accomplished academician and HR professional currently serving as an Assistant Professor in Marketing at Asian Business School. With a strong educational background and extensive experience in both teaching and corporate domains. Ms. Shubhika Gaur currently pursuing a Ph.D. in Marketing from JIIT Noida. She completed her Master degree in Marketing after earning her Commerce Graduate degree, showcasing her dedication to building a comprehensive understanding of the field. With a combined experience of 7.5 years, Ms. Gaur has an excellent blend of teaching and corporate experience. She has spent 4.5 years as a faculty, imparting her knowledge and mentoring students in various marketing disciplines. Prior to her academic career, she gained 3 years of valuable corporate experience in the HR domain. Ms. Shubhika Gaur has a broad range of interests within the field of marketing. Her areas of specialization include Marketing Management, Business Law, Organizational Behavior, Industrial Law, Advertising Management, Sales and Distribution, Retail Marketing, and Consumer Behavior. As a passionate researcher, Ms. Gaur has contributed significantly to the academic community. She has published numerous papers in esteemed National and International Journals, including those indexed in renowned platforms such as SCOPUS, ABDC, Google Scholar citation indexing, and EBSCO. Her research work demonstrates her dedication to advancing knowledge in marketing and her commitment to staying updated with the latest trends and developments in the field. In addition to her research publications, Ms. Gaur has also published various patents. Ms. Shubhika Gaur actively participates in conferences and workshops conducted by reputed institutions. Her presence in such events allows her to network with fellow academicians and industry professionals, further enhancing her knowledge and insights.



SRINKA BOSE

Srinka Bose is an Assistant Professor Economics with Asian Business School. She has teaching experience of more than 20 years in areas related to Economics, Statistics and Operations Research. She possesses rich experience and taught the students at graduation and post-graduation level in colleges in Kolkata, Pune, and NCR. She is pursuing her PhD from IIFT, Delhi in the area of International Trade in Services. She also has been part of a research project under the Ministry of Commerce and has several publications in national and international journals. She is also an active participant in various workshops and faculty development programs.

Dr. Itinpreet Kaur is currently associated with Asian Business School as an Assistant Professor in Management. She is doctorate is management and is also a UGC-NET qualified professional, with the research area on "Diversity and Inclusion" from Amity University, Noida. She has published papers in journal of international repute and have also presented research papers in various international and national conferences held at prestigious institutions (at IIMs, IIT, NIT and MDI). To her credit, she has received "Third Best Paper Award" for paper presentation at the international conference on Sustainable Business Management (SBM 2023) organized by IIT Roorkee (DoMS, IIT Roorkee) and Arizona State University, USA. She has obtained her masters and bachelors with distinction from Chhatrapati Shahu Ji Maharaj University, Kanpur. Apart from carrying degrees, she is also activity indulged in pursuing professional certificate programme on 'HR Management and Analytics' from IIM Kozhikode. Her areas of interest include organization behaviour, business management, human resource management and HR Analytics.



DR. ITINPREET KAUR

Ms. Tanushree Shrivastavis working as an Assistant Professor in the Centre for Skill Development at the Asian Business School. She is UGC NET and MP SET qualified in English. She holds a rich experience of more than 6 years in teaching at universities and colleges. She has experience of designing the course content for soft skills for various branches of management. She has a demonstrated history of working in the education management industry and preparing students for employability competence, thereby meeting the industry's needs. She has undertaken various Train the Trainer programmes to facilitate the trainers for effective delivery while maintaining quality standards of delivery.



TANUSHREE SHRIVASTAV



#### VISION

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

#### OBJECTIVES

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

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

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

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

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

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







#### **COMPONENTS**

Students acquire a solid foundation in entrepreneurship through a comprehensive course that incorporates traditional classroom lectures, exams, and practical exercises. The program includes hands-on workshops dedicated to idea generation, environmental scanning, and the preparation of documentation for accessing loans and government assistance programs. Moreover, students learn to develop proofs of concept tailored to attract funding from angel investors or venture capitalists for their startups. ABS plays a crucial role in guiding students through the intricate process of understanding and initiating their own entrepreneurial ventures.

Asian Business School has also setup an incubation center which assists the budding entrepreneurs with the documentation, marketing and recruitment as well as in conducting survey on entrepreneurial opportunities, industry requirements and market potential of the region.

All ABS students who are interested in launching their own business will be assisted by EDIC in every step of the way.

