



ABS
GROWTH WITH EDUCATION
**ASIAN
BUSINESS SCHOOL**

PGDM WITH A
**GLOBAL
EDGE**

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



**MARWAH
STUDIOS**
a creative enterprise

MAET
PIONEER IN MEDIA EDUCATION

ASMS
PIONEER IN MEDIA EDUCATION

ABS
GROWTH WITH EDUCATION



Marwah
Productions

IBMRC

M.E.C. ART GALLERY
2016-17, 2018-19, 2020-21

**radio
noida**
107.4 FM
Community
Radio

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MESSAGE FROM PRESIDENT

Dr. SANDEEP MARWAH

*Adversity causes
some men to break,
others to
break records*



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

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

We are conscious of the fact that to be at the cutting edge of the business education and training, B-Schools have to work in partnership not only with the business-houses but also with similar institutions across the world.

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

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

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

MESSAGE FROM CEO

Mr. AKSHAY MARWAH

*We continuously
strive for excellence
in education
through collaborative
research*



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

The emerging global economy requires special managerial skills coupled with appropriate training and wide exposure to the state-of-the-art technical practices. With the dedicated efforts of faculty members and students, Asian Business School attempts to translate vision into action. We continuously strive for excellence in education through collaborative research in contemporary areas of relevance to education, society and international issues at large. We at Asian

Business School are happy to have active research collaborations with Oxford Business College, UK and other universities abroad.

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

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

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

MESSAGE FROM DIRECTORS

AEG



DR. LALITYA
VIR SRIVASTAVA



MR. SAURABH
SHARMA

With another year of successful advancement towards the achievement of excellence in management education, Asian Business School has added accolades to its credit. Aligning with the requirements of the global markets where the right set of knowledge, skills and attitudes is the key to meet the requirements of the globalised economy and the opportunities across the globe, Asian Business School has nurtured its students not only for the corporate opportunities but also sensitized them to the important issues of global research. 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 up-gradation 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.

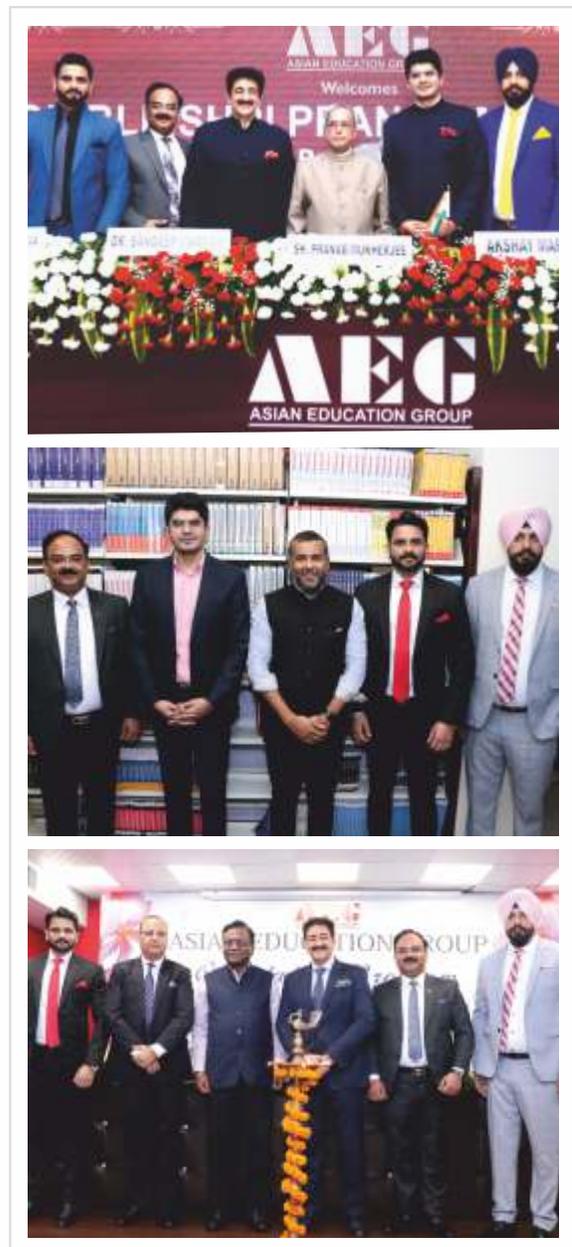
Higher Education in India and globe has undergone a paradigm shift especially for the professional courses. Market dynamics and the global economy have consistently challenged the statuesque of the level of education and also bestowed opportunities of growth for developing countries. Asian Business School has aligned with the requirement of paradigm shift required in higher education and contributed to quality management education by strongly following its vision "Growth with Education". ABS provides the right blend of academic, corporate and extracurricular activities to transform an individual into a well groomed professional. Though the curriculum is rigorous and is as per the industry norms, the 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.

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



MR. GURDEEP
SINGH RAINA

We at Asian Business School (ABS), extend a very warm welcome to you as an aspirant of management studies. I feel proud in sharing that ABS is among the fastest growing institutions in India in field of management studies. The Post Graduate Diploma in Management (Full Time), offered by ABS is approved by All India Council for Technical Education (AICTE) and is designed to bridge the gaps between academics and corporate practices. The faculty members at ABS have a rich blend of academic and corporate experience and thus use the teaching pedagogy which helps you visualize the management concept for applications in the corporate world. The mentoring process adopted by the faculty members helps you introspect your strengths and area of interest to further improve your place-ability scores. Corporate Resource Cell at ABS ensures the best corporate interface to expose students to the various activities of the corporate world, be it related to knowledge, skills or attitude. CRC contributions in ABS transform students to professionals for better opportunities in the corporate world. I assure that your two years journey in ABS for a professional course in management would be adding a different dimension to your life and provide you with a distinctive edge over other management graduates. I look forward to meet and wish you a very successful academic life at ABS.



VISION

GROWTH WITH EDUCATION

Our vision of the future is to build ABS into a business school with a reputation that matches the reputation of Leading World Class Institution.

This means that our long-term objective is to become a leading Indian business school known for critical thinking and social responsibility. We envision ABS as an institution that produces outstanding research that has a direct impact on our educational activities and our engagement with the business world.

More specifically, we want to build ABS into an institution that:

- *attracts highly-qualified faculty who develop innovative knowledge that is highly relevant to the business world and society at large, and who disseminate this knowledge through publications in top-tier scientific and professional journals and through corporate engagement*
- *attracts highly-talented students and provides them with an intercultural learning environment that offers research-based expertise in the various programs and executive education, and helps them develop their professional skills by cooperating closely with corporate partners.*



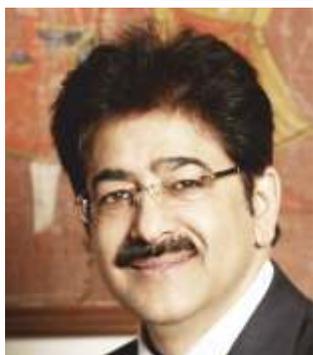
MISSION

The Mission of Asian Business School is to establish well researched and pragmatic business practices to enable the students to meet the challenges of a fast changing business environment in the new world economic order. Asian Business School aims at developing conceptual and practical skills to convert abilities of students into

managerial competence, required in today's competitive environment. We at Asian Business School strongly believe that a blend of relevant knowledge, skill and right attitude is essential for the overall development of students which determines their growth & success in the corporate world.



BOARD OF GOVERNORS



Dr. Sandeep Marwah
Founder & Managing Director -
Marwah Studios Enterprise
& Chairman -
Asian Education Group



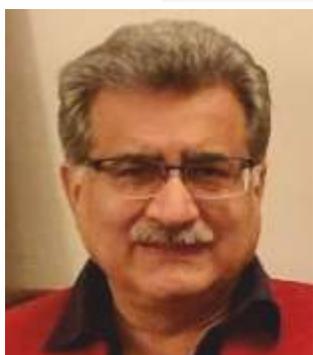
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Cine Actor



Boney Kapoor
Film Producer



Akshay Marwah
Chief Executive Officer,
Marwah Studios
Enterprise &
Asian Education Group



Deepak Marwah
Renowned
Businessman



Atul Marwah
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MEC Art Gallery

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Member

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Exec. Member FICCI - Committee on Industry 4.0

Mr. Saurabh Sharma

Senior Manager - Program Management, Publicis Sapient

ASIAN BUSINESS SCHOOL

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

Asian Business School is an innovative centre of academic excellence and one of the few Institutes having an AICTE approved PGDM. Our programs are purposeful and professionally oriented and the core advantage of studying at ABS is to get an internationally recognized qualification, by the finest academic minds who impart holistic knowledge by deductive learning methodology. The support from the industry

is immense in the form of internship and job placements. The founders of ABS believe that education and training are vital inputs for human resource developments which in turn are essential for the economic well being and growth of the society. Asian Business School was established to prepare the youth for taking advantage of the unprecedented opportunities and face the challenges posed by the economic reforms which have



radically changed the complexion of business and their management across the world. ABS is run by a non-profit society registered under the Societies Registration Act XXI of 1860. It may be added that Asian Academy of Film & Television run by this Society is one of ten best film schools in the world for short term courses.

