



# ASIAN BUSINESS SCHOOL



in collaboration with



## OXFORD BUSINESS COLLEGE

### 2 Year Post Graduate Diploma In Management

EQUIVALENT TO MBA DEGREE

AICTE Approved | NBA Accredited | AIU Affiliated



with  
ONE WEEK FULLY PAID RESIDENTIAL LEARNING TRIP TO  
OXFORD / LONDON (U.K.)

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Asian Business School  
is indebted to



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

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# Your Journey Towards Success Starts Here !

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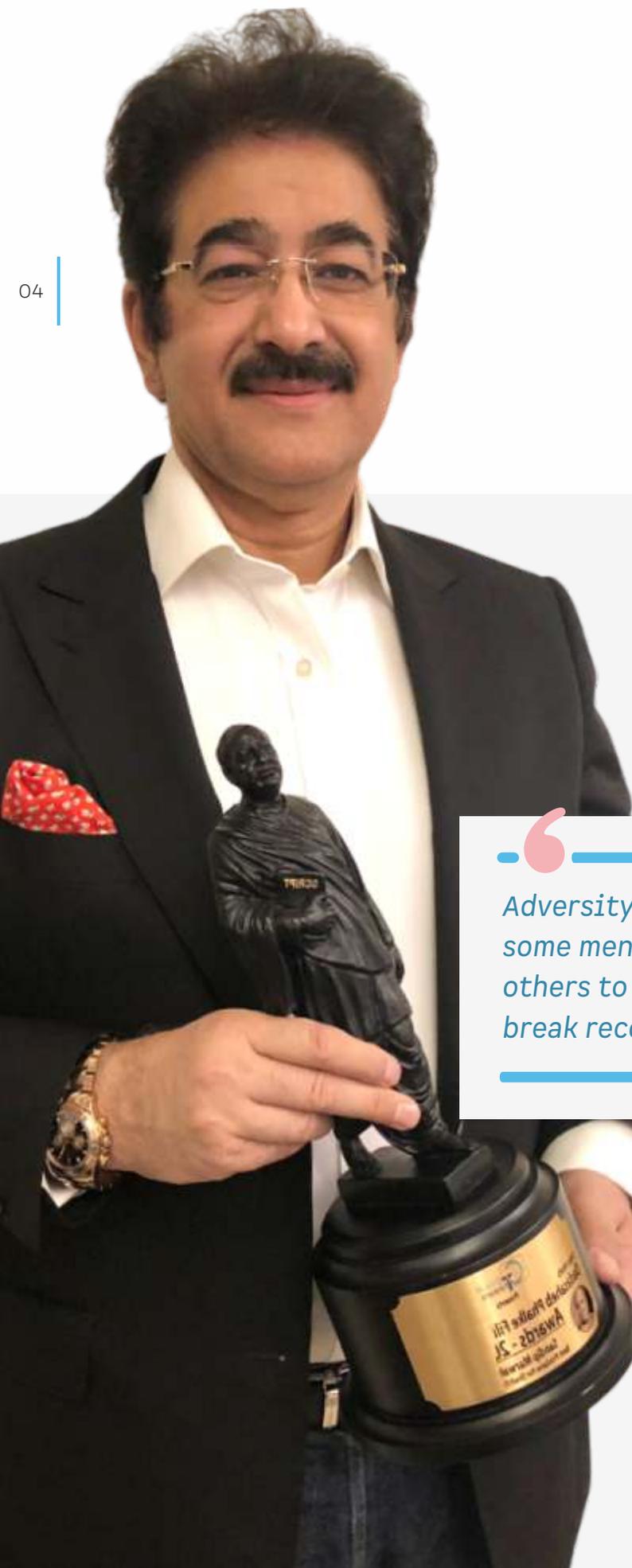
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## Message From President

Dr. SANDEEP MARWAH

**It is with great pride and optimism that I welcome you to our PGDM Program (Equivalent to MBA degree). This is an invitation to embark on a transformative journey that will shape your professional future and personal growth.**

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



I firmly believe that management education is not only about mastering theories and frameworks, but also about cultivating leadership, integrity and a spirit of innovation that can make a meaningful difference in the world.

The modern day business landscape is evolving at an unprecedented pace. Globalization, sustainability challenges, technological disruption and ever



changing consumer expectations are redefining the way the modern day corporate operates. In such a dynamic environment, the demand is not merely for managers, but for visionary leaders who can anticipate change as well as adapt to the changes and also inspire others to achieve collective success. The program has been designed to meet this demand by blending academic rigor with practical exposure thereby ensuring that our graduates are equipped to excel in diverse sectors.

We take immense pride in our faculty, whose expertise and dedication form the backbone of this institution. Their guidance, combined with our strong industry connect ensures that the students gain intellectual depth as well as real-world insights.



Our curriculum emphasizes on experiential learning thereby making students ready for corporate or launch their own ventures.

Beyond academics, we are committed to nurturing well-rounded individuals. Our campus culture encourages collaboration, creativity and community engagement. Students do participate in club activities and other initiatives that broaden their horizons and instill values of responsibility and empathy. We believe that true leadership is measured not only by professional achievements but also by the positive impact one creates in society.



My vision is to see our graduates emerge as ethical leaders who uphold integrity and sustainability in every decision they take. The world needs managers who can balance profitability with purpose, and we aspire to cultivate such leaders within our institution. We want our students to leave here not just with a degree, but with a mindset of lifelong learning and a commitment to driving meaningful change.

I invite you to explore the opportunities that await you in this program. Embrace the challenges, cherish the experiences, and allow this journey to unlock your fullest potential. Together, let us build a future that is innovative, responsible and inspiring.

# Message From CEO

MR. AKSHAY MARWAH

**It gives me great pride to welcome you to the AIU approved PGDM Program (equivalent to MBA degree), an ecosystem built to nurture future-ready leaders who can thrive in a world defined by rapid technological shifts, global inter-connectedness as well as innovation.**



**A**t our institution, we believe that management education must go far beyond classrooms and textbooks. It must inspire curiosity, encourage experimentation and equip learners with the agility and confidence required to solve real-world challenges.

Experiential learning is the cornerstone of our academic philosophy. Through immersive industry projects, live case studies, internships, simulations, innovation cell and mentorship from experienced corporate professionals, our students learn by doing.



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

This hands-on approach ensures that every learner not only understands management concepts, but applies them in meaningful ways thereby sharpening their decision-making skills, helping to develop resilience and developing authentic leadership capabilities.