#### **CERTIFICATION IN ENTREPRENEURSHIP** FROM **EDIC**

Objective of this programme is to help young people develop a more entrepreneurial mindset and build their self-confidence so that they may take calculated risks while beginning their own business. Students who earn this certification will have the knowledge and abilities necessary to build their own creative businesses and to assist others in doing so through research and consulting. Students' social and economic contributions will be bolstered as a result of the program's emphasis on Social Entrepreneurship. Students will gain competence through the development of an entrepreneurial mindset, entrepreneurial abilities, and entrepreneurial knowledge.

#### **EXPERIENTIAL LEARNING**

Experiential learning is made priority in the education of all EDIC students. The Young Asian Entrepreneurship Challenge (YAEC) is an annual event conducted by EDIC for students who have been admitted in ABS nut have not yet begun their academic careers. Student learning begins even before they arrive on campus for the academic session. The prize for the winner of the Young Asian Entrepreneurship Challenge (YAEC) is an Apple Macbook, which serves as an added incentive for the student's efforts. It also provides an opportunity to the winner of YAEC to become a finalist of Young Asian Entrepreneur of the Year (YAETY) competition and a chance to win a seed fund of Rs. 5 lacs for starting his/ her venture.

#### **CERTIFICATION IN SIMULATION** FROM **AIMA BIZLAB**

Management graduates will benefit from AIMA BizLab's virtual business laboratory as they learn about management ideas through a simulation course that aims to help students develop entrepreneurial skills as well as prepare them for the workforce. In addition to the EDIC Entrepreneurship Certification, students will get this certification from AIMA.



#### VISION

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

#### MISSION

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

#### **MESSAGE FROM DEAN - CRC**

Mr. Ravi Sharma

Corporate Resource Cell at Asian Business School 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 and professional skill in each student to meet the challenging industry standards. This is done through regular training programs and workshops on general awareness, business etiquettes, technical skills, communication, career guidance programs, soft skills programme, personality development and aptitude skills. Guest lectures, Industrial visits, Seminars, Workshops, SSA and Projects are regular feature at Asian Business School wherein students get the best industry exposure.

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

We are proud to share that Asian Business School young talent is highly accepted in the industry are 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.
- Arrange various programs to enhance the technical and professional skills of students.