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,

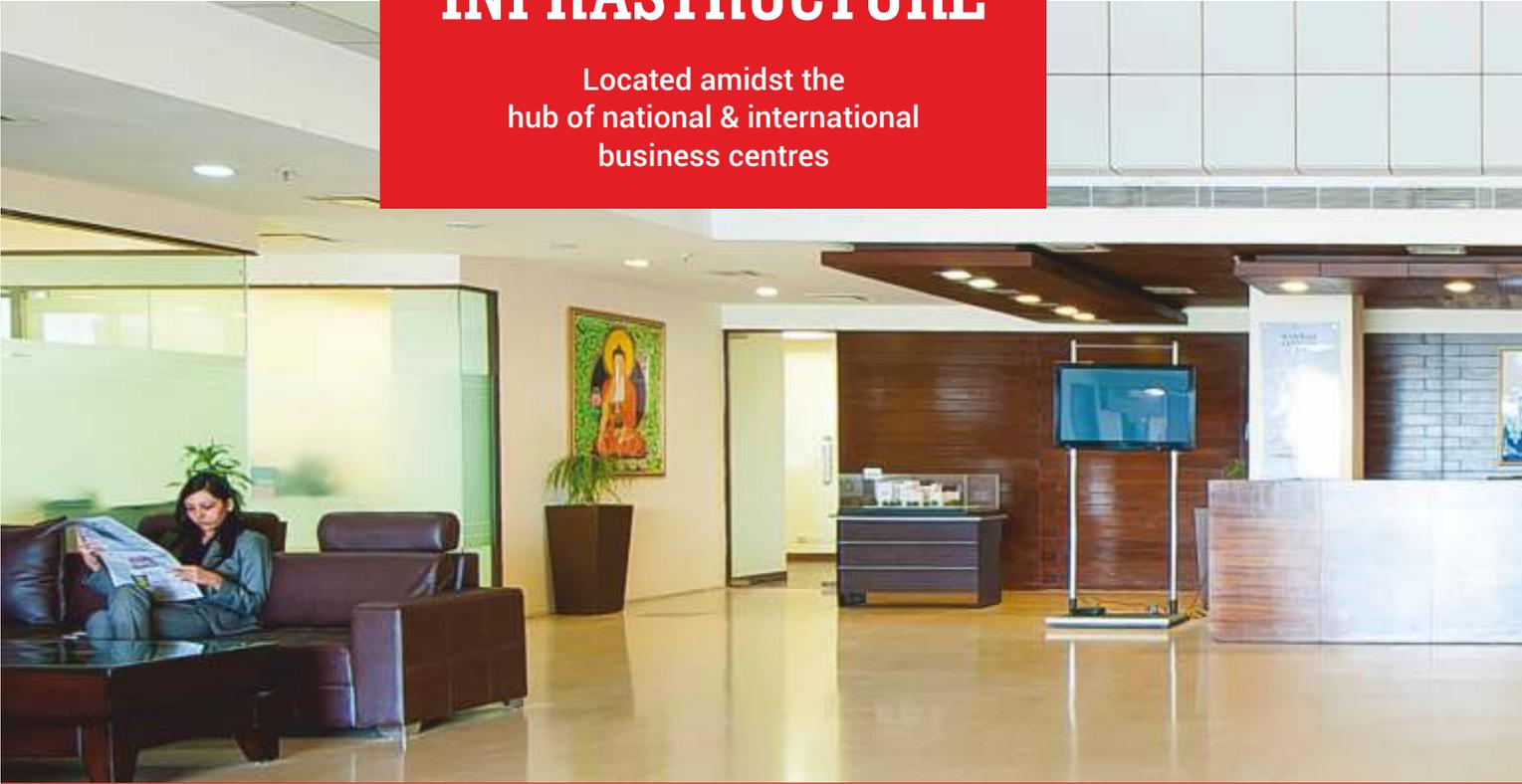
problem solving and decision making skills and understanding financial and accounting aspects of the business in a logical manner.

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.



INFRASTRUCTURE

Located amidst the
hub of national & international
business centres



THE CAMPUS

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

LECTURE HALLS

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





THEATRE HALL

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



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).



CENTRE FOR INFORMATION TECHNOLOGY (CIT)

The computer lab is connected with 100 Mbps leased line internet connection, has latest software and operating systems and other peripherals which facilitate the budding managers in acquiring the desired technical skills. The networking facilities are provided through LAN as well as Wi-Fi connectivity.



SPORTS FACILITY

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

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

MEDICAL FACILITY

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



ACADEMIC PEDAGOGY

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



CURRICULUM

Global and updated

FACULTY

Academicians +
Corporate
Professionals

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

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.

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

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

Integrating Theory with Practice

Holistic Skill Honing



ACADEMIC PROGRAM

Post Graduate Diploma in Management

2 Year Full Time Program,
Approved by AICTE,
Ministry of Education,
Govt. of India

OBJECTIVE OF PROGRAM

The objective of this program is to provide knowledge and deep insight into the dynamic discipline of business management, to enable students to analyse and apply principles and skills of Economics, Finance, Marketing, IT and Human Resource Management to the contexts and environment of business and to equip students with the skills of developing effective business strategies. The 2 year PGDM Program is only approved by AICTE. Further accreditations and affiliations for adding value to the Program are subject to norms of concerned 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 courses are introduced in each functional area of management to help the students in developing a sound foundation.



In the first year, 18 compulsory courses and in the second year, 3 compulsory courses are offered. Every student has to choose 12 functional elective courses, for dual specialization with 6 courses in each specialization. Apart from the dual specializations, ABS offers two open electives catering to emerging areas of business with one elective each to be chosen in the third and fourth semester. Thus, a total of 35 courses are taught in PGDM programme. The elective courses 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 and IT while minor elective specializations are in Retail Management, Tourism & Hospitality Management, Supply

Chain & Logistics Management and Small & Micro 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. 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	Management Principles & Organizational Behaviour	3	30
PGDM102	Accounting for Managers	3	30
PGDM103	Managerial Economics	3	30
PGDM104	Business Statistics & Quantitative Techniques	3	30
PGDM105	Computer Fundamentals & Applications in Management	3	30
PGDM106	Business Communication	3	30
PGDM107	Legal & Business Environment	3	30
PGDM108	Business Ethics & Corporate Governance	3	30
PGDM109	Personality Development Program I	3	30
PGDM110	Capstone Project	3	
		30	270

SEMESTER II

CODE	SUBJECTS	CREDITS	TEACHING HOURS
PGDM201	Marketing 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	Strategic Management	3	30
PGDM207	Entrepreneurship	3	30
PGDM208	Digital Marketing	3	30
PGDM209	Personality Development Program II	3	30
PGDM210	Capstone Project	3	
		30	270

ELECTIVE COURSES

Marketing

- ▶ M 01 Services Marketing
- ▶ M 02 Consumer Behavior
- ▶ M 03 Sales & Distribution Management
- ▶ M 04 International Marketing
- ▶ M 05 Integrated Marketing Communication
- ▶ M 06 Marketing Research

Finance

- ▶ F 01 Behavioural Finance
- ▶ F 02 Mergers, Acquisitions & Corporate Restructuring
- ▶ F 03 Financial Derivatives
- ▶ F 04 Security Analysis & Portfolio Management
- ▶ F 05 International Financial Management
- ▶ F 06 Financial Modeling & Valuation

SEMESTER III

CODE	SUBJECTS	CREDITS	TEACHING HOURS
PGDM301	Production & Operations Management	3	30
PGDM302	Data Analytics & Business Intelligence	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 OP**01/02	Open Elective 1	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 OP**03/04	Open Elective 2	3	30
		27	240

*SP stands for Specialization Code (M-Marketing, F-Finance, HR-Human Resource Management, IT-Information Technology)

**OP stands for Open Elective (One elective to be chosen out of two)

Information Technology

- ▶ IT 01 Database Management System & Data Warehousing
- ▶ IT 02 Data Mining & Systems for Managerial Decisions
- ▶ IT 03 Software Engineering & Project Management
- ▶ IT 04 Cloud Computing & IoT
- ▶ IT 05 E-Business
- ▶ IT 06 Global Information System

Human Resource Management

- ▶ HR 01 International Human Resource Management
- ▶ HR 02 Industrial Relations & Labour Laws
- ▶ HR 03 Human Resource Development
- ▶ HR 04 Organizational Change & Development
- ▶ HR 05 Compensation and Performance Management
- ▶ HR 06 Human Resource Metrics and Analytics

DIPLOMA IN MEDIA & ENTERTAINMENT



MODULE - 1 PRINT MEDIA

Unit : 1

Print Media at a Glance, Printing Technologies, Organizational Structure of Newspaper, Newspaper Management, Newspaper - A Critical Study, Law Regarding Newspaper, Government Print Media Organizations, Magazines and Periodicals, Graphics, Designs & Printing.

Unit : 2

Advertisement and Public Relation in PM (Concepts & Practical), Print Media Management – Principles & Significance, Circulation Management, Uses and Misuses of PM in Modern Society, Government Control Vs. People's Right to Information.

MODULE - 2 MANAGEMENT OF RADIO STATION

Unit : 1

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

Unit : 2

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

Unit : 3

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

MODULE - 3 TV CHANNEL MANAGEMENT

Unit : 1

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

Unit : 2

Managing operations: day to day operations in a station, organizing the broadcast, real time broadcasting, role & responsibilities of the TV journalists, Marketing function in TV channel: Role of the marketing function: viewership research – objectives of the research – TRP rating & their importance in sponsorship & advertisements, understanding customer trends & its effects on the channel

MODULE - 4 CINEMA MANAGEMENT

Unit : 1

Cinema Industry: History, Four phases of film production: Development process, Pre-production planning, Production and Post Production, Preparation for Production: Script Breakdown, Shooting Schedule, Location Scouting

Unit : 2

Controlling the production & post production activities & functions, controlling the film production budget

Unit : 3

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

MODULE - 5 NEW MEDIA

Unit : 1

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

Unit : 2

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

Unit : 3

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

Unit : 4

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

Unit : 5

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

MODULE - 6 EVENT MANAGEMENT, BRANDING & PLANNING

Unit : 1

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

Unit : 2

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

Unit : 3

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

Unit : 4

Branding Decisions: Branding, Brand Name, Brand Characteristics, Brand Strategy Decisions, Brand Image, Brand Identity, Brand Personality

Unit : 5

Brand Positioning and Repositioning, Brand Equity, Brand Building: Brand Building Process, Brand Licensing & Franchising

CERTIFICATE IN CORPORATE COMMUNICATION



MODULE - 1

Unit I: Self Awareness & self-management

Self-Analysis and Self Concept, Components of Self Esteem, Formation of Self Esteem, Techniques of Self Awareness, analyzing hidden potentials, Developing openness to change

Unit II: Personality Development

Components of Personality, Theories and its Application, Personal Awareness and Personality, Self-Image-Positive and Negative Indicators, Personality and Professional Excellence, Life Skills & Soft Skills-Determinants, Human Ethics and Professional values: Civic Virtue, Respect for others, Cooperation & Empathy

Unit III: Communication Skills

Communication concept, Listening Skills, Ethics and building blocks of Conversation, Verbal and Non-Verbal Components of Communication, Small Talk- Do's and Don'ts, Corporate Persuasion and Negotiation Skills, Identifying and Correcting Communication Styles

Unit IV: Attitude Management

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

Unit V: Language Building (I)

Phonetics - Articulation and Acoustics, alternating voiceless and voiced sounds, Stress Syllable, Differences in Intonation, Reading and Comprehension, writing ability enhancement, Building vocabulary



MODULE - 2

Unit I: Leadership skills & Team Building

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

Unit II: Business Communication Skills & 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.