The modern workplace demands professionals who can integrate analytical thinking with creativity, empathy and strong communication skills. To foster these qualities, we have designed our curriculum to blend foundational business knowledge with emerging domains such as digital transformation, data-driven decision-making, sustainability and entrepreneurial thinking. Our faculty is comprised of seasoned academics, researchers and industry experts and they serve as mentors who cultivate critical perspectives and nurture each student's unique potential.

We are equally committed to providing an environment that values diversity, collaboration and personal growth. Our student activity clubs, leadership forums, corporate connect and community engagement programmes expose the learners to a wide range of experiences that shape them into socially responsible managers. Through this vibrant culture, we aim to ensure that every student graduates not only with strong business acumen but also with integrity, global awareness and a sense of purpose.



**As you explore this prospectus, I invite you to envision the amazing journey that awaits you. Choosing the right MBA program is a significant decision, one that sets the foundation for your career and your aspirations. At our institution, we stand ready to support, challenge, and inspire you every step of the way.**

**I look forward to welcoming you to our academic community and witnessing the remarkable impact you will create as leaders of tomorrow.**



## Message From MD

MR. MOHIT MARWAH

**It gives me great pleasure to welcome you to our PGDM program (Equivalent to MBA degree), a platform designed to shape up industry-ready leaders for tomorrow. In today's rapidly evolving business landscape, management education must transcend borders, perspectives and traditional classroom boundaries.**



**A**t our institution, we are committed to offering our students not just a degree, but a transformative international experience that expands horizons and redefines possibilities.

One of the most distinctive features of our program is the International Study Trip to Oxford Business College, London/Oxford. This immersive global learning opportunity allows our students to engage directly with international faculty, explore global business practices, and experience the academic richness of one of the world's most renowned educational environments.

Good management is the art of making problems so interesting and their solutions so constructive that everyone wants to get to work and deal with them.

Back home, our curriculum blends strong foundational knowledge with contemporary subjects such as digital strategy, innovation management, and sustainable business practices. Through industry projects, professional mentoring, and hands-on learning modules, we ensure that students develop practical competence along with theoretical clarity.



The exposure to cross-cultural learning, global case discussions and interactions equips our students with a broader worldview that is an essential asset for managers in a barrier-less economy.

Our collaboration with Oxford Business College enables students to witness the first-hand dynamics of British business culture while strengthening their analytical as well as leadership skills. This experience not only enhances academic understanding but also boosts confidence, communication and cultural intelligence that the global employers value deeply.



**We take pride in fostering an academic environment that encourages ambition, integrity, and curiosity. Our goal is to empower students to think globally, act responsibly, and lead purposefully, whether they choose careers in India or abroad.**

**As you explore this prospectus, I invite you to imagine the powerful journey that awaits you, one that begins here on campus and extends all the way to Oxford. We look forward to guiding you as you prepare to step confidently into a global future.**

# Message From Directors – AEG

The world of business today is dynamic, complex and global. Organizations are navigating digital transformation, sustainability challenges and diverse cultural contexts. In such an environment, the role of a management graduate is not limited to managing resources, it extends to envisioning strategies, driving innovation and creating value for all stakeholders. Our academic framework has been carefully designed to prepare students for this reality. By combining rigorous theoretical foundations with practical exposure, we ensure that our graduates are equipped with the knowledge, skills, and confidence to excel in diverse industries.

We take pride in our distinguished faculty, whose expertise and dedication form the cornerstone of our institution. Their teaching is enriched by research, industry experience, and a passion for mentoring. Our curriculum emphasizes experiential learning through case studies, internships, live projects, and global

**It is with great pleasure that I welcome you to this great institute. This prospectus is a reflection of our academic vision and commitment to nurture leaders who will shape the future of business and society. I firmly believe that management education must go beyond classroom instruction. It should inspire curiosity, encourage innovation, and instill values that empower individuals to lead with integrity and responsibility.**

—  
DR. LALITYA  
VIR SRIVASTAVA



immersion programs. These initiatives bridge theory with practice, enabling students to apply their learning in real-world contexts.

Beyond academics, we encourage students to engage in leadership initiatives, entrepreneurial ventures, and community projects. Such experiences foster holistic development and instill values of empathy, collaboration, and social responsibility. We believe that true leadership is measured not only by professional success but also by the positive impact one creates in society.

As you embark on this journey, I advise you to embrace challenges, cultivate a spirit of inquiry, and commit to lifelong learning. The program experience is demanding, but it is also deeply rewarding. It will help you discover your potential, broaden your horizons, and prepare you to lead with vision and purpose.

We look forward to welcoming you into our academic community and supporting you in your pursuit of excellence.

# Message From Directors – AEG

Our program has been thoughtfully designed in collaboration with industry experts, corporate leaders and academic thinkers to ensure that every student receives education that is relevant and practice-oriented. From immersive live projects and case-based pedagogy to internships, certifications, industry interactions and hands-on skill development, we strive to provide our students with an environment that stimulates real corporate challenges.

We encourage curiosity, critical thinking, creativity and leadership, that is a bunch of qualities that help our graduates thrive in dynamic work environments. Our faculty members bring with them a rich blend of academic excellence and industry experience, enabling them to mentor students with insights drawn from both theory and practice. Continuous exposure to industry through guest lectures, workshops, company visits, and mentorship programs ensure that students not only learn

**It gives me great pleasure to welcome you to our AIU-approved PGDM Program (Equivalent to MBA) to transform ambitious learners into confident, competent and industry-ready professionals. In an era defined by rapid technological shifts, evolving business models and global competitiveness, the role of management education extends far beyond classrooms and textbooks. At our institution, we firmly believe that true learning happens when knowledge meets real-world applications.**

—  
DR. SAURABH SHARMA



about management but also learn how to manage.

At the heart of our philosophy lies a commitment to holistic development. Beyond domain knowledge, we emphasise on developed communication skills, professional etiquette, emotional intelligence, and above all, ethical decision-making. These competencies shape not just successful managers, but responsible leaders capable of making meaningful contributions to society and the organizations they serve.

I invite you to envision a journey of growth, one that challenges you as well as nurtures your potential and finally prepares you for the opportunities waiting ahead. We are dedicated to helping every student build a strong career foundation, develop a global perspective, and emerge as an industry-ready professional equipped for the future of work.

I look forward to welcoming you to our vibrant learning community and witnessing your transformation into tomorrow's leaders.