## STAR PLACEMENTS

#### PGDM 2018-20



ABHIJEET KUMAR RAI Specialization - Marketing -





ABHISHEK KUMAR SINGH Specialization - Marketing -





ADARSH GULATI Specialization - Marketing -





AGRIM SINGH Specialization - Marketing -





AKSHAY TANWAR Specialization - Marketing -





NIKHIL DHIMAN Specialization - Marketing -





GAURAV KUMAR Specialization - Marketing -



MANJEET SINGH
Specialization
- Marketing -





N SRI HARI RAO Specialization - Marketing -



NISHANT SINGH Specialization - Marketing -





PRERAK GABA Specialization - Marketing -





RAJU KUMAR YADAV Specialization - Marketing -



#### PGDM 2018-20



SHEIKH MAHIN MEHRAJ
Specialization
- Marketing -





TWINKLE BHARGAVA
Specialization
- Marketing -





AAKASH KAPOOR Specialization - Finance -





AASHIMA MALHOTRA
Specialization
- FINANCE -

#### Deloitte.



AKSHAT MEHTA Specialization - Finance -





AKSHAY ARORA Specialization - Finance -





GEETIKA BANSAL Specialization - Finance -

**S&P Global** Ratings



MOHD UZAIR Specialization - Finance -





MOHIT Specialization - Finance -





SHRUTI SINGLA Specialization - Finance -

S&P Global Ratings



NAVNEET KAUR Specialization - HR -





SHRESTHA SRIVASTAVA
Specialization
- HR -



#### PGDM 2019-21



ADITI JUNEJA Specialization - Finance -





AMAN JAIN Specialization - Finance -





ANSHIKA SINGH Specialization - Finance -





CHETNA SAGAR Specialization - FINANCE -





GAURI SRIVASTAVA
Specialization
- Finance -





KARAN VIRMANI Specialization - Finance -





MADHVENDRA N. BHARDWAJ
Specialization
- Finance -

FEDERAL BANK



NAYAB CHAUDHARY

Specialization
- Finance -

FEDERAL BANK



SRISHTI KHANNA Specialization - Finance -

**Deloitte.** 



UMESH CHAUDHARY

Specialization
- Finance -

accenture



AMIT K. TIWARI Specialization - Marketing -





ANSHU RANI Specialization - Marketing -



#### PGDM 2019-21



ANUPRIYA JHA
Specialization
- Marketing -

comviva



HEMANT K. SAHU Specialization - Marketing -





**NEHA RAI** Specialization - Marketing -









PARMEET SINGH Specialization - Marketing -

HDFC BANK
We understand your world



RISHAV ANAND Specialization - Marketing -





RISHAV K. ARYA Specialization - Marketing -

Optimus \*\*



SHRUTI GARG Specialization - Marketing -





SHUBHAM BHARDWAJ
Specialization
- Marketing -



SHUBHAM D. SHARMA
Specialization
- Marketing -





SONU KAUSHIK
Specialization
- Marketing -



Sourabh Goel Specialization - Marketing -



#### PGDM 2019-21



SOURAV KUMAR Specialization - Marketing -





SRISHTI DHANKAR

Specialization
- Marketing -





YASH RAJPUT Specialization - Marketing -





ANANYA GHOSH Specialization - HRM -





NAVYA VATS Specialization - HRM -





SHIVANGI SHARMA Specialization - HRM -



#### PGDM 2020-22



ANANT SINGH Specialization - Marketing -





HARSHIT MAHESHWARI Specialization - Marketing -





KARAN PAREEK Specialization - Marketing -





KARTIK RATTAN
Specialization
- HRM -



#### PGDM 2020-22



PURUSHARTH SINGH Specialization - Marketing -





RADHIKA SHARMA Specialization - Marketing -





ROHIT SINGH Specialization - Marketing -





ALOK GUPTA Specialization - Marketing -





BHAVYA PUROHIT

Specialization
- Marketing -





**PREETI**Specialization
- Marketing -





VIKRANT MISHRA Specialization - Marketing -



DINESH KUMAR
Specialization
- Marketing -





PRIYANKA DHULL Specialization - Marketing -





SHUBHAM SWARNKAR
Specialization
- Marketing -





SONAL CHAUHAN Specialization - Marketing -





ADESH KUMAR Specialization - Finance -



#### PGDM 2020-22



MANJU DAHIYA Specialization - Finance -

S&P Global



ANUSHKA TYAGI Specialization - Finance -

Deloitte Touche Tohmatsu



NITIN SAINI Specialization - Finance -





SHEENAM SHAH Specialization - Finance -





SIMRAN MIGLANI
Specialization
- Finance -

S&P Global



VIJAY KUMAR KESHARI Specialization - Finance -

CLEARWATER



ANKITA BADONI Specialization - HRM -

magicpın



EBAN JAMES Specialization - HRM -





MANSI CHATURVEDI Specialization - HRM -





AKSHARA M R Specialization - HRM -





ANKITA VERMA Specialization - HRM -



VANSHIKA Specialization - HRM -



#### PGDM 2021-23



ARCHIT SHARMA Specialization - Marketing -





**DIVYA JAIN** Specialization - Marketing -





GARIMA BATRA Specialization - Marketing -

**STRATACACHE** 



GARIMA K. CHAUDHARY

Specialization
- Marketing -





KUNAL ABOTI Specialization - Marketing -

COFFEE Day Beverages



MAYANK SHEKHAR Specialization - Marketing -





MD ROHIL Specialization - Marketing -

1 BLUESTONE



MOHIT KASHYAP Specialization - Marketing -





MUSKAAN MEHRA Specialization - Marketing -



MU

MUSKAN CHAUDHARY
Specialization
- Marketing -





NAKUL YADAV Specialization - Marketing -





PRADYUMAN SINGH Specialization - Marketing -



#### PGDM 2021-23



SAURABH SINGH Specialization - Marketing -





**SHIVANI**Specialization
- Marketing -





SHUBHAM SINGH Specialization - Marketing -





SIDDHARTH TRIPATHI
Specialization
- Marketing -





SWATI KAUSHIK Specialization - Marketing -





TANISHQ SINGH
Specialization
- Marketing -





YASH AGARWAL Specialization - Marketing -





ANUSHKA Specialization - Finance -





CHHAVI SHARMA Specialization - Finance -



**DEEPIKA**Specialization
- Finance -





EKTA MAURYA Specialization - Finance -

**WNS** 



NEHA CHAUDHARY

Specialization
- Finance -



#### PGDM 2021-23



NIKHIL SHARMA Specialization - Finance -





RISHAB BUCHA Specialization - Finance -

Deloitte.



SAGAR SAURABH Specialization - Finance -





SHIV KUMAR Specialization - Finance -

**WNS** 



SHIVAM CHOPRA Specialization - Finance -



AKANKSHA MATHUR
Specialization
HRM





ANUKRITI MISHRA Specialization - HRM -



GUNIKA GANGWAR Specialization - HRM-





RASHI JHANWAR Specialization - HRM -



SANJANA SHARMA Specialization - Marketing -





UTKARSH DEO Specialization - Finance -

Deloitte.