Unit III: Wellness Management & well-being

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, Concept of well being-Social, Emotional, Physical, Spiritual and Perceptual

Unit IV: Power Dressing & Image Enhancement

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

Unit V: Language Building (II)

Advanced Reading Comprehension, English Conversations, Creative Writing, Personal statement, Vocabulary Development, VERSANT test, Active listening

MODULE - 3

Unit I: Interpersonal Skills & Work Ethics

Collaboration, Communication & Respect, Relationship Management, Respect and Feedback, Appreciation and Collaboration, Perseverance and Adaptability

Unit II: 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 III: 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 IV: Decision Making Skills

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

Unit V: Goal setting & Time management

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

MODULE - 4

Unit I: Conflict Management

Concept 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 II: 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 III: 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 IV: Etiquette Training

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

Unit V: Emotional Intelligence

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



EXECUTIVE CERTIFICATE PROGRAMS IN DIGITAL MARKETING AND DATA ANALYTICS & BUSINESS INTELLIGENCE FROM **NIIT**

PROGRAM OBJECTIVES & LEARNING OUTCOMES

Digital Marketing

This program aims at providing an understanding of fundamentals of digital marketing and its implementation in business. Through this program, students will gain knowledge of website and its designing with functionality and technical bugs and will be able to comprehend and apply the features of Search Engine Optimization, Search Engine Marketing, Social Media Optimization, Google Analytics, Affiliate Marketing, Blogging & AdSense. Students will also become capable to devise strategies based on the leading practical application orientated solutions in each vertical of digital marketing.

Data Analytics & Business Intelligence

This program aims at providing an understanding and comprehension of basic statistical concepts. Through this program, students will learn to practically apply sampling techniques, frequency distributions and measures of central tendency, dispersion and kurtosis, analysis of variance, correlation, regression & Linear programming through latest analytics software including advanced excel and R.



CERTIFICATION IN 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

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 series of guest lectures with 3 first generation entrepreneurs who have made it big starting from

the scratch for creating awareness among the students how young generation has achieved their entrepreneurship dreams as they interact with the students regarding their experiences and guide students on starting their own ventures.

EXCLUSIVE ATTRACTION: Seed funding of Rs.5 lacs to the best innovative business idea presented by ABS student (individual or team) in National Business Plan Competition "Road not Taken" organized by EDIC every year.

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.



ACADEMIC CALENDAR

BATCH 2021-2023

PGDM BATCH 2021-2023

Title	Date
Orientation	July 05-10, 2021

Semester Schedule

Semester	Date
1st Semester	July 12, 2021 - December 11, 2021
2nd Semester	December 13, 2021 - April 30, 2022
3rd Semester	July 04, 2022 - December 10, 2022
4th Semester	December 12, 2022 - April 29, 2023

Summer Training Schedule

Summer Internship (6-8 weeks)	May 02, 2022 - July 02, 2022
Submission of Summer Internship Project	Aug5, 2022 - Aug 19, 2022

Examination Schedule

Semester	Sessional Exams	Term Exams
1st Semester	September 14 - September 25, 2021	November 30 - December 11, 2021
2nd Semester	February 14 - February 25, 2022	April 19 - April 30, 2022
3rd Semester	September 13 - September 24, 2022	November 29 - December 10, 2022
4th Semester	February 15 - February 26, 2023	April 18 - April 29, 2023

**The dates in academic calendar
are tentative.*

INTELLECTUAL CAPITAL

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



It is the supreme art of the teacher to awaken

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.



joy in creative expression and knowledge.

– Albert Einstein



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 21 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. ANUBHUTI DWIVEDI

Dr. Anubhuti Dwivedi, Professor and Dean at Asian Business School is an academican with 18 years of experience in post graduate teaching and research in the area of Economics and Business Environment. She is a Doctorate in Economics and a double Post Graduate in Economics and Management. Her national and international publications include 6 books, 16 research papers and 2 cases published by reputed international publishers like IGI Global, USA and Case Centre U.K.. She has successfully completed an internationally funded research project funded by New York University Stern School of Business and National Stock Exchange of India and presented papers in various conferences at reputed institutes including IIMs and National Stock Exchange. During the course of her career, she has been in various administrative positions where she developed the institutional framework and was at the core of various Conferences, Seminars, FDPs and MDPs while leading the team. She has recently been awarded with The Women of Excellence Award 2019 by Business View Magazine.



DR. DINESH C. SHARMA

Dr. Sharma is a senior professor of International Business and Strategy at Asian Business School. Dr. Sharma completed Ph.D. in Knowledge Management and Masters in International Trade from International Institute of Foreign Trade, IIFT, New Delhi. Dr. Sharma has vast experience of working in and setting up of various educational institutes. He has been on designations such as Registrar, Executive Director, Vice – Chairman and Trustee and CEO and has vast experience of setting up world class institutions and universities. He has an exceptional bent towards enhancing the quality of education in the higher education institutes and has been an advisor to many educational institutions across the country in capacity building activities for faculty and students.

DR. SUNITA VERMA

Dr. Sunita Verma is currently working as Associate 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).



DR. SUPRIYA SRIVASTAVA

Dr. Supriya Srivastava, Associate Professor and HOD - Centre for Skill Development is a multi-lingual, communications and personality development expert currently employed with Asian Business School. With over 11 years of experience spanning a wide range of students from school to college level to professional courses with reputed institutions, she believes that versatility and working upon one's qualifications grooms and enhances one beyond measure. As a tremendous motivator, she inspires and encourages people, making them realize their true potential. She is a doctorate in management. A qualified professional she has masters in Botany and English and is a management graduate from ICFAI and a PGHRM from IMT, Ghaziabad. She has a Diploma in English News reading & Voice-over, from NRAI and is CET (Management) qualified. She is a TESOL Certified, Business English trainer from International TEFL Teacher Training Corporation – Thailand, Bangkok. A German Language expert from Max Mueller Bhavan, She is also on the panel of IP University, Delhi for the German Language.



DR. SHWETA BATRA

Dr. Shweta Batra is a Doctorate in Management and is currently working as Associate Professor and Dean-Examinations in Asian Business School. She is a HR professional with rich experience of more than 11 years in corporate and education industry. Prior to joining ABS, she has worked with various B-schools and reputed companies. She also has a good industry exposure in international business. Dr. Batra has participated in many seminars and conferences which connects her well with area of her specialization. Advance looking combined with academic visualization to foster intellectual development of young scholars in India characterizes her. She works towards providing thorough academic awareness on various subjects in order to impart better quality of education. Her area of research includes quality of work life, change management, repatriation management, performance management and training & development.





DR. AMBIKA RATHI

Dr. Ambika Rathi is Associate Professor at ABS and her interest areas are Marketing, Entrepreneurship and International Business with a rich experience of 15 years. She has a perfect blend of experience in Teaching and Corporate World. She holds Master's degree in Management (MBA) and a Ph.D degree in Marketing from Jiwaji University, Gwalior. She has published papers in many national and International journals.

Dr. Ambika Rathi has also been an active member for many organizations into Entrepreneurship Development. In the pursuit of the same endeavour, she has mentored many students into Entrepreneurial journey which are now working as full-fledged Startups. She is highly motivated, organized and a versatile person with innovative ways of teaching due to her vast corporate experience.



DR. MAROOF AHMAD MIR

Dr. Maroof Ahmad Mir is currently working as Associate 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 11 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, IIT 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. VEENU ARORA

Dr. Veenu Arora is a management consultant and having over 11 years of experience in the areas of consultation, personality development and teaching. She is currently working as Assistant Professor of Management. She has done Ph D on the topic "A Strategy For Identification Of Training Needs And Enhancing Effectiveness Of Middle Level Bank Employees- A Comparative Study Of Public And Private Banks" from Mewar University. Apart from carrying degrees in Masters of Commerce & M.Phil in management, she has also actively indulged in few certifications in behavioural programs like Facets personality assessment, "Basic lab on human processes" organized by Indian Society for Applied Behavioural Sciences; behavioural testing from IP University; Certificate in guidance (CIG) an IGNOU- NCERT collaborative project. She has assisted various teams for individual growth to align the gap between educational institutes and industry expectations. She is also pursuing Ph.D. in management under the research topic - "A strategy for identification of training needs and enhancing the effectiveness of middle-level bank employees: A comparative study of public and private banks".

DR. SHARUTI CHOUDHARY

Dr. Sharuti Choudhary is working as Associate Professor in Marketing & IT. She has around 14 years of experience in Teaching and Research. She is MSc. IT, MBA & PhD in Management with Canadian Doctorate and Master equivalence. Dr Sharuti is a British Council certified Personality Development Trainer. She has published 18 International and National Research Papers in Journals and Books of repute. Dr Sharuti has also received best paper awards for two of her international publications. Her areas of interest include Marketing Management, Advertising & Information Technology.



DR. MOHD ABDUL MOID SIDDIQUI

Dr. Mohd Abdul Moid Siddqui is currently working as Assistant Professor in Asian Business School. He is a commerce graduate from the University of Lucknow and has done his MBA (Agri-Business) from Aligarh Muslim University, Aligarh. He has also qualified UGC NET in the subject of Management, has done a Post Graduate Diploma in Personnel Management and has completed his PhD in Business Administration from Faculty of Management Studies and Research, AMU. He has done his Ph D from the Faculty of Management Studies and Research, AMU on the "Mergers and Acquisitions: Strategic Issues and Their Impact on Performance". His subject specializations include General Management, Strategic Management, Organizational Behaviour, and Human Resource Management. He has experience of teaching assignments at post graduate and graduate level at private and Government Institutions. He has published papers in various international journals of repute and has presented papers and attended National and International Conferences in India and abroad.



MR. VINOD DHAR

Mr. Vinod Dhar is presently working with Asian Business School as Assistant Professor in the field of Marketing. Vinod is PGDM with specialization in Marketing from IIM Ahmedabad and has a rich blend of about 17 years experience in Corporate as well as Academics. He started his career in the field of Sales and Marketing and worked for brands like Onida and Sanyo at various positions all over the country. After exploring himself in Corporate, he moved to Academics to follow his passion for teaching and training. Sales and Distribution Management, Advertising, Brand Management are his key areas of interest.





MS. POORNIMA SINGH

Ms. Poornima Singh is currently engaged with the Asian Business School as Assistant Professor. She has professional experience of both academics and industry for 10 years in various organizations across India. She is UGC-NET qualified and has completed her M.Sc from the University of Pune. She is currently pursuing Ph.D. in Environmental Science and Management from a renowned Government institution. She has published research papers in various journals and has also attended various national and international courses, workshops, conferences.



MR. ALOK BHARDWAJ

Mr. Alok Bhardwaj is working as Assistant Professor in the area of Finance and Accounting at Asian Business School. He is a management Graduate in Finance from IBS, Hyderabad, with an overall experience of around fifteen years. He is UGC-NET qualified and has a corporate experience of three and a half years which includes working with Hewlett Packard, Bangalore as a Technical Support Engineer and EvaluateServe, Gurgaon, as a Business Analyst for the Investment Banking Division. He has presented papers in several International Conferences in India viz. IIM Bangalore, IBS Hyderabad and JBIMS. He is a professional with sound knowledge of Financial Management, Security Analysis, Valuation, International Finance, Derivatives, Financial Modeling, SAS, Data Analytics, MS Excel and related disciplines. He has conducted consulting projects for Quest Diagnostics, themancompany.com, zanroh.in and workshops on SAS and Advanced MS Excel. He has a keen desire to acquire and disseminate knowledge.