# Message From Directors – AEG

In today's rapidly evolving global economy, organizations face challenges that demand creative solutions and evidence-based strategies. From digital transformation and sustainability to global competitiveness and ethical leadership, the issues confronting businesses are complex and multidimensional. Research plays a vital role in addressing these challenges. Our program integrates Research & Development into its core, ensuring that students not only learn established theories but also engage in the process of discovery and innovation.

We take pride in our faculty, who are actively involved in research across diverse domains of management. Their work informs teaching, enriches classroom discussions, and provides students with exposure to cutting-edge ideas. Through research projects, case studies and other industry collaborations, students are encouraged to apply analytical tools and methodologies to solve real-world problems. This approach equips them with the ability to think critically, act strategically and lead responsibly.

**It gives me immense pleasure to welcome you to our PGDM Program (Equivalent to MBA degree). I believe that management education must extend beyond classroom learning. It should encourage students to question assumptions, explore new ideas, and contribute to knowledge creation that has a meaningful impact on business and society.**

—  
DR. GURDEEP  
SINGH RAINA



Our institution also emphasizes interdisciplinary research, recognizing that the most pressing challenges often lie at the intersection of business, technology, and society. Students are provided opportunities to participate in conferences, publish papers, and collaborate with industry leaders. Such experiences not only enhance academic learning but also prepare them to contribute meaningfully to their organizations and communities.

At the heart of our philosophy lies a belief in innovation with purpose. We aspire to nurture graduates who are not only successful professionals but also thought leaders capable of driving positive change. By embedding research and development into the journey ahead, we aim to cultivate a mindset of curiosity, resilience and lifelong learning.

As you embark on this journey, I encourage you to embrace the spirit of inquiry, challenge conventional wisdom, and contribute to the advancement of knowledge. Together, let us build a future where research and innovation drives sustainable growth and responsible leadership.

## Message From Dean – Academics

In today's dynamic and competitive global business environment, management education must extend beyond textbooks and examinations. It gives me immense pleasure to welcome you to ABS, where academic rigor is seamlessly blended with practical relevance to nurture analytical, ethical, and industry-ready professionals. As aptly said, *“Education is not the learning of facts, but the training of the mind to think.”*

Our learner-centric academic framework emphasizes critical thinking, experiential learning, research, and innovation, enabling students to apply knowledge to real-world challenges. With a strong focus on values, integrity, and social responsibility, we strive to develop competent managers and responsible leaders with a global perspective. We look forward to partnering with you in shaping a successful and meaningful future.

DR. SHWETA BATRA



## Message From Dean – Department of Student Welfare

DR. SUNITA VERMA



It gives me immense pleasure to welcome you to an institution that firmly believes in nurturing not only academic excellence but also the overall well-being and holistic development of its students. We recognize that student life is a transformative journey, and our role is to ensure that this journey is enriching, supportive, and empowering.

As you begin this new chapter of your academic journey, I encourage you to actively participate in campus life, explore your interests, and make the most of the opportunities available to you. The Department of Student Welfare stands committed to supporting you at every step, as you work towards achieving your goals and shaping a successful future.

# Our Journey

  
Establishment Year  
**2011**

  
Campus Spread Over Sq. Ft.  
**1 Lact+**

  
Intellectual Capital  
**350+**

  
Student Enrolled  
**1903+**



Students From  
**26** | **376+**  
 States | Cities

Proud Alumni  
**1709+**

Recruiters  
**800+**

Summer Internships  
**1737+**

Placement Offers  
**1866+**



**3<sup>rd</sup>**  
BATCH



**4<sup>th</sup>**  
BATCH



**5<sup>th</sup>**  
BATCH



**8<sup>th</sup>**  
BATCH



**9<sup>th</sup>**  
BATCH



**10<sup>th</sup>**  
BATCH



**13<sup>th</sup>**  
BATCH



**14<sup>th</sup>**  
BATCH



**15<sup>th</sup>**  
BATCH



## Vision

To be globally recognized business school providing Growth with Education.

## Mission

To ensure dissemination of quality education with the practical application of knowledge for developing required management skills.

To nurture leaders of high integrity, grounded in strong values, and equipped with the critical thinking and decision-making abilities.

To develop individuals having an entrepreneurial and innovative mind set.

To incorporate research for understanding and addressing the dynamic business environment.



## Program Educational Outcomes

### PEO1:

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

### PEO2:

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

### PEO3:

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

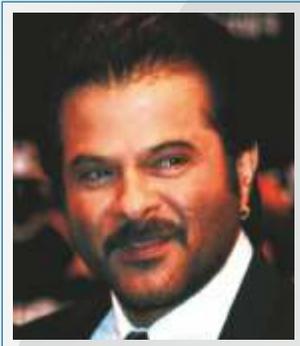
### PEO4:

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

**Akshay Marwah**  
Chief Executive Officer  
Asian Education Group



**Anil Kapoor**  
Cine Actor & Businessman  
*Member*



**Boney Kapoor**  
Film Producer  
*Member*

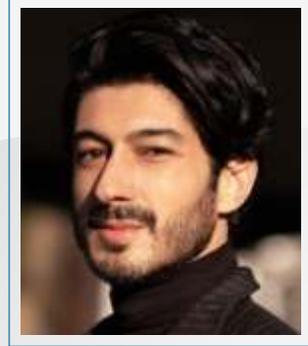


# Board of Governors

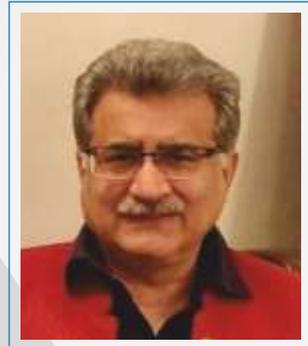
**Dr. Sandeep Marwah**  
President  
Asian Education Group



**Mohit Marwah**  
Managing Director  
Asian Education Group



**Deepak Marwah**  
Renowned Businessman  
*Member*



**Atul Marwah**  
MD, MEC Art Gallery  
*Member*



## Board of Governors

### Dr. Lalitya Vir Srivastava

Director,  
AEG  
Member Secretary

### Dr. Saurabh Sharma

Director,  
AEG  
Member

### Dr. Gurdeep Singh Raina

Director,  
AEG  
Member

### Prof. Upinder Dhar

Vice Chancellor,  
Shri Vaishnav Vidyapeeth Vishwavidyalaya  
Member

### Dr. Amit Pareenja

Head of Talent Management, HRIS & OD  
Somany Impresa Group  
Member

### Dr. Shweta Batra

Professor,  
ABS  
Member

### Dr. Sunita Verma

Professor,  
ABS  
Member

### Mr. Vinod Dhar

Assistant  
Professor, ABS  
Member

## Board of Advisors

### NATIONAL

#### Prof. Sudhir K. Jain

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

#### Dr. Naushadul Haque Mullick

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

#### Prof. Rakesh Mohan Joshi

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

#### Mr. Sudhir Mehani

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

#### Prof. A.K. Saini

Chairman IIQAC and Convener  
Career Guidance & Placement Cell,  
Guru Gobind Singh Indraprastha  
University, New Delhi