BHAVIKA MADHOK Specialization - Finance -

**Deloitte.** 

## PLACEMENT & TRAINING ASSOCIATES

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



#### Coca-Cola NSIC Incubator



**Coke Studio** 



& many more...

#### Haier



Bisleri Hero Moto Corp

## EXPERTS AT ABS

LEAD Lecture
Series
(Leadership &
Entrepreneurial
Aspirations
Development) In Conversation
with Experts



**Shri. Venkaiah Naidu** Former Vice President of India



**Dr. Harsh Vardhan**Former Union
Cabinet Minister



**Suresh P. Prabhu** Member of Parliamant, Rajya Sabha



**Dr. V. K. Singh**Union Minister of State,
Ministry of Civil
Aviation



**Dr. Kiran Bedi**Lieutenant Governer
of Puducherry



**Angelo George** CEO, Bisleri



**Vipul Sabharwal**Managing Director Luminious Power
Technologies (P) Ltd.



**Shruti Mishra**Lead - People &
Organization Partner
PUMA Group



**Capt. Pranav P. Thakur** Head - HR Renault India Pvt. Ltd.



**Teena Khanna**Head - Talent Acquisition & Continuous Learning (L&D)
Lenskart.com



Sushant Kumar
India Lead University Relations &
Campus Recruitment
TATA Technologies Ltd.



**Shriyans Bhandari**Co-Founder
Greensole



**Sonu Sharma** Co-Founder Dynamic India Group



**Anjali Singh** Managing Director Deutsche Bank



Dr. (HC) P. K. Rajput Sr. Vice President -International Market Cadila Pharmaceuticals Ltd.



**Tania Chatterjee**Director HR
NatWestGroup



**Ashish Bhalla**Director - HR,
HCL Technologies
Ltd



**Swasti Sinha** Head - HR, Evaluserve



**Agniwesh Thakur**Director- Human
Capital Consulting,
Deloitte



**Nick Vujicic**World Renowned
Motivational
Speaker



**Puneet Gupta**Co founder and COO,
Redcliffe Lifetech



Maneka S. Gandhi Member of Lok Sabha An Animal Right Activist & Environmentalist



Ankit Jamb Chief Learning Officer, Grant Thornton Bharat LLP



**Amit Jawar** National Head - North, Dabur India Ltd.



**Megha Gupta**Human Resource
Director
Fiserv



**Dharam Rakshit**Sr HR Leader,
Hero MotoCorp Ltd.



**Rene Deceunick** Master Coach in Body Language



**Mukesh Rohila**Director - Human
Resource Capital
Advisory, KPMG



Prashant Sharma
Head - Talent &
Employee Experience,
Greenlam Industries
Ltd.



**Ritu Gupta**Country Director Marketing
DELL Technologies



Jaswanth
Sharanarthy
Head - Human Resource
Cavinkare



Vir Bharat Head - HR, Yamaha Motors Solutions Pvt. Ltd.



Priya Kumar Founder & CEO Priya Kumar's Training & Systems



Mr. Dilip Chenoy Secretary General Federation of Indian Chambers of Commerce and Industry (FICCI)



Mr. Vivek Kalia
Head of Business
Operations
AIRBUS



Mr. Richard Rekhy
Former CEO, KPMG India
Non-Executive Board
Member, KPMG Dubai



Kiiza Saddam Hussein International Lawyer, Consultant at UNICEF, Global Goodwill Ambassador



Charanjit Singh
Regional Campus
Lead,
Mastercard



Roop Loomba General Counsel, Head of Ethics, India and South Asia, Rolls-Royce

#### **CENTRE FOR** SKILL DEVELOPMENT **CSD**

#### **OUR APPROACH TO** STUDENT DEVELOPMENT

Evaluate students on various parameters of personality.

Develop their individual scoring and year-wise development plans

Foster behavioral skills and help students develop selfconfidence.

Train students to become placement ready and a good fit for the industry and maintain PAS (Professional Assessment Scores)

Provide individual counseling and mentoring sessions.



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

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



#### FUNCTIONS OF CENTRE FOR SKILL DEVELOPMENT

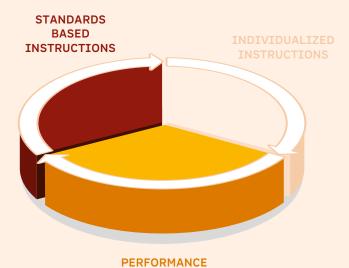
Centre for Skill development has 3 major functions on which we rigorously work upon, aligning our vision with the institution's vision.