MS. JAYA KHATRI

Ms. Jaya Khatri is currently working with Asian Business School as an Assistant Professor in Information Technology. She is M.Tech in Information Technology from Guru Gobind Singh Indraprastha University her areas of interest include various courses like C-programming, E-commerce, Software Project Management, Software Engineering, Computer Networks, etc. She has worked in academics and has attended various workshops and training programs in her teaching experience.

MS. SHIPRA SHRIVASTAVA

Ms. Shipra Shrivastava is working as an Assistant Professor at Asian Business School. She has done her MBA with specialization in Human Resource Management and Marketing. She possesses a rich experience of 12 years out of which she has worked in corporate for 3 Years. She has earned various accolades during her various job roles. Apart from teaching subjects; she has also acted as a student counselor. 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.



MS. KAVITA KHURANA

Ms. Kavita Khurana is currently working as Assistant Professor in marketing. She is a Marketing Professional with over 13 years of corporate experience integrating domain expertise in Corporate Training, Relationship Management and Corporate Sales across Financial Services and Software Services Sector. Kavita has done her Masters in Business Management from Fore School of Management and B. Sc. (Honours) in Mathematics from Delhi University. She is currently pursuing PhD. from Amity University, Noida. Her areas of interest include Retailing, Services Marketing and Market Research.



MS. SHIVALI VERMA

Ms. Shivali Verma is currently associated with Asian Business School as Assistant Professor of Economics. She is a Post Graduate and NET qualified in Economics. She has a rich experience of 5 years of working as Data Analyst, while mentoring students for Research Methods. She has successfully handled a gamut of diversified functional areas in teaching and mentoring students in diverse PG Research projects. Her research and teaching interests include areas of Business Economics, Consumer Behaviour, Managerial Economics, International trade and Development Economics.





MS. BUSHRA

Ms. Bushra is currently associated with Asian Business School as an Assistant Professor in Finance. She has 10 years of experience in teaching in various institutions. She has qualified UGC-NET and is currently pursuing PhD in Behavioural Finance from Amity University, Noida. She has done her Masters of Business Administration from Maharshi Dayanand University with finance as specialisation, B.Com (Hons) and Masters in Commerce from University of Delhi and B.Ed from Guru Gobind Singh Indraprastha University. She has to her credit research papers presented in conferences and published in reputed journals. Her areas of interest include Behavioural Finance and others related areas of Finance.



DR. SWATI BHATIA

Dr. Swati Bhatia is working as Assistant Professor at Asian Business School is a HR professional with rich experience of more than 16 years in corporate and education industry. She is a double Post Graduate 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.



MR. SANJEEV SHARMA

Mr. Sanjeev Sharma is currently associated with Asian Business School as an Assistant Professor in Finance. He has 9 years of experience in teaching, training, stock broking and accounting. He has PGDM (Finance) with various certificates in IT and financial planning. He has taught students from various age groups and backgrounds for MBA, BBA & CFPCM including Cas, CSs, IIM grads, CFO, Director, GM, managers and entrepreneurs. His area of specialization includes Financial Derivatives, Taxation, Security Analysis & Portfolio Management, Insurance, Retirement Planning and Advanced Financial Planning.

MS. PREETA R SIVARAMAN

Ms. Preeta R. Sivaraman is associated with Asian Business School as Assistant Professor in Quantitative Techniques and IT. She is M. Tech in Computer Science and MCA. She has more than 10 years of experience of IT industry and teaching in Engineering and Management institutions. She has attended various workshops and seminars, and published research papers in National and International Journals. Areas of her interest are Computational technologies, Operating Systems, Algorithms, Machine Learning and Quantitative Techniques.



MS. GARIMA MALHOTRA

Currently working as Assistant Professor 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 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.



MR. ASHISH

Mr. Ashish is working as Assistant Professor at Asian Business School. He did his PGDM from Indian Institute of Tourism and Travel Management, LLB from ILS Law College, Pune and LLM from Pune University. In order to broaden his horizon on complex issues of Industries and Labour Laws he has also pursued Diploma in Labour Law (DLL) from ILS Law College, Pune. He is an avid researcher and his interest areas are labour laws, business laws and tourism management. He has presented various research papers in conferences and also published in reputed journals.



RESEARCH & DEVELOPMENT CELL

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

Faculty and students at ABS undertake research in new domains of management including multidisciplinary fields. Due to the tireless efforts of RDC and immense support of faculty members,

the college has to its credit many research publications, National Seminars and International Conferences. The faculty members have published in National and International peer reviewed journals and also presented research papers in various reputed international and national conferences.

RDC has been organizing various management Development Programs and Faculty Development Programs which have been well acclaimed by industry and academia.



EDIC

ENTREPRENEURSHIP DEVELOPMENT & INCUBATION CENTRE

Asian Business School believes in fostering an entrepreneurial mindset among its students and for this purpose we have an established Entrepreneurship Development and Incubation Centre (EDIC). EDIC aims to enable the students to be more creative and self-confident in taking rational risk in starting an enterprise and encourage innovative business start-ups and facilitate them through research and consultancy. EDIC conducts Entrepreneurship Development Programmes for developing entrepreneurial skills

enabling students to take up entrepreneurship as a career choice. It also organizes guest lectures, Awareness Camps, Seminars & Workshops, Quizzes and Business Plan Competitions for entrepreneurship development.

The incubation centre assists entrepreneurs with documentation, marketing and recruitment as well as in conducting survey on entrepreneurial opportunities, industry requirements and market potential of the region.

EXPERIENTIAL LEARNING

EDIC ensures that students are subjected to experiential learning even before they join the campus. Every year, EDIC organizes Young Asian Entrepreneurial Challenge for the students who have taken admission in ABS but the academic session is yet to start. Objective of the activity is to ensure that students start learning even before they join the campus for the academic session.

The student who wins the Challenge is presented with an Apple Macbook which is a motivation for the hard work being put in. In addition, the winner also gets direct entry into the Top Five list at the Grand Finale of EDIC Annual Event, Road Not Taken and stands a chance to win Rs. 5 Lacs as Seed Funding for his Project from ABS.

ABS GROWTH WITH EDUCATION **ASIAN BUSINESS SCHOOL** (Approved by All India Council for Technical Education (AICTE), Ministry of HRD) **AEG** ASIAN EDUCATION GROUP

Young Asian Entrepreneurial Challenge – 2020

Be a **JOB PROVIDER** rather than a **JOB SEEKER!!!**

Organised by : **Entrepreneurship Development and Incubation Centre (EDIC)**

What's your **BIG** idea?

EXCITING PRIZES

1. Apple MacBook
2. Direct Entry into the Top Five list at the Grand Finale of EDIC Annual Event (Chance to win Rs. 5 Lacs as Seed Funding from ABS)
3. Interview Coverage in Radio Noida
4. Winner's trophy and certificate to be presented on the orientation day

ABS **AEG**

Congratulations

Rohini
PGDM 2020-22 Batch
ON
WINNING
YOUNG ASIAN ENTREPRENEURIAL
CHALLENGE - 2020
Business Idea: Mobile Hospital

Mac Book

CRC

CORPORATE RESOURCE CELL



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, team-work and self-generated creativity by innovative training methodology and building value for our students & community making them best industry professionals.

MESSAGE FROM DEAN - CRC

Mr. Ravi Sharma

CRC at ABS mentors every student to identify their right potential and encourages them to achieve their dream of getting placed in a reputed company. To achieve this goal, we inculcate the right interpersonal & professional skill in each student to meet the challenging industry standards. This is done through regular trainings programs & workshop on general awareness, business etiquettes, technical skills, communication; career guidance programs, soft skills programme, personality development and aptitude skills. Guest Lectures, Industrial visits, seminars, workshops, SSA & Projects are regular feature at ABS wherein students get the best industry exposure.

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

ABOUT

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

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

KEY RESPONSIBILITIES OF CRC

- ▶ Conduct lecture sessions by eminent professionals from industries and educational organizations of national and international repute.
- ▶ Organizing industrial visits, research projects and summer training.
- ▶ Interact with the corporate houses for the placement of graduating students.
- ▶ Maintain constant liaison with the concerned HR personnel of the companies visiting the campus and with other companies in the region for 'off- campus' placements.
- ▶ Counseling of students for career development.
- ▶ Conducting Skill Development Programs.
- ▶ Developing partnerships with international universities, management & corporate hubs for various research projects and training programs.