#### Prof. Kartik Dave

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

#### Mr. Pulkit Chowdhary

Finance Lead - FP&A. Medline Industries, LP

### INTERNATIONAL

#### Prof. Karl Bardosh

Master Prof.,  
New York University

#### Dr. Amitanshu Das

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

#### Dr. Dorothy H. Jantzen

Former Dean,  
Capilano College, Canada

#### Prof. Katherine Blaskhi

Deakin University,  
Australia

#### Dr. Dick Dolan

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

#### Dr. Padmesh Gupta

Director, Oxford  
Business College, UK

# ASIAN BUSINESS SCHOOL

**2 Year flagship  
PGDM program**  
(equivalent to MBA)

20



Visit of  
**Shri Venkaiah Naidu**  
on convocation  
ceremony at Asian  
Business School



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



GRANTED  
EQUIVALENCE TO MBA  
DEGREE FROM **AIU**



**NBA**  
ACCREDITED



## About ABS

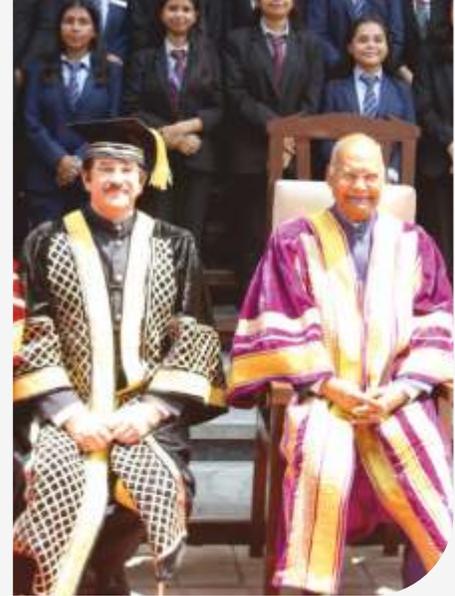
Asian Business School (ABS) stands as one of the few premier institutes in India offering an

AICTE-approved PGDM program, accredited by the National Board of Accreditation (NBA) and granted MBA equivalence by the Association of Indian Universities (AIU). We are also a proud member of AACSB.

The programs at ABS are designed to be purposeful, industry-driven, and globally relevant, delivered by a distinguished faculty that emphasizes holistic learning through a **deductive and experiential teaching methodology**.

A strong **industry-academia** interface is at the heart of ABS, ensuring students gain practical exposure through **internships, live projects, and placement opportunities** with leading organizations. Established with the vision that education and training are the foundation of human resource development, ABS equips students to meet the dynamic challenges of a rapidly transforming global business environment.

Run by a non-profit society registered under the Societies Registration Act XXI of 1860, ABS shares its educational legacy with the **Asian Academy of Film & Television (AAFT)**, recognized among the **top ten film schools in the world** for short-term courses.



The ABS curriculum promotes **entrepreneurship, leadership, innovation, and ethical business practices**, in line with NEP 2020's focus on employability and lifelong learning. Students are encouraged to identify opportunities, think analytically, and lead with responsibility.

Beyond academics, ABS nurtures **personality development, communication skills, physical fitness, and personal grooming**, shaping confident and competent professionals ready to contribute meaningfully to society and the evolving global economy.



# Accreditation and Affiliations

22 | **Asian Business School (ABS), an AICTE-approved PGDM institute with NBA accreditation, AIU MBA equivalence, and AACSB membership.**



## **ABS Earns Prestigious NBA Accreditation for its Flagship PGDM Programme**

The NBA, a premier national body established under section 10(u) of the All India Council for Technical Education (AICTE) in 1994, evaluates the quality, academic rigor, and industry relevance of programs in management, engineering, technology, and related disciplines. Alongside NAAC, which accredits general universities and colleges, the NBA

ensures that institutions meet global standards of excellence, it is also a full member of the Washington Accord, recognized internationally.

This coveted accreditation reaffirms ABS's commitment to academic quality, outcome-based education, and continuous improvement.



## ABS Achieves MBA Equivalence for Its Flagship PGDM Programme by AIU

Asian Business School (ABS) proudly announces that its flagship PGDM programme has been granted MBA equivalence by the Association of Indian Universities (AIU), a remarkable milestone that places ABS among the select few institutions in India with this prestigious recognition.

The AIU, an apex national body of major universities in India, evaluates academic programs on parameters such as curriculum design, credit structure, and academic standards. It equates programs like the PGDM to university degrees, ensuring parity with the MBA offered by UGC-recognized universities in India and abroad.



## ABS and AACSB: Connecting to a Global Network of Excellence

As AACSB states, it unites “*the brightest minds in business education to shape the next generation of leaders.*” This philosophy aligns strongly with ABS’s mission to prepare responsible, future-ready leaders who can contribute meaningfully to the global business landscape.

Our AACSB membership connects ABS to a worldwide community of top business schools, thought leaders, and industry experts. It enriches our academic ecosystem through global best practices, collaborative opportunities, and continuous improvement in curriculum design, teaching methods, and learning outcomes.

# Infrastructure

Located amidst the hub of national & international business centres



Lecture Halls



Auditorium



The Campus



Board Room



Knowledge Resource Centre



Centre For Information Technology (CIT)



Recreation Centre



Sports Facility



Cafeteria



Medical Facility

# PGDM

(Equivalent to MBA)  
from Asian Business School

## AT A GLANCE



A

2

year PGDM  
Program



Accredited  
Program

# Equivalent to MBA

(granted equivalence  
by Association of Indian Universities  
(AIU))



7

Extra Diploma  
and Certification  
Courses



# International edge

one week fully paid complimentary  
study trip to Oxford/ London (U.K)



## 7-IN-1 EDGE PROGRAM

1

### PGDM Program

(Equivalent to MBA Degree)

### Dual Major Specializations

Marketing / Finance / Human Resource /  
Operations Mgmt / Business Analytics

+

2

Executive Diploma in  
International Business from  
**Oxford Business College (U.K.)**

ADDITIONAL CERTIFICATES IN:

3

### Entrepreneurship from EDIC

Chance To Win Seed Funding of ₹5 Lacs

+

4

### Digital Marketing from NIIT

+

5

### Business Simulation from AIMA BizLab

6

### Media & Entertainment from AAFT

+

7

### Corporate Communication from CSD

# WHY ABS?

01

## Where Ideas Evolve into Enterprises

At Asian Business School, you don't just learn business—you live it. Choose from 12 functional electives across dual specializations and gain real-world exposure through industry visits, live projects, and expert sessions. With seven global certifications and an academic tie-up with Oxford Business School, you learn with a global perspective. The AIMA BizLab adds hands-on simulation training that builds your entrepreneurial edge.