CENTRE FOR SKILL DEVELOPMENT Personality Development & Corporate Communication
Certificate

Placement Oriented Trainings Crafting Prodigy Program







#### Benefits of the programme:

**BASED INSTRUCTIONS** 

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



#### Individual Development Plan

- Effective Communication Skills
  - Personality Development
    - Self Motivation
  - Attitude and Motivation
    - · Self-Esteem
  - Emotional Intelligence
    - Assertiveness
- Mechanics of Public Speaking
  - · Self Management
  - Self Confidence

#### Competency Development Plan

- · Goal Setting
- Working in teams
- · Convincing & Influencing Skills
  - · Time Management
  - Leadership Skills
  - Interpersonal Skills
  - Presentation Skills
  - Corporate Communication
    - · Resume Writing
  - GD and Interview Skills

# 1.

#### Personality Development & Corporate Communication (PDCC):

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





#### Placement Orientation Training

Since the agenda of undergoing a professional course is to help a student make a good career ahead with the best possible placements, the Centre for Skill Development conducts rigorous need-based training on soft skills, communication skills & language building for the students. The training module is curated based on the training need analysis conducted in the pre-training evaluation stage. The module and evaluations are developed collectively with the Corporate Resource Cell so that the module meets the industry's needs.

#### Crafting Prodigy Program (CPP)



Crafting Prodigy Program is a niche and unique program developed by the Asian Education Group which runs on the rationale of "Individual development". It is one of a kind mentoring program that in a very structured format enables a student (prodigy) to work under a faculty mentor (crafter) to first understand the aspects of personality better through self-reflection techniques and thereon work on the individual strengths and weaknesses. What makes this program thoroughly unique is the approach toward every development plan, which is unique and entirely different from the other students.

## ACADEMIC LINKAGES

College / University

INTERNATIONAL ACADEMIC ASSOCIATES

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



#### COLLABORATION WITH INTERNATIONAL INSTITUTES OF HIGHER EDUCATION

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 tie up between Asian Business School & Oxford Business College aims at developing skills of students in international business & international research.







The Oxford Study Program is designed to give students the opportunity to earn the Executive Diploma in International Business while residing in Oxford, England. Along with classroom study, the Program includes on-site visits to historical and cultural 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.

#### OXFORD STUDY PROGRAM

#### HISTORY AND ACCREDITATION

The College has been established for more than 30 years now and has a reputation for excellence with academic bodies, professional institutes and industry. The College has been accredited by Edexel 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).







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 been granted language revision

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

The college got consistent nominations among the top 10 in the 'WhatUni Awards' in the 'Best Independent Higher Education Provider' category in 2018, 2019, 2020 and 2021 and won the award in 2020 and 2021.





#### **ACADEMIC STRENGTHS**

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

The tutors are all approved by the educational partners as well as by Oxford Business College. The small class sizes and 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 hitech 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

Globalization has become an integral part of every business, no matter which sector it exists in. International norms and cultural trends have made their way into our financial markets, marketing domains, and organizational setups. Management graduates of today are thus expected to match pace with the steps of the global market that the world is rapidly transforming into. They should have the knowledge and knowhow of not only the domestic market and industries but also the international markets, cross-cultural organizations, and their functioning.

Asian Business School along with the Post Graduate Diploma in Management, also provides its students an additional Executive Diploma in International Business which is conferred by the Oxford Business College, Oxford, UK. The diploma provides an insight on aspects such as International Business & Trade and International Marketing, Finance, HR that play a critical and important role in the development of an international outlook among the students.

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

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



ONE WEEK

## RESIDENTIAL LEARNING TRIP TO OXFORD (U.K.)



Executive Diploma In International Business While Residing In Oxford

#### **ITINERARY**

## Day 1

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

## Day 2

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

## Day 3

Lectures by Eminent Professors of Oxford Business College & IB Project presentations by ABS Students at Oxford Business College.

## Day 4

Visit to places of Cultural Heritage and Educational Eminence at Oxford City

## Day 5

Sight seeing at London

## Day 6

Learning Outcome Evaluation and Departure from Heathrow Airport, London

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

## Day 7

Arrival at New Delhi Airport







#### TRIP DETAILS

#### Includes:

Visa fee (one-time), Air travel, In-city travel, accommodation & meals.

#### **Excludes:**

Any Expenses of Personal nature, meals other than ones provided by the college.