STAR PLACEMENTS

PGDM 2015-17



ANKIT MISHRA
Specialization
- Finance -



ANKIT SAXENA
Specialization
- HRM -



AMAN DANGI
Specialization
- Marketing -



AVINAV KASHYAP
Specialization
- Marketing -



NITIKA SAINI
Specialization
- HRM -



RAJAT SAXENA
Specialization
- Finance -



GULSHAN KUMAR
Specialization
- Marketing -



KAJAL GARG
Specialization
- Finance -



DEVANSHI KAPOOR
Specialization
- Marketing -



SAHIL BABU ANAND
Specialization
- Marketing -



PALAK MAHAJAN
Specialization
- Marketing -



RAJAT NARANG
Specialization
- Finance -





AKSHAY DESHMUKH
Specialization
- Marketing -



AKASH KUMAR SINGH
Specialization
- Marketing -



RAVI PANDEY
Specialization
- Marketing -



ANISH KUMAR
Specialization
- Marketing -



GAUTAM DHAWAN
Specialization
- Marketing -



ANKIT SHARMA
Specialization
- Marketing -



SHUBIKA ARORA
Specialization
- Marketing -



ANTARYAMI SAHOO
Specialization
- Marketing -



MOHMMOD AZAD KHAN
Specialization
- Marketing -



ASHUTOSH BARAI
Specialization
- Marketing -



ADIL RAZA KHAN
Specialization
- Marketing -



BAGISH MISHRA
Specialization
- Marketing -





HITESH BATRA
Specialization
- Marketing -



ADITI SHRIVASTAVA
Specialization
- Finance -



MAHIMA JAISWAL
Specialization
- Marketing -



AKANSHA JAIN
Specialization
- Finance -



VIBHANSHU VATS
Specialization
- Marketing -



HITESH KUMAR
Specialization
- Finance -



MOHD. SHAIRAF
Specialization
- Marketing -



NIMESH SHARMA
Specialization
- Finance -



SHUBHANSHUMAN P. SINGH
Specialization
- Marketing -



YUDHISTHIR SHARMA
Specialization
- Finance -



VISHAL SINGH SISODIA
Specialization
- Marketing -



KAVITA BHARATI
Specialization
- HRM -





ABHINAV PRAKASH
Specialization
- Marketing -



ABHISHEK SHARMA
Specialization
- Marketing -



ABIR NAYAK
Specialization
- Marketing -



AMAN SAROHA
Specialization
- Marketing -



AMBRISH RAWAT
Specialization
- Marketing -



ASHISH RANJAN
Specialization
- Marketing -



ASHUTOSH K. SINGH
Specialization
- Marketing -



AYUSHI GARG
Specialization
- Marketing -



DEEPAK CHAUDHARY
Specialization
- Marketing -



DINI DHAWAN
Specialization
- Marketing -



DIVYA PULAST
Specialization
- Marketing -



GEETIKA ARORA
Specialization
- Marketing -



Schindler



KARAN SINGH RAUTELA
Specialization
- Marketing -



KOUSIK SINGH
Specialization
- Marketing -



KUNDAN K. GANGULY
Specialization
- Marketing -



PANKAJ KUMAR YADAV
Specialization
- Marketing -



PRIYANKA DANG
Specialization
- Marketing -



RUDRA RAKSHIT SINGH
Specialization
- Marketing -



SANDEEP KUMAR SINGH
Specialization
- Marketing -



SAYED RAZA ALI
Specialization
- Marketing -



SPARSH KESHRI
Specialization
- Marketing -



ABHISHEK K. PANDEY
Specialization
- Finance -



DEEPAKANT SHUKLA
Specialization
- Finance -



DIVYA GOLCHHA
Specialization
- Finance -





JUHI CHAUHAN
Specialization
- Finance -



NEHA PERVEEN
Specialization
- Finance -



RUCHI JAIN
Specialization
- Finance -



SAKSHI GUPTA
Specialization
- FINANCE -



SHIKHIL SHARMA
Specialization
- Finance -



YASH PRADHAN
Specialization
- Finance -



APOORVA PANDEY
Specialization
- HRM -



ARJUN S. TOMAR
Specialization
- HRM -



GITIKA MARWAHA
Specialization
- HRM -



KRIPA SARA SAJI
Specialization
- HRM -



NIKITA MEENA
Specialization
- HRM -



POMPI DUTTA
Specialization
- HRM -





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 -





SHEIKH MAHIN MEHRAJ
Specialization
- Marketing -



TWINKLE BHARGAVA
Specialization
- Marketing -



AAKASH KAPOOR
Specialization
- Finance -



AASHIMA MALHOTRA
Specialization
- FINANCE -



AKSHAT MEHTA
Specialization
- Finance -



AKSHAY ARORA
Specialization
- Finance -



GEETIKA BANSAL
Specialization
- Finance -



MOHD UZAIR
Specialization
- Finance -



MOHIT
Specialization
- Finance -



SHRUTI SINGLA
Specialization
- Finance -



NAVNEET KAUR
Specialization
- HR -



SHRESTHA SRIVASTAVA
Specialization
- HR -



OUR 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.



Aditya Birla Capital Ltd.



ITC Ltd.



Khimji Ramdas



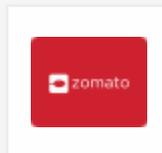
HDFC Bank Ltd.



Future Group



Spandana Spoorly Financials Ltd.





& many more...

EXPERTS AT ABS



Prem Singh,
President
(Group HR), J. K.
Organisation (EZ)



Mr. Abhay Kapoor
Lead - HR India
Operations (North)
Amazon.com



P. Dwarkanath
Head - HR
Max Group



Harkawal Singh
Head - Marketing
(Oral Care)
Dabur India Ltd.



Suresh P. Prabhu
Member of
Parliament, Rajya
Sabha



Dr. Deepak Singh
Director-HR
KPMG India



General Bikram Singh
Former Chief
Indian Army



Sanjay Kaul
Head - Sales (North)
Nestle India



Mr. Manan Shah
Director | Marketing
Truecaller



Sanjay K. Verma,
Vice President HR,
Johnson Controls
Hitachi Air
Conditioning India Ltd.



Renu Bohra
CHRO
DB Schenker



Dr. J. S. Juneja
Chairman - Global Projects
& Services (P) Ltd.
SME Committee &
Past President AIMA



Mr. Sanjay Bhutani
Managing Director -
India & SAARC
Bausch & Lomb India
Pvt. Ltd.



Mr. Shubhradeep Guha
Director Campaign
Service North America
Google India Pvt. Ltd.



Anubhav Srivastav,
Associate Vice
President (HR),
Wipro Ltd.



Mr. Vivek Kalia
Head of Business
Operations
AIRBUS



Dr. Amit Parenja,
Associate Director -
Global Learning &
Development (Group
Corporate HR), TATA
Communications Ltd.



Vikrant Bhatnagar
Head - Talent Mgmt. &
Development Vistara
(Tata SIA Airlines)



Sh. Ramesh Agarwal
Chairman - Agarwal
Packers & Movers Ltd.



Ankush Arora,
Sr. Vice President HR,
Grofers

LEAD Lecture Series

(Leadership & Entrepreneurial Aspirations Development)
- In Conversation with Experts



Pallavi Gutam,
Talent Partner,
Tata Medical and
Diagnostics Limited



Mr. Sandeep Tyagi
Director - HR
Samsung India



Gaurika Tandon
HR Leader - Learning,
Engagement & Employer
Brand Bennett Coleman
and Co. Ltd. (Times Group)



Mohit Jaggi,
Associate Director HR,
makemytrip.com



Ashish Chandra
CEO
Bharti Airtel



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



Shiv Khera
Renowned Author



Dr. Bhaskar Chatterjee
DG & CEO
IICA



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



Anjali Singh
Managing Director
Deutsche Bank



Dr. Nilanjan Mukherjee
Relaxo Group



Aman Gupta
Co-Founder & CMO
BOAT



Vivek Mehrotra
Head - L & D
Zomato



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



Gautam Saraf,
Head-HR-Colorbar /
24Seven Retail /
Modicare Foundation



Mr. Vinit Goenka
Author, Renowned Politician (BJP),
Member Governing Council - CRIS,
Ministry of Railways
Former Member - IT Taskforce
Ministry of Shipping, Road
Transport & Highways



Mr. Vipin Tyagi
Executive Director &
Chairman of The Board
Centre for Development
of Telematics C-DOT



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



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



Avik Biswas,
Partner
INDUSLAW

INDUSTRIAL VISITS AND TRAINING



Liberty Shoes Ltd.



JCB India Ltd.



Moser Baer India Limited



Whirlpool India Ltd.



National Small Industries Corporation Limited (NSIC)



Yakult Danone India (P) Ltd



Bisleri International Pvt. Ltd.



The Securities and Exchange Board of India (SEBI)

As a part of its endeavour to help the students gain latest first hand information regarding functioning of the Industry and engaging them in active learning experiences outside the classroom, Corporate Resource Cell of Asian Business School organizes regular Industrial Visits and Training Programs. These regular Industrial Visits give a better insight to the students about functioning of various functional areas in a company.



Anmol Industries Ltd.



Moon Beverages Ltd.



Relaxo Footwear Ltd.



Parle Industries Ltd.



Safexpress Pvt. Ltd.



Coca Cola India Pvt. Ltd.

CENTRE FOR SKILL DEVELOPMENT (CSD)



An in-house Center for Skill Development has been set up to cater to the captive demands of the corporate in sync with the mindset of ABS that students personality development is an integral part of holistic education.

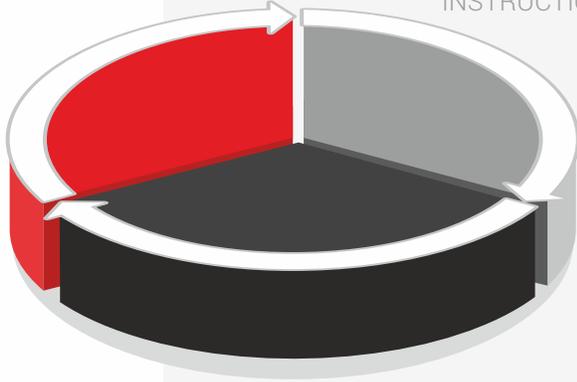
To increase the relevance with future employment market including promotion of self employment, a two pronged initiative-Soft skills and Employability skills- has been made an integral part of skill development under CSD.

'Crafting Prodigy'

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

STANDARDS
BASED
INSTRUCTIONS

INDIVIDUALIZED
INSTRUCTIONS



PERFORMANCE
BASED INSTRUCTIONS

Benefits of the programme:

Everyone learns in different timeframes
and in different ways.

HIGHLIGHTS

- Extensive Training Workshops (Indoor & Outdoor)

- Continuous Evaluation Strategies undertaken for students

- Focus on Case Studies, Role Plays & Project Handling

- Usage of Audio Visual & Simulation Techniques

- Formation of Literary Clubs

- Corporate Interface Visits

- Guest Lectures by eminent corporate professionals

**SOFT SKILLS
AND
PERSONALITY
DEVELOPMENT**

**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

**Individual Development
Plan**

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

**Competency Development
Plan**

Focuses at more customized training solutions to hone the required competencies, skills and making students ready for the professional world.

**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

ACADEMIC LINKAGES

INTERNATIONAL ACADEMIC ASSOCIATES

College / University



Oxford 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.



OXFORD STUDY PROGRAM

The Oxford Study Program is designed to give students the opportunity to **earn the Executive Diploma in International Business while residing in Oxford, England.**

Along with classroom study, the Program includes on-site visits to historical and cultural venues and participating in project work.



Oxford Business College is an independent education and training establishment specializing in Business Management courses. Situated in the center of Oxford, close to many of the university colleges, it is in a perfect position to enjoy all the facilities the city has to offer.