02

## Learn Business the Real Way

Your journey at ABS blends theory with experience. You customize your learning through dual specializations and apply knowledge through projects and industry interactions. Seven global certifications and the Oxford Business School collaboration give you an international outlook and the confidence to lead anywhere.

03

## Networking That Shapes Your Future

At ABS, you connect with leaders who inspire growth. The HR Summit, alumni meets, and monthly sessions link you with industry experts and successful alumni. Academic collaborations, conferences, and faculty exchanges help you build relationships that open doors to new ideas and opportunities.

04

## Shaping Skills, Building Futures

ABS helps you discover your strengths and sharpen your skills. The Centre for Skill Development trains you in aptitude, soft skills, and Excel, while the Crafting the Prodigy program provides personal mentoring to guide your growth and prepare you for success.

05

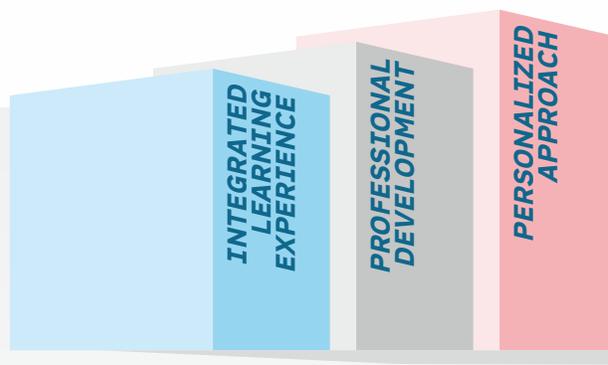
## Be the Change You Aspire To Lead

At ABS, you're encouraged to grow with purpose. Academic learning blends with leadership training, community initiatives, and personal development to help you think ethically, act responsibly, and lead with impact—creating change that truly lasts.

# Academic Pedagogy

Our PGDM program, equivalent to an MBA, offers extensive practical exposure and strong industry integration within its curriculum. The overall professional development of each student remains our central focus, which is why our faculty and staff follow a personalized approach to support every learner. With multiple opportunities for growth, students are empowered to develop the skills and confidence needed to become future industry leaders.

## The Three Pillars of our Program includes:



### INTEGRATED LEARNING EXPERIENCE

- ▶ Core principles + specialized electives
- ▶ Application based teaching methods
- ▶ Learning from the industry experts
- ▶ Industrial Visits  
Projects
- ▶ Student Development Programs
- ▶ Learning beyond classrooms
- ▶ Innovative Teaching Pedagogies

### PROFESSIONAL DEVELOPMENT

- ▶ Personality Development & Corporate Communication Course
- ▶ Advanced Communication Skills
- ▶ Interpersonal Skills
- ▶ Advanced Excel Training
- ▶ Aptitude Skills Training
- ▶ Interview Facing Skills
- ▶ Group Discussion Training Skills
- ▶ Basic etiquettes training sessions
- ▶ Enhancing Personal brand
- ▶ Recruiter/employer sector-specific presentations and guest speaker events
- ▶ Alumni Sessions

### PERSONALIZED APPROACH

- ▶ Crafting Prodigy Program
- ▶ Make-up Classes
- ▶ Mentoring sessions
- ▶ Relationship building
- ▶ Individual training sessions

# Academic Program

## MASTER'S PROGRAM AT ASIAN BUSINESS SCHOOL

**Together, four elements unite to create a unique, complete experience.**

At Asian Business School, the Master's Program is explicitly curated to go beyond traditional academic curriculum. The curriculum is organized into four interconnected components that collectively facilitate a transformative learning experience—equipping students with skills in leadership, innovation, and global employability.

# 1

Our **core subjects** provide students with the fundamental knowledge needed to become effective business leaders. These courses enhance conceptual knowledge, analytical abilities, and decision-making skills across all major areas of management.

### Key Highlights:

- A strong foundation in management principles and application
- Industry-Oriented Curriculum
- World-wide case analysis and practical applications
- Expertly delivered by proficient faculty and industry professionals

# 2

**Electives** empower students to transform their academic experience based on their professional goals and personal interests. These courses foster specialization and assist students develop more insight on emerging and highly-demand domains.

### Key Highlights:

- A broad continuum of specializations
- Dynamic pedagogical trajectories/ pathways
- Exposure to current industry trends and innovation
- Hands-on learning tools.

# 3

**Projects** are designed to transform classroom learning into real-world work experiences. Students focus on real-world business problems, apply concepts to realistic scenarios, and gain insights into market expectations.

### Key Highlights:

- Industry-based live projects
- Capstone projects
- Faculty mentorship and expert guidance
- Emphasis on problem-solving, innovation, and strategic thinking

# 4

Learning extends far **beyond the academic curriculum**. Our holistic development ecosystem prepares students for professional excellence through exposure, skill development, experiential engagement, and 360° professional development.

### Key Highlights:

- Workshops, conferences, seminars, and guest lectures by industry leaders
- Industry visits and corporate immersion
- Soft skills, leadership development, and career readiness training
- Clubs, competitions, events, & global exposure programs

## CURRICULUM & COURSE STRUCTURE

The 2-year curriculum is divided into four semesters, each semester of six months duration. This essentially includes teaching, evaluation and 6-8 weeks of compulsory summer internship program. The programme is well structured as it emphasizes on sound foundation of basic concepts. Basic subjects are introduced in each functional area of management to help the students in developing a sound foundation.

In the first year, 18 compulsory subjects and in the second year, 3 compulsory subjects are offered. Every student has to choose 12 functional elective subjects, for dual specialization with 6 subjects in each specialization. Apart from the dual specializations, ABS offers two open electives catering to emerging areas of business with one elective each to be taught in the third and fourth semester.