#### Sight Seeing:

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

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

\*Asian Business School (ABS), Noida organizes educational tour to Oxford Business College (OBC), Oxford, UK, for the students at the end of the last semester of their PGDM program, depending upon the dates of visit provided to ABS by OBC. This tour to UK is complementary for the students to expose them to the international business environment thus has no monetary value to students for any claims. Though ABS extends its support to students during the entire process of visa approval and travel, but does not hold the guarantee of visa approval from competent visa authorities, as it is at the sole discretion of 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 chance of travelling to Oxford will stand cancelled, if the student is not able 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.















### **BEYOND ACADEMICS**





### CLUBS AT ABS







Physical activities are a common form of recreation and a source of well being and it works as a key for improving physical fitness as well as mental health. Physical activities may include recreational and competitive 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.

## THE SPORTS CLUB ATHLEEMA

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













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

Athleema club organizes a host of events related to sports as a regular activity which includes in-house activities like Chess. Carom. Table Tennis, Sudoku, Snooker as well as other outdoor activities like Basketball, Volleyball, Kabaddi, Badminton and Football. The club further conducts annual sports festival to boost the overall development of students along with education. Every season of Athleema is graced by well-known dignitaries and sports celebrities. It's an event filled with the vibrancy, colourfulness and eagerness of the young participants of colleges and universities spread over North India who wish to showcase their talent in the respective sports categories.

#### CULTURAL CLUB UTSAV





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

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

#### CSR CLUB

"We make a living by what we get. We make a life by what we give."

- Winston Churchill





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

The CSR club of ABS attempts to bring about significant changes in the society through interactions at the grassroots level with regards to different sectors including education, healthcare, and environmental care. Young learners are the best messengers to spread the awareness of the social and global issues and their voice do leave an impact on ones' mind. CSR Club aims to develop a sense of compassion and sensitivity in students towards our fellow countrymen and contribute as responsible citizens for maintaining harmony and peace in order to encourage amicable existence among everyone.

Seed the Entrepreneurial Club is committed to impart academic excellence coupled with pragmatic approach by organizing number of activities that make the students understand the current day expectations of the society. Aim of the Club is to create an atmosphere that is conducive for budding wannabe entrepreneurs so that we as Indian society become more of job creators rather than job seekers. Under the club major events happen like Young Asian Entrepreneur of the Year, Road not Taken (an inter-college competition), etc.

## ENTREPRENEURIAL CLUB SEED



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

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

MARKETING CLUB MARK-TECHOS





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

THE FINANCE CLUB
BULLS & BEARS



# THE HR CLUB SYNERGIZE TO-GET-HR



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



#### IT CLUB **TECHNOCRATS**





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

The main objectives of the club are:

- To create awareness on the current trends in technology among students.
- To sensitize students to the netiquette of using the internet and related technology.
- To learn the use of IT Skills in various management fields.

Activities undertaken by the club include blogging, Techno-Quiz, Techhunt, Excel formula war, Tech-Talk, Tech-Tambola, IT games and lots more.

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.



Prakriti, the Environment Club has the purpose of sensitizing the young generation towards the numerous issues related to environment. Following are the broad objectives of the club:

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

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

## THE LITERARY CLUB

#### **GNOSIS**



### ENVIRONMENT CLUB







### **ORIENTATION PROGRAM**





















## VISIT OF HON'BLE SHRI PRANAV MUKHERJEE



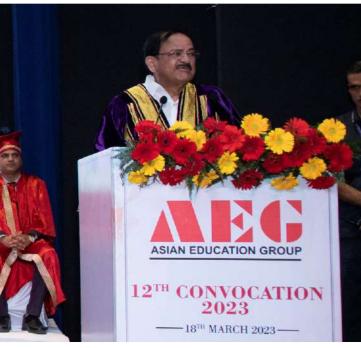






## VISIT OF HON'BLE SHRI VENKAIYAH NAIDU \*







## EVENT CALENDAR

2024-25





### GLOBAL EDGE AT ABS







Katherine Boxale

Postgraduate Programme Leader at Istituto Marangoni, London



Dr. Augusto Lopez Claros

Executive Director of the Global Governance Forum



Dr. Joshua Lincoln

Senior Fellow (non-residential) at the Centre for International Law and Governance at Fletcher, the Graduate School of Global Affairs, Tufts University



Dr. Arthur Lyon Dahl

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



Paolo Venturini

Professional ultrarunner-Italian's Policeman -Fiamme Oro Team



Patricia Caroline Haveman

Founder Mundo Younido - Award Winning Inspirator, Global Peace Ambassador, Philanthropist, Humanitarian



Prof. Kim Soo Yeon

Director, International Youth Fellowship India (IYFI)



Dr. Kazem Samandari

Exec. Chairman L'Opéra; President KCSH & Associates; President Terra Firma International

## FOUNDERS OF UNICORNS / START-UPS

**AT ABS** 



**VIJAY S. SHARMA** 

Founder PayTM

PEYUSH BANSAL

Founder & CEO Lenskart.com

AMAN GUPTA

Co-Founder & CMO, boAt Lifestyle

**CHETAN BHAGAT** 

Renowned Author

**KANIKA TEKRIWAL** 

Founder & CEO JetSetGo Aviation



**BHARAT SETHI** 

Founder Rage Coffee

**SAGAR DARYANI** 

Co-Founder & CEO Wow! Momos Food Pvt. Ltd.