HISTORY AND ACCREDITATION

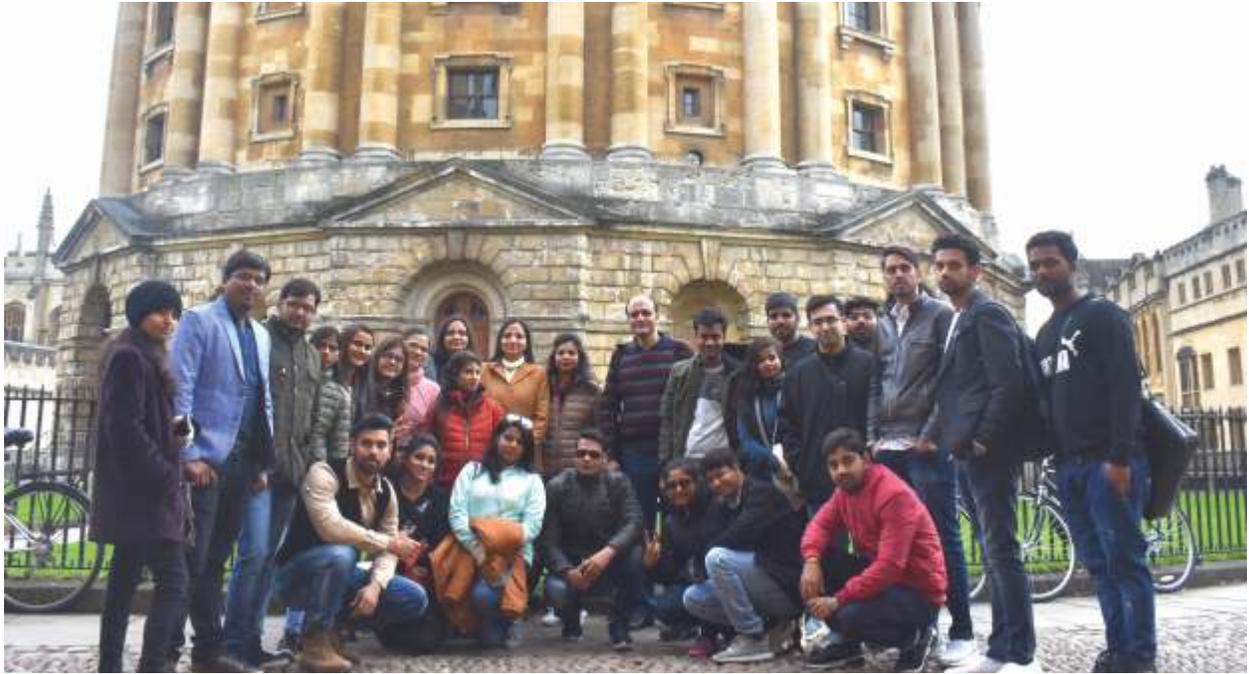
The College has over the last 23 years established a reputation for excellence with academic bodies, professional institutes and industry. The College has been accredited by Edexcel to offer a Higher National Certificate / Diploma in Business (Management) and Higher National Diploma in Travel and Tourism Management.

Over the years, the College has also been approved to offer courses awarded by ICM, OCR, Edexcel and AQA. In the 1990s, the college was successfully

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

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





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

In our last inspection in 2005, the college was rated as "good" and "excellent" in every area of inspection.



ACADEMIC STRENGTHS

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

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

LOCATION

Oxford Business College is located on George Street. George Street is a street in central Oxford, England. It is a shopping street running east-west. At its eastern end, it meets Cornmarket Street to the south, Broad Street to the east and Magdalen Street to the north. The New Theatre Oxford (formerly known as the Apollo Theatre),

Oxford's main commercial theatre, is in the street, while the Burton Taylor Studio is in Gloucester Street, which runs off the north side of George Street. At number 40 on the north side there is the Old Fire Station Theatre. Gloucester Green bus station is off the north of George Street at the western end. Companies such as the Oxford Bus Company operate services from here. It has many fast food joints opposite the Odeon Cinema.

OXFORD (U.K.)

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



EXECUTIVE DIPLOMA IN INTERNATIONAL BUSINESS



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 know-how of not only the domestic market and industries but also the international markets, cross-cultural organizations, and their functioning.

Asian Business School along with the 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, and Global Information System 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

Day1: Departure from New Delhi Airport to Heathrow Airport, London. London to Oxford.

Day2: Market research survey for comparative analysis of Indian and UK consumer behaviour and preferences

Day3: Lectures by Eminent Professors of Oxford Business College & IB Project presentations by ABS Students at Oxford Business College.

Day4: Visit to places of Cultural Heritage and Educational Eminence at Oxford City

Day5: Sight seeing at London

Day6: Learning Outcome Evaluation and Departure from Heathrow Airport, London

Day7: Arrival at New Delhi Airport

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



*Asian Business School (ABS), Noida organizes educational tour to Oxford Business College (OBC), Oxford, UK, for the students 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

TRIP DETAILS

Includes:

Air travel, In-city travel, accommodation & meals.

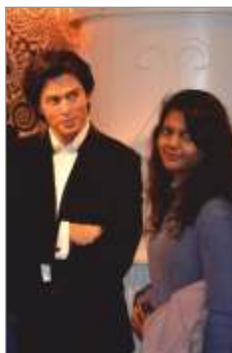
Excludes:

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

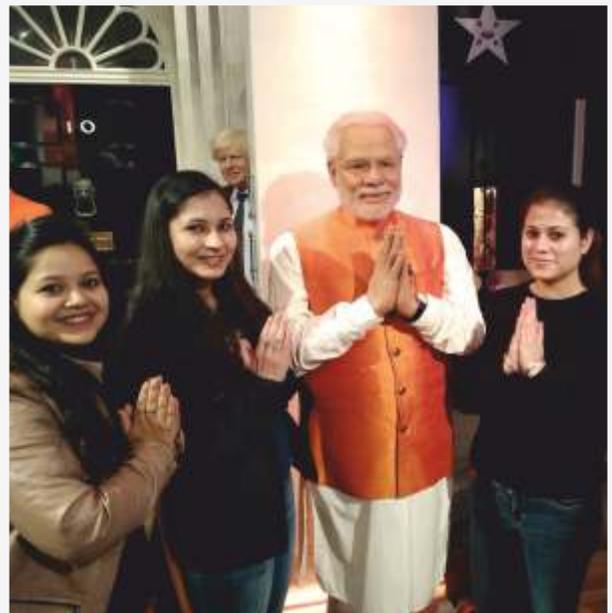
Sight Seeing:

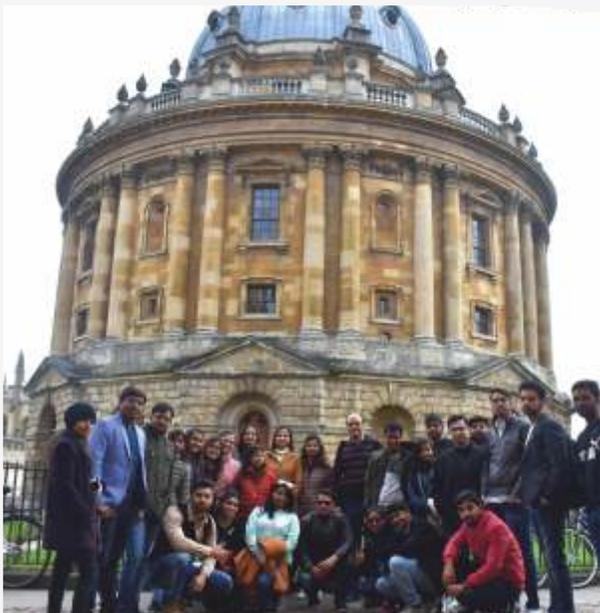
Oxford is famous for Museums and Galleries, Ashmolean Museum, Britain's oldest museum, Pitt Rivers Museum, Museum of Natural History, home of (the remains of) the Oxford Dodo, Oxford University Press, The Bodleian Library, The Radcliffe Camera (one of several institutions named after John Radcliffe),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



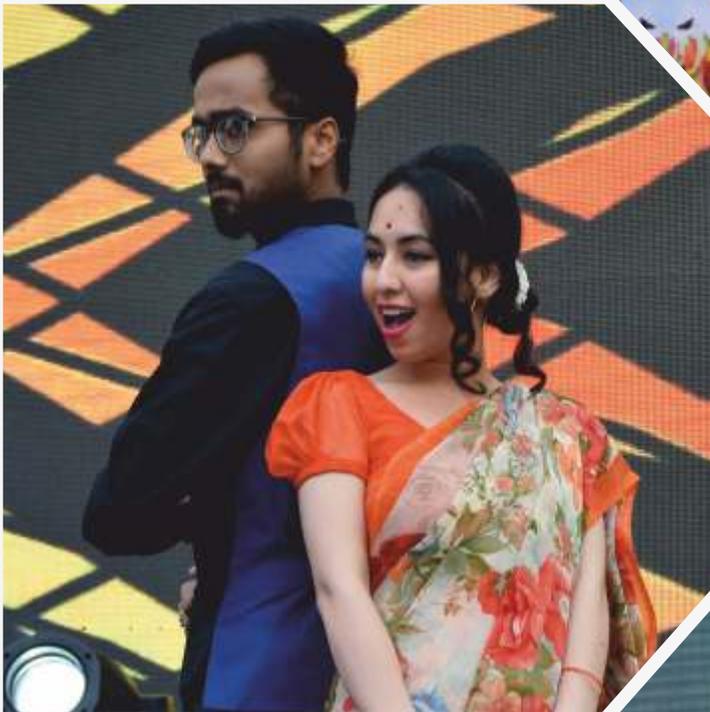
to decide on visa approval of all the students on individual basis. As a norm visa fee is paid once by ABS and in case of visa rejection in first chance one more chance with the next immediate group travelling to UK, will be given to students, but the visa fee will be paid by such students themselves. 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 Athleema club is to build self confidence in students, development planning, focus concentration, goal setting, manage their 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 then

how 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

festivals i.e. inter college sports competition 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 Delhi/NCR 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 plethora of soft skills such as organizing, communication, inter-personal, intra-personal, collaboration, team-building, problem-solving, leadership, assertive, initiative, presentation, confidence-building and experiential learning among students, which will be assessed during interviews. Under the Utsav



club we organize various activities, like Talent Hunt, Fresher's Party, Annual fest "Kesshet" which cover dance, singing, dramatics, film making and a lot more. So this club helps in building up the overall personality of the students. Also it brings in the colorful change in the

monotonous routine life. Cultural Club combines several skills and ideas to end up with a creative product. Any student who is creative and willing to learn is welcomed to join and become a member of this ever growing group. The basic idea is to provide students with an opportunity to develop life skills which will enable them to utilize these diverse forms of communication of ideas and sharing of views. Students are the main body of the club and they contribute in every possible aspect. Students perform their duties with spirit of responsibility and great leadership skills to accomplish approved tasks and activities.

CSR Club:

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. The broader vision behind this club comprises of reaching at outcomes of the importance of team-work towards completion of any task and to develop an attitude of tolerance towards everyone in our society.



Entrepreneurial Club: SEED

Entrepreneurial Club is committed to impart academic excellence coupled with pragmatic approach 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. This Club organizes Saturday Club activities based on various entrepreneurial themes.