### Specializations - with option for Dual Specialization



**Marketing Management**  
Area Chair : Dr. Sarmistha Sarma



**Human Resource Management**  
Area Chair : Dr. Swati Bhatia



**Finance**  
Area Chair :

Thus, a total of 35 subjects are taught in PGDM programme. The elective subjects provide in-depth understanding of every functional and industry, elective within which a student is specializing.

### COURSE DETAILS

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



**Management**  
Dr. Navita Gurbani



**Operations Management**  
Area Chair : Dr. Richa Sharma



**Business Analytics**  
Area Chair : Dr. Rakhi Chawla

## SUBJECTS OVERVIEW

Semester 1	Credits	Teaching Hours
Principles of Management	3	30
Accounting for Managers	3	30
Managerial Economics	3	30
Business Research Methods	3	30
Organizational Behaviour	3	30
Marketing Management	3	30
Entrepreneurship	3	30
Business Ethics & Corporate Governance	3	30
Personality Development & Corporate Communication I	3	30
Capstone Project	3	-
	<b>30</b>	<b>270</b>

Semester 2	Credits	Teaching Hours
Market & Sales Management	3	30
Human Resource Management	3	30
Business Statistics & Quantitative Techniques	3	30
Financial Management	3	30
Strategic Management	3	30
Production & Operations Management	3	30
Computer Fundamentals & Applications in Management	3	30
Digital Marketing	3	30
Personality Development & Corporate Communication II	3	30
Capstone Project	3	-
	<b>30</b>	<b>270</b>
<b>SUMMER INTERNSHIP</b>		<b>06</b>

Semester 3	Credits	Teaching Hours
Project Management	3	30
Legal & Business Environment	3	30
Elective 1	3	30
Elective 2	3	30
Elective 3	3	30
Elective 4	3	30
Elective 5	3	30
Elective 6	3	30
E-Retailing	3	30
	<b>27</b>	<b>270</b>

Semester 4	Credits	Teaching Hours
International Business Trade	3	30
Research Project	3	30
Elective 1	3	30
Elective 2	3	30
Elective 3	3	30
Elective 4	3	30
Elective 5	3	30
Elective 6	3	30
Micro & Small Business Management	3	30
	<b>30</b>	<b>270</b>

## ELECTIVE COURSES

### Marketing

M 01 Services Marketing
M 02 Consumer Behavior
M 03 Product & Brand Management
M 04 International Marketing
M 05 Integrated Marketing Communication
M 06 Marketing Research

### Finance

F 01 Behavioural Finance
F 02 Banking Insurance & Financial System
F 03 Financial Derivatives
F 04 Security Analysis & Portfolio Management
F 05 International Financial Management
F 06 Financial Modeling & Valuation

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### 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 Human Resource Metrics and Analytics
HR 06 Performance Management & Compensation Strategies

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### Operations Management

OM 01 Supply Chain & Logistics Management
OM 02 Lean Management
OM 03 Service Operations Management
OM 04 Sales & Operations Planning
OM 05 Operations Research Application
OM 06 Sourcing & Vendor Management

### Business Analytics

BA 01 Data Visualization for Managers
BA 02 Business Forecasting
BA 03 Data Analysis with Python
BA 04 Global Concepts of Data Mining
BA 05 Marketing Analytics
BA 06 Business Analytics using excel

## DIPLOMA IN MEDIA AND ENTERTAINMENT

The Diploma in Media & Entertainment, offered in collaboration with the Asian Academy of Film & Television (AAFT), equips students with specialized expertise in the media and entertainment industry.

Media and Entertainment is a dynamic industry that includes digital media, television, print, radio, films, live events, sports etc. This diploma prepares the students at Asian Business School to become business managers and leaders with a Media and Entertainment edge. The diploma covers various aspects of general management and is aligned with Media & Entertainment industry requirements.

The curriculum has been designed such that it meets all the required aspects to ensure that the students sustain and thrive as successful professional managers with an edge in the Media and Entertainment industry. It is designed and delivered by industry stalwarts who provide the students with a deeper understanding of the industry.



### KEY FEATURES OF THE DIPLOMA:

- ✓ **Industry-Focused Curriculum:** The program provides in-depth knowledge of media and entertainment, offering practical insights and essential skills for the field.
- ✓ **Experiential Learning:** With AAFT's industry expertise, students gain hands-on exposure to real-world scenarios, enhancing their preparedness for media-centric careers.

## BUSINESS + MEDIA = INCREASED EMPLOYABILITY QUOTIENT (EQ)

Media is one the fastest growing industries in India. The speed and reach of communication technology and the glamour associated with it has made media one of the most coveted professions in the country. The industries nowadays require young professionals who are not only well-informed and exceptionally communicative but also skilled in all aspects of professional communication and handling varied dimensions of Media.

Media is one the fastest growing industries in India. The speed and reach of communication technology and the glamour associated with it has made media one of the most coveted professions in the country.

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Asian Business School engrained the Media Diploma Programme alongside the PGDM programme to create a wider palate of Job opportunities and an in-depth reach at each position of your professional journey. The program is industry-driven and are designed to train you for exciting careers in Business & Media.

Our curriculum is dynamic and is constantly upgraded to meet industry requirements. We encourage you to experiment and innovate with different forms of communication and to explore your creativity to the fullest.

### CURRICULUM

#### Semester 1

Print Media Management  
Management of Radio  
Station

#### Semester 2

Television Channel  
Management  
Cinema Management

#### Semester 3

New Media Management &  
Event Management,  
Branding & Planning

## PROJECT

### The Three C's PROJECT: Company, Customers, and Competitors



3C report for a Media diploma within a PGDM program at ASIAN BUSINESS SCHOOL serves as a strategic analysis framework

for understanding the business of media industry. It requires students to analyze a media company's strategy by focusing on the three C's: Company, Customers, and Competitors. The report's purpose is to develop students' analytical skills by applying a classic business model to the dynamic media and entertainment sector. This prepares them for management, marketing, and business development roles within the media industry.

### How the 3C report prepares media management professionals

#### INDUSTRY UNDERSTANDING

The report gives students a deep, practical understanding of the media landscape, including its economics, audience dynamics, and competitive forces.