#### SANJEEV BHIKCHANDANI

Founder Info Edge India Ltd.

#### ARUNACHALAM MURUGUNANTHAM

Social Entrepreneur & Founder d. Jayashree Industries The Real Padman of India

PRASHANT PITTI

Co-Founder EaseMyTrip.com



M. YESHWANT NAG

Founder
The Thick Shake Factory



**SWATI BHARGAVA** 

Co-Founder, CashKaro & EarnKaro Fortune 40 under 40 Ex Goldman Sachs London & LSE



#### MAJ. (RETD.) VANDANA SHARMA

Co-Founder - STREE, LinkedIn Top Voice 2019, TEDx Speaker, Winner Woman Icon Asia Pacific Award



DR. GARIMA SAWHNEY

Co-Founder Pristyn Care ABS made sure that its future entrepreneurs do not suffer on account of Covid 2019 pandemic thereby organising a series of webinars thus providing students with an opportunity to keep on learning by interacting with the first generation of entrepreneurs who have already proved themselves.



ASHISH VIDYARTHI
Founder
Avid Miner

TANYA BISWAS AND SUJATA BISWAS

Founder - SUTA

SHIV KHERA
Renowned Author

AASTHA ALMAST
Founder
The New Shop



**NEELAM SINGH**Founder & CEO
The Burger Company

ANANYA BIRLA
Entrepreneur &
Song Writer

Founder & CEO
Baba Business

**R. GOPALKRISHNAN**Former Director
TATA Sons Ltd.

Founder The New Shop



DR. BINISH DESAI
Social Entrepreneur
& Innovator
The Recycle Man of India



ANSHU GUPTA
Indian Social
Entrepreneur
Founder, Goonj



**LAXMI AGARWAL**Founder
Laxmi Foundation



**RATNESH VERMA**Founder & CEO
PIDGE

## SUCCESS STORIES

Asianites leading and outshining in the best of national and international companies in the industry with their professional excellence.



### **ALUMNI CONNECT**







**1326+** Alumnus

**Global** presence

Working with prominent & leading multi-nationals









## SUCCESS STORIES



Bagish Mishra Honeywell







Adobe



**Pulkit Chaudhary** Coca-Cola COE





Sobhan Chakraborty Emami Ltd.





Madhvendra Bhardwaj Federal Bank





**Vishvaditya Shah** Federation of Indian Exports Organization





**Anoop Shukla** Capgemini





**Hemnisha Singh** Standard Chartered Bank





**Ankit Raj** Mankind Pharma





**Shivi Tripathi** BlackRock

BlackRock.



**Preeti Rawat**Salesforce





Shreya Rastogi Zomato

zomato



**Shubhanshuman P. Singh** Eastman Auto & Power





**Geetika Arora** Schindler India





**Shelly Saini** Accenture



**Palak Mahanjan** Amazon

amazon



Md. Azad Khan  $\ensuremath{\mathsf{ITC}}$ 



**Gauri Srivastava** Citi Bank



**Abhinav Prakash** McCain Foods







Apoorva Pandey NetAmbit



**Deepkant Shukla**Deloitte



**Divya Golcha** S&P Capital IQ



**Chetna Sagar** Ernst & Young











**Shailja Pachauri** HCL Technologies



Harshit Maheshwari JK Cement Ltd.



Yash Rajput Nilkamal Ltd.



**Vidhi Chadha**Accenture



Gautam Dhawan Godrej & Boyce







**HCLTech** 

## STUDENT ACCOLADES

STUDENT OF THE MONTH

#### — OCTOBER 2023 -



Sonam Pandey 2023 Batch



**Shariq Hasan Khan** 2022 Batch

#### AUGUST 2023 —



**Jaspreet Kaur** 2023 Batch

#### — **SEPTEMBER 2023** -



Daksh Grover 2023 Batch



Anushka Aggarwal 2022 Batch



**Gautam Sharma** 2022 Batch

#### **MAY 2023**



**Vaishnavi Raj Gupta** 2022 Batch

#### FEBRUARY 2023



Jasmine Sa 2021 Batch

#### **APRIL 2023**



**Himanshi Pandey** 2022 Batch

#### **JANUARY 2023**



Bhavika Madhok 2021 Batch

#### **MARCH 2023**



**Arun Das** 2021 Batch

#### **DECEMBER 2022**



**Jatin Soni** 2021 Batch

## HOUSING

### **BOY'S HOSTEL**













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 superspecialty hospitals of New Delhi are located at a short distance from the hostel.