Marketing Club: MARK-TECHOS

The VISION of this club is to: "Prepare the students to be able future managers, who are able to perform to the best of their abilities in the ever-changing dynamic corporate world and carry the name of AEG even higher". The Club aims to mix & match various activities for the students, which will be helpful in giving finishing touches to their overall grooming & sharpening of marketing skills. The major focus will be to equip students against the upcoming competitive times ahead.



The Finance Club: BULLS & BEARS

The objective of the club is to showcase the importance and inculcate a working knowledge of the world of investing, personal finance and savings thereby paving the path for a safer and thriving financial future for the students. The purpose of Club Activities is to enable students to set their financial goals and start thinking and working on them accordingly.



The HR Club: SYNERGIZE

Asian Business School's Human Resource Club "Synergize To-Get-HR" aims to provide a platform to students to learn basic concepts and latest trends in the field of human resources. The Vision of HR Club is to enable the students develop interpersonal skills needed to become successful professionals. The Club promotes active participation in various activities such as – Role

Play, Case Study Analysis, Collage-making, Management Games, Guest Lectures by professionals, etc.

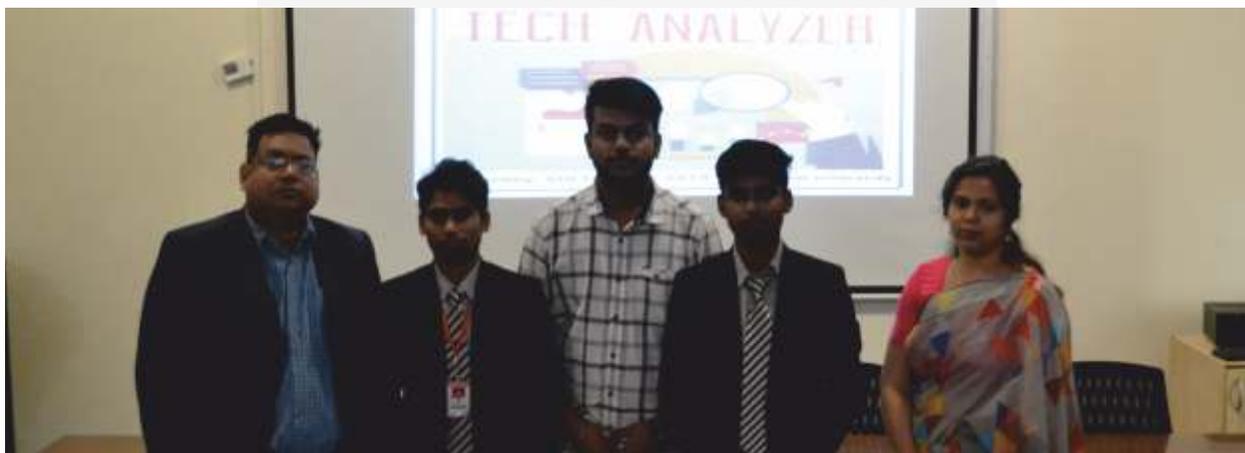
The prime focus of Synergize To-Get-HR Club is to bring students together and make them learn the practical aspects and implication of concepts in Human Resources that go beyond the class room lectures.



IT Club: TECHNOCRATS

With business going global and digital, a keen understanding of Information Technology can provide managers an extra edge that would enable them and their businesses to achieve exceptional results. Club endeavors to provide the students

technological knowledge through innovative activities and events. Activities undertaken by the IT club center around Cyber Club Activity, Role plays to highlight importance of Information Technology in real world.



The Literary Club: GNOSIS

Gnosis is the Greek word which stands for "action". As a club we believe in making the young Asianites proficient in communication by the means of literary activities. We organize interesting activities like "I am Shakespeare"; depicting the Shakespearean plays in contemporary light, "In the foot prints of sand - Transformational leaders", "Debate Competitions", to name a few.

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



Environment Club: PRAKRITI

Prakriti, the Environment Club of has the purpose of sensitizing the young generation towards the numerous issues related to environment. The club also wants to encourage students to showcase

their talent as well to provide them with a platform to shed their inhibitions and fears so that they are ready to face the corporate world with boosted confidence and optimism.



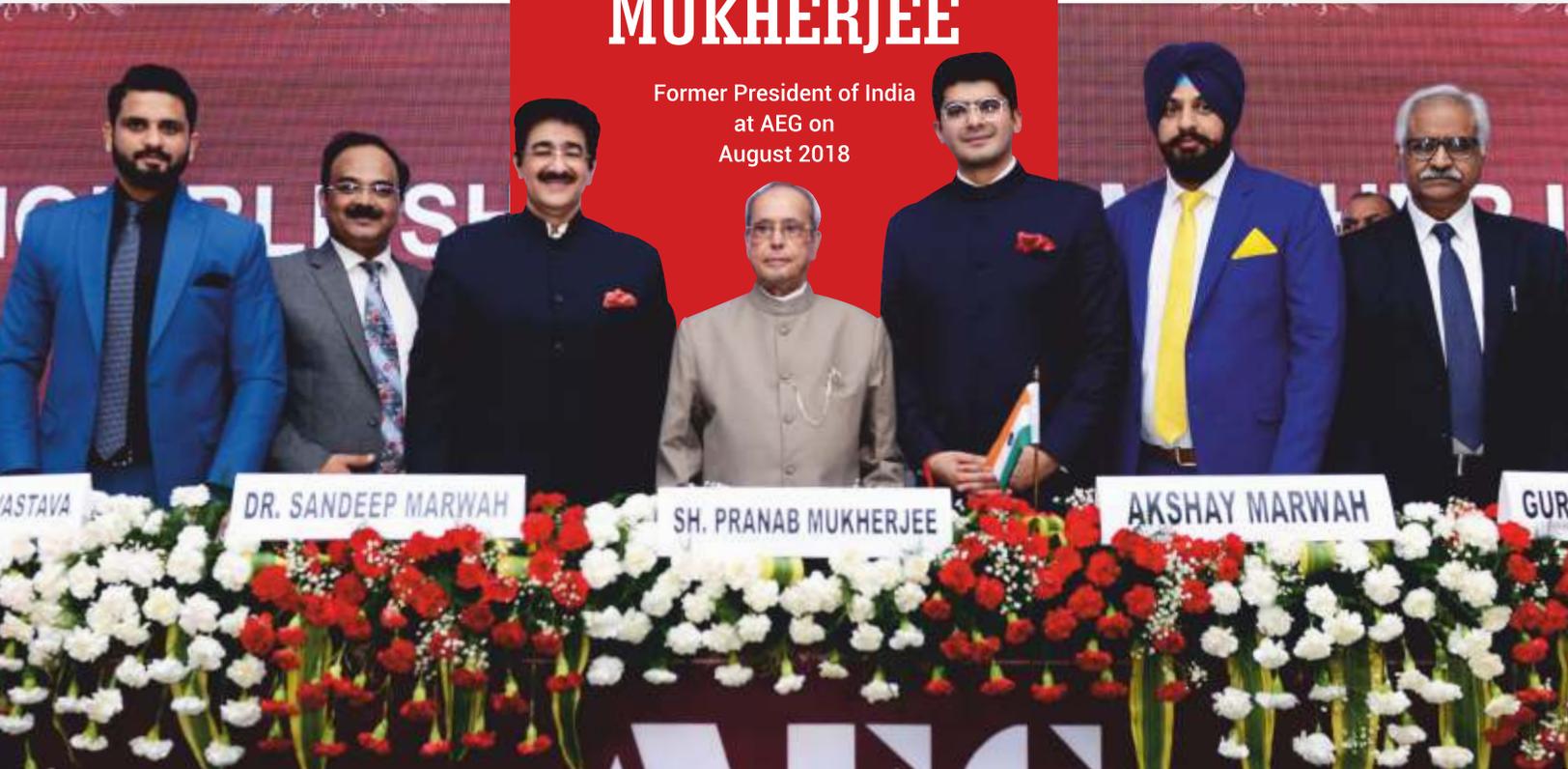
ORIENTATION PROGRAM





VISIT OF HON'BLE SHRI PRANAB MUKHERJEE

Former President of India
at AEG on
August 2018



EVENT CALENDAR

2021-22

JULY 2021

Orientation Program 2021-23 Batch
Industrial Visit
INDUSTRY EXPERT TALK: Guest Lecture

AUGUST 2021

INDUSTRY EXPERT TALK: Guest Lecture
Specialization Club Activities
Extra-Curricular Club Activities
Independence Day Celebration

SEPTEMBER 2021

INDUSTRY EXPERT TALK: Guest Lecture
Freshers' Party 2021
Industrial Visit
Management Development Program (MDP)

OCTOBER 2021

INDUSTRY EXPERT TALK: Guest Lecture
Specialization Club Activities
Extra-Curricular Club Activities
National Seminar

NOVEMBER 2021

INDUSTRY EXPERT TALK: Guest Lecture
Specialization Club Activities
Extra-Curricular Club Activities
PROMULGARE 2021

DECEMBER 2021

INDUSTRY EXPERT TALK: Guest Lecture
Specialization Club Activities
Extra-Curricular Club Activities
Management Development Program (MDP)

JANUARY 2022

Republic Day Celebrations
Specialization Club Activities
Annual Fest : Kesshet
Entrepreneurship Development Program (EDP)

FEBRUARY 2022

INDUSTRY EXPERT TALK: Guest Lecture
Specialization Club Activities
Extra-Curricular Club Activities
Annual Sports Meet : Athleema

MARCH 2022

INDUSTRY EXPERT TALK: Guest Lecture
Specialization Club Activities
Extra-Curricular Club Activities
International Conference

APRIL 2022

INDUSTRY EXPERT TALK: Guest Lecture
Industrial Visit

MAY - JUNE 2022

Summer Internship & Industrial Projects

GLOBAL EDGE AT ABS



PHILIP KOTLER

The Father of
Modern Marketing



CHARLIE DUKE

The Lunar Module Pilot
of Apollo 16, 1972



Dr. THOR INDRIDASON

Saïd Business School,
Oxford University

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.