#### REAL-WORLD APPLICATION

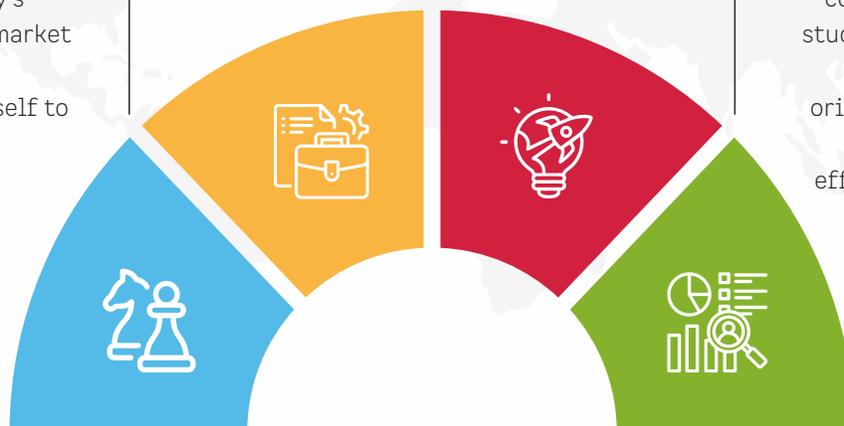
It teaches students to apply theoretical management frameworks to real-world business cases, bridging the gap between classroom learning and industry practice.

#### STRATEGIC THINKING

It trains students to think strategically about a media company's position in the market and how it can differentiate itself to succeed.

#### MARKET ORIENTATION

The process of analyzing customers and competitor's forces students to develop a strong market orientation, which is essential for effective marketing, branding, and content creation in the media sector.



# CERTIFICATE IN CORPORATE COMMUNICATION

The Certificate in Corporate Communication at Asian Business School is a focused 3-credit course designed to build the communication skills expected in today's corporate environment. Its evaluation pattern—written examinations, viva assessments, and assignment-based work—ensures that students gain both conceptual clarity and practical confidence.

The course prepares students for interviews, group discussions, and professional presentations. It highlights clarity of expression, workplace etiquette, and personal presence, acknowledging that

strong communication comes from both skill and attitude.

With almost seventy percent of the curriculum centred on practical learning, students engage in activities, demonstrations, and real-time exercises. Reflection sheets after each session help them track their progress and develop a habit of self-evaluation. This structure supports steady growth in confidence, critical thinking, and workplace readiness.

Overall, the certification equips students to communicate with purpose, confidence, and credibility across corporate settings.

Course Snapshot	Core Communication Skills	Workplace Competencies	Learning Experience	Student Outcomes
 <p>1-credit certification 70% practical learning   30% conceptual learning Evaluation: Written exam · Viva · Assignments</p>	 <p>Corporate communication foundations Interview preparation Group discussion techniques Business presentation skills Professional etiquette &amp; grooming</p>	 <p>Conflict management Decision making Interpersonal communication Cross-cultural communication Diversity &amp; inclusion awareness</p>	 <p>Activity-based sessions Real-time practice Reflection and self-assessment</p>	 <p>Confident professional communication Strong digital and in-person presence Industry-ready behavioural and presentation skills</p>

## DIGITAL MARKETING CERTIFICATION in Collaboration with NIIT



The Digital Marketing Certification, offered in partnership with the NIIT, provides students with a powerful introduction to the evolving world of online marketing. Recognized as a pioneer in professional and technology-led education, NIIT brings industry expertise, cutting-edge curriculum, and hands-on learning experiences that prepare students for the demands of modern digital business environments.

This program builds a strong foundation in core digital concepts while ensuring learners gain practical skills that can be applied immediately. Students dive into the essentials of website design and functionality, learning how to identify and troubleshoot technical challenges. As they progress, they explore the dynamic ecosystem of digital marketing—covering

SEO, SEM, SMO, Google Analytics, Affiliate Marketing, Blogging, and Google AdSense - through real-time tools and practical exercises.

What makes this certification truly impactful is its emphasis on **doing rather than just learning**. Participants work on meaningful projects, plan and execute digital strategies, and understand how online platforms influence brand visibility, customer engagement, and overall business growth. By the end of the program, students emerge with the confidence and competence to design effective digital marketing solutions tailored to diverse business needs.

With the expertise and credibility of NIIT, this certification becomes a gateway for students to enter the digital economy as skilled, job-ready professionals.

## CERTIFICATE IN ENTREPRENEURSHIP FROM EDIC

### Objectives & Learning Outcomes

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

### Components

#### CHANCE TO WIN:

## Seed funding of Rs. 5 lacs

to the best innovative business idea presented by ABS student in “Young Asian Entrepreneur of the Year” organized by EDIC every year.