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

#### **GIRL'S HOSTEL**









### **ADMISSION**

PROCEDURE

#### **Programme**

2 Year PGDM (Equivalent to MBA Degree)

Recognition/ Approval

AICTE

**Accreditation** NBA

**Affiliation** AIU

No. of seats 240

**Duration** 2 years

Fee Structure (full course) ₹8.25 lacs

**Registration fee** ₹45.000

1st installment ₹1,95,000

2nd installment ₹1,95,000

3rd installment
`₹1,95,000

4th installment ₹1,95,000 The admission process is based on overall assessment of an applicant's abilities and potential for a successful management career.

#### **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 the first term exam.

#### **APPLICATION FORM**

The prospectus and 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

1.10<sup>th</sup> Mark sheet and certificate
 2.12<sup>th</sup> Mark sheet and certificate
 3.Graduation Mark sheets and Degree

4.CAT / MAT / XAT / CMAT / ATMA / GMAT / ABSAT

5.Photocopy of passport

6.Four recent passport size photographs

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

#### **SELECTION PROCESS**

#### STFP1

Score of national level Common Admission Tests - CAT / MAT / CMAT / ATMA / XAT / GMAT / ABSAT 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

#### STEP3

Merit list will be prepared based on the Score in the Common Admission test (CAT, XAT, CMAT, ATMA, MAT, GMAT, ABSAT; Score for academic performance in X Std., XII Std., Under Graduate Degree/ Post Graduate Degree and the Score of Performance in the institute's selection process

#### STEP 4

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

#### **EDUCATION LOAN**

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





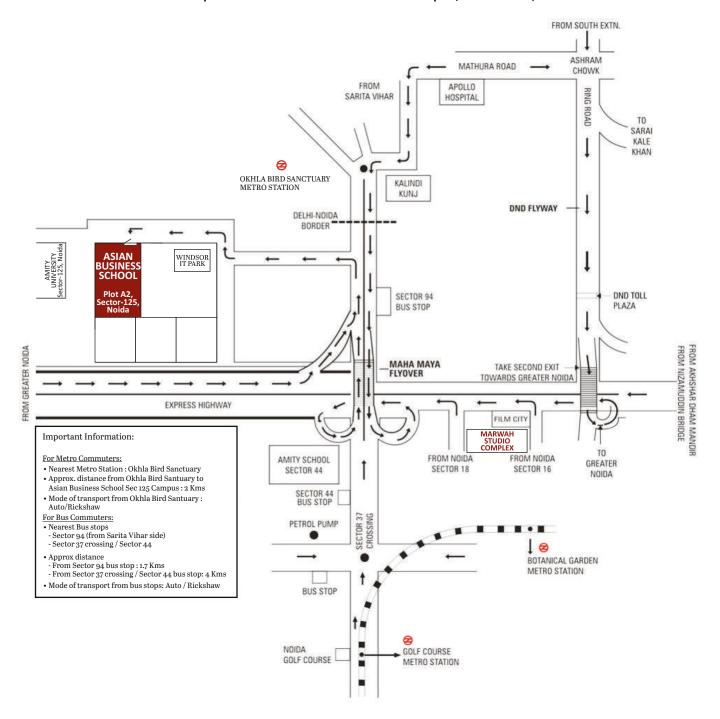
 $<sup>^{*}</sup>$ Examination fee for reappear, supplementary and makeup examinations to be paid by the student.

<sup>\*</sup>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.

<sup>\*</sup>The Institution hereby does not assure its eligibility in regards to any and every scholarship scheme, in case a student wishes to apply for any scholarship state/national/other, process compliance will be solely the responsibility of the student.

<sup>\*</sup>The renewal process & the approval of the accreditations are further subject to the discretion of the governing authorities.

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





#### **ASIAN BUSINESS SCHOOL**

Plot A2, Sector 125, Noida-201303 (Delhi NCR), India web: www.abs.edu.in | info@abs.edu.in Tel: 0120-4594200

TOLL FREE No. 1800-1033-032

A Unit of **ASIAN EDUCATION GROUP**