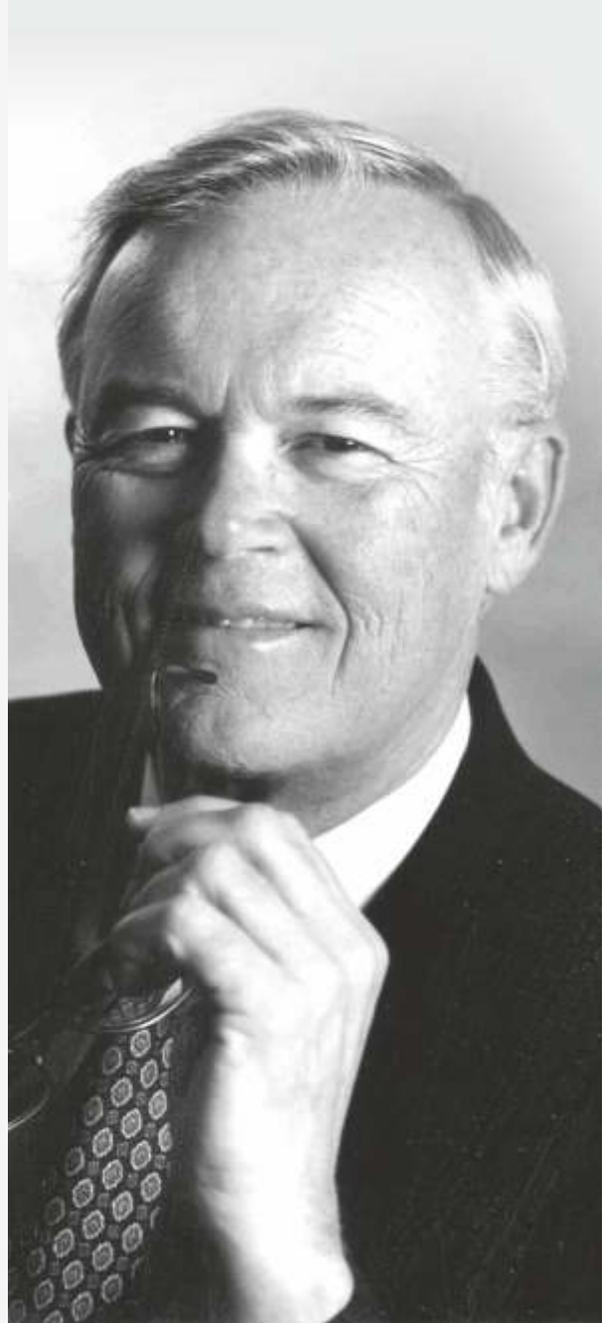
NICK VUJICIC

World renowned motivational speaker



RENÉ DECEUNINCK

CEO & Co-Founder,
The Oxford Institute of Body Language



Dr. DAVID AAKER

Father of
Modern Branding

DIVERSE EXPOSURE AT ABS



PEYUSH BANSAL

Founder & CEO
Lenskart.com



AMAN GUPTA

Co-Founder & CMO,
boAt Lifestyle



CHETAN BHAGAT

Renowned Author



SAGAR DARYANI

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



**SANJEEV
BHIKCHANDANI**

Founder
Info Edge India Ltd.



**ARUNACHALAM
MURUGUNATHAM**

Social Entrepreneur & Founder
Jayashree Industries
The Real Padman of India



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

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.



ANIL BHASIN

President
Havells India Ltd.



DR. R. S. SODHI

Managing Director
Amul India



SHIV KHERA

Renowned Author



ANANYA BIRLA

Entrepreneur &
Song Writer



Dr. VIVEK BINDRA

Founder & CEO
Baba Business



R. GOPALKRISHNAN

Former Director
TATA Sons Ltd.



DR. BINISH DESAI

Social Entrepreneur
& Innovator
The Recycle Man of India



ANSHU GUPTA

Indian Social
Entrepreneur
Founder, Goonj



LAXMI AGARWAL

Founder
Laxmi Foundation

ALUMNI SPEAK



"Whatever I am today, I am just because of ABS. The confidence and personality I have today was no where even in my imagination. This college provided me with the platform where I could extract my talent from my reserves and provide me with the confidence I have on myself today. And yes the most unique thing about Asian Business School is that it is a perfect combination of strictness, rules, guidance and personality development."

GAURANK GUPTA
PGDM 2014-16



I received the best of the industry exposure and education which has resulted in me getting myself placed in a known FMCG organization. My faculties always motivated me to push boundaries and excel high. I received multiple campus placement offers with ITC & Cafe Coffee Day and I am happily placed with ITC Ltd.

ABHINAV PRAKASH
PGDM 2017-19



"It was a wonderful experience of my college life. I have learned a lot of things here, which may be no other institute would have given me, Faculties works as real mentors, they always supported and motivated me for learning new things. I am very glad to be an Asianite."

ACHINT JAIN
PGDM 2015-17



Everyone dream to work with Big4 organizations so did I. At Asian Business School, we have spent our time learning, unlearning and relearning. This has helped me gain confidence and gain required skills. I have always dreamt of working in the consulting sector and having placed with Deloitte is like a dream company. Thank you ABS!

DEEPKANT SHUKLA
PGDM 2017-19





I am confident in mentioning that without the guidance of the ABS placement department I would have not made it through Schindler India Pvt. Ltd. I am very happy to be a part of this institution and convey my heartiest thanks to everyone.

NUPUR SHARMA
PGDM 2017-19



"Asian Business School thought me how to be ahead of others in this Competitive World by giving respect to all and working together as a team and I also thank everyone at ABS for their counselling and guiding me take right career decisions."

ANKIT SAXENA
PGDM 2015-17



"I am glad to be having placed with one of the well-known finance company; extremely proud to have attained a high level of Professional Education & Knowledge from my institution – Asian Business School, Noida. It was an excellent two years' journey. I would like to thanks everyone at ABS for their valuable support and guidance."

RAJAT SAXENA
PGDM 2015-17



"I have learnt the true meaning of the word 'Potential'. I have learnt to exhibit my skills & creativity and never rely on strokes of inspiration without hard work in life. I have found balance and clarity. All this is not by accident but it is an attitude nurtured within every student at ABS."

VINAYAK CHOPRA
PGDM 2017-19



HOUSING



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

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

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

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



ADMISSION PROCEDURE

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

Programme	Recognition/Approval	No. of seats	Duration	Fee Structure (full course)	
PGDM	AICTE	180	2 years	₹7.65 lacs	
Registration fee ₹45,000	1st installment ₹1,80,000	2nd installment ₹1,80,000	3rd installment ₹1,80,000	4th installment ₹1,80,000	

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. 10th Mark sheet and certificate
2. 12th Mark sheet and certificate
3. Graduation Mark sheets and

Degree

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

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

STEP 1

Score of national level Common Admission Tests - CAT / MAT / CMAT / ATMA / XAT / GMAT exam will be taken as the preliminary score of admission

STEP 2

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

STEP 3

Merit list will be prepared based on the Score in the Common Admission test (CAT, XAT, CMAT, ATMA, MAT, GMAT; 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:



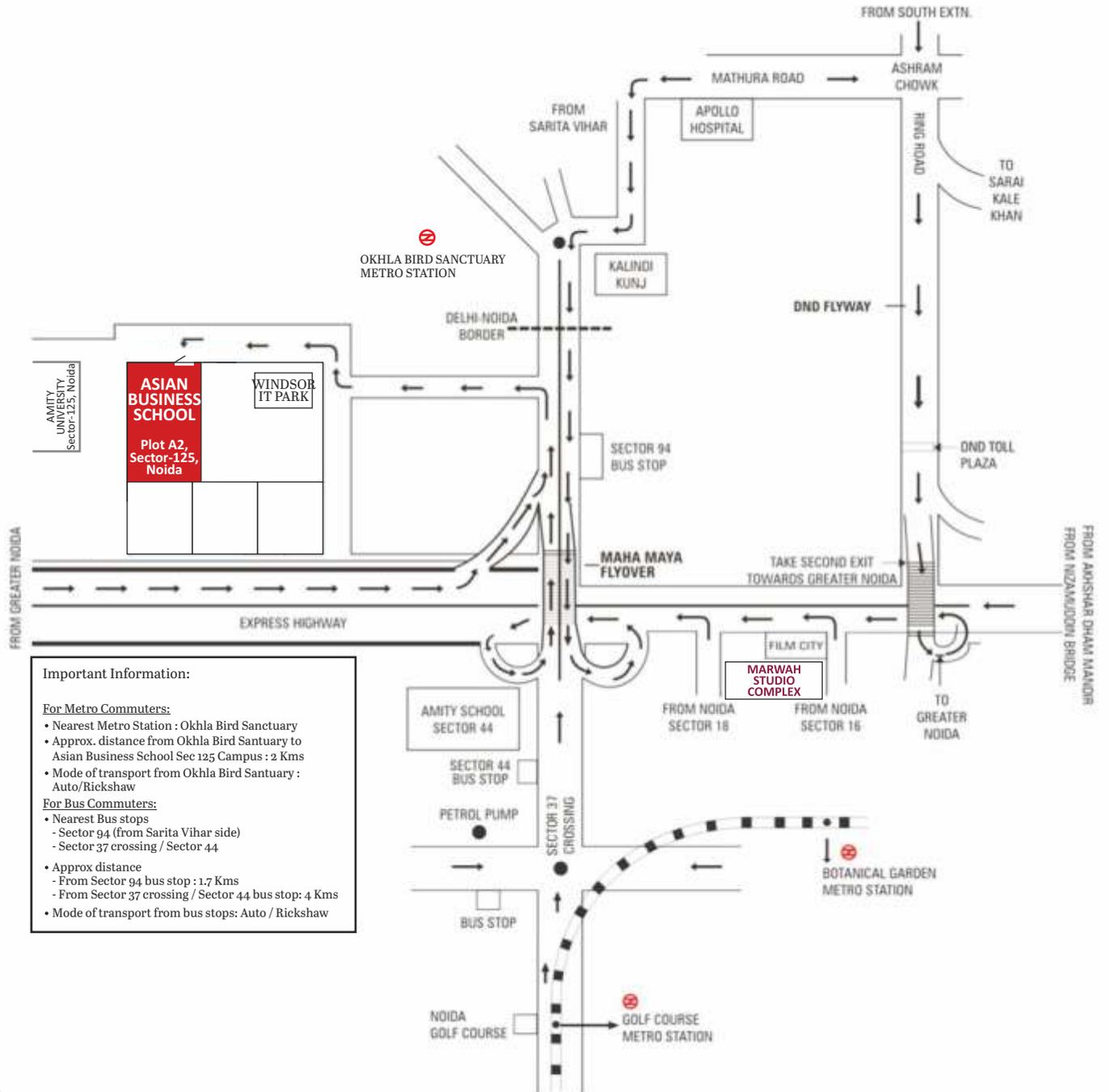
*Examination fee for reappear, supplementary and makeup examinations to be paid by the student.

*As per AICTE norms, ragging is strictly prohibited and might result in expulsion of the student from the college.

*Laptops would be provided to every student in the month of December (1st Year), after payment of his/her 2nd installment of the fee.

*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.

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



Important Information:

For Metro Commuters:

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

For Bus Commuters:

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



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