**Certification  
In Simulation From  
Aima Bizlab**



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

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

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

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

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 2026-28



## PGDM BATCH 2026-2028

### Orientation

July 15 - 17, 2026

### Semester Schedule

#### 1<sup>st</sup> Semester

July 20, 2026 - December 19, 2026

#### 2<sup>nd</sup> Semester

December 21, 2026 - May 01, 2027

#### 3<sup>rd</sup> Semester

August 02, 2027 - December 18, 2027

#### 4<sup>th</sup> Semester

December 20, 2027 - April 29, 2028

### Summer Training Schedule

#### Summer Internship (12 weeks)

May 03, 2027 - July 24, 2027

#### Submission of Summer Internship Project

August 02, 2027 - August 13, 2027

*\*The dates in academic calendar are tentative.*

### Examination Schedule

#### 1<sup>st</sup> Semester

##### Sessional Exams:

September 14 - September 25, 2026

##### Term Exams:

December 7 - December 18, 2026

#### 2<sup>nd</sup> Semester

##### Sessional Exams:

February 8 - February 19, 2027

##### Term Exams:

April 19 - April 30, 2027

#### 3<sup>rd</sup> Semester

##### Sessional Exams:

September 13 - September 24, 2027

##### Term Exams:

December 06 - December 17, 2027

#### 4<sup>th</sup> Semester

##### Sessional Exams:

February 14 - February 25, 2028

##### Term Exams:

April 17 - April 28, 2028

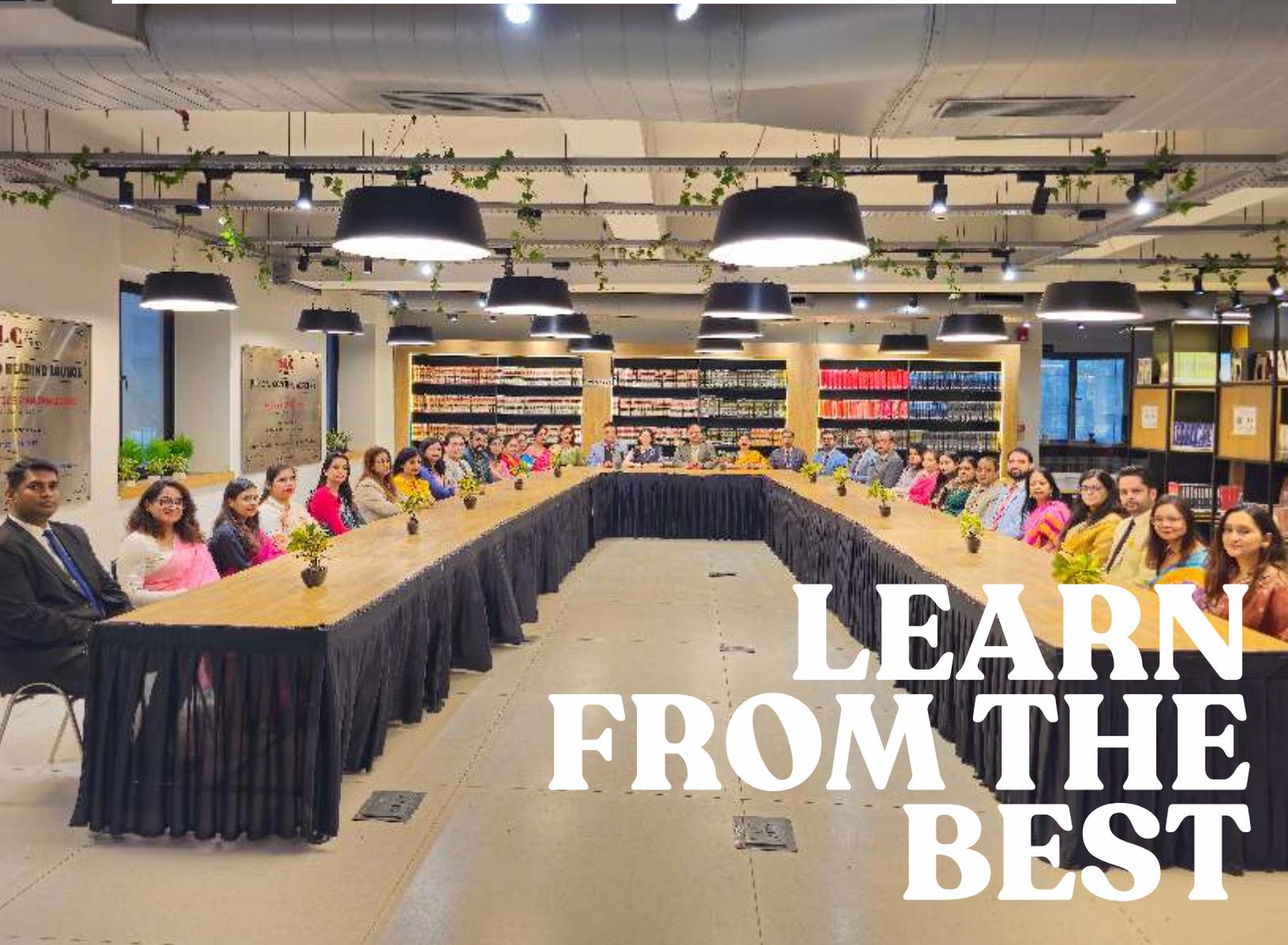
### Result Declaration

# 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 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.

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



## Dr. Lalitya Vir Srivastava

Director- AEG

Dr. Lalitya Vir Srivastava, Director-AEG is a healthy blend of academics & industry with rich mix of experience of more than 23 years in national & multinational organizations at various managerial levels. He has completed his MBA (Marketing), PGDBA (Foreign Trade & HR), PGDIRPM and Doctorate in management from renowned institutions. He has contributed in the field of research on emerging issues of management and industry, which have been adjudged the best in national and international conferences. He has

conducted many corporate training programs, workshops for faculty development, skill enhancement programs for the sales professionals in industry and product training for members of FOGSI (Federation of Obstetric and Gynecological Societies of India). During his corporate tenure, he developed the strategy for major brands he worked for. His knowledge & professional skills are reflected in his innovative teaching methodology that connects the classroom learning with the real corporate applications.



## Dr. Shweta Batra

Professor and Dean, ABS



Dr. Shweta Batra, holding a Doctorate in Management, currently serves as a Professor and Dean at Asian Business School. Boasting extensive experience in both the corporate and education sectors, she has garnered recognition for her outstanding contributions. In 2021, the Uttar Pradesh Government acknowledged her exceptional role in implementing the New Education Policy 2020. The following year, she received the esteemed Dr. Sarojini Naidu International Award for her unwavering commitment to education and national progress. Dr. Batra, a distinguished HR professional, is in high demand as an expert and has been featured on platforms such as Akashwani, where she engaged in insightful discussions on topics like

the New Education Policy and the New Curriculum Framework. Her scholarly achievements include being the Topper of the NPTEL course “Organizational Development & Change in 21st Century” conducted by IIT, Bombay, & “Leadership and Team Effectiveness” conducted by IIT, Roorkee, also winning the Best Research Paper award at international conferences on two occasions. Furthermore, she holds certifications as a trainer from AIMA Bizlab and has been accredited by IIC as an Innovation Ambassador trainer for aspiring entrepreneurs. Dr. Batra’s passion extends to exploring a diverse range of subjects within the vast field of Business and Management.

## Dr. Sunita Verma

Professor and Dean – Student Welfare, ABS

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

Commercial Secretarial Practice from Commercial Secretarial Institute, Delhi. Dr. Verma has an experience of more than 12 years in corporate and academics. Before joining ABS she was associated with B Schools and management institutes imparting valuable knowledge towards overall growth of the students as well as the organization. On the corporate front, she was associated with MPS, Vodafone, Tata Indicom and Cottage Emporium (a government undertaking).



## Dr. Ravi Sharma

Assistant Professor and Dean – Corporate Resource Cell, ABS

Dr. Ravi Sharma is working as Assistant Professor and Dean – Corporate Resource Cell at Asian Business School. With over 21 years of extensive experience in corporate resourcing, placements, teaching, and business development, Dr. Sharma has made significant contributions to the field. His Ph.d thesis is on "Employability Skill Development for Fresh Management Graduates". His professional journey

includes working with prominent education groups in India. Possessing an M.Sc. in Information Technology and a PGDM (IB), he holds faculty membership with AIMA and is UGC-NET (2007) qualified. Additionally, Dr. Sharma is a NEN Certified Entrepreneurship Faculty, specializing in Entrepreneurship Skill development programs. Beyond his academic pursuits, Dr. Sharma is an enthusiastic writer, having authored two novels, showcasing his keen interest in storytelling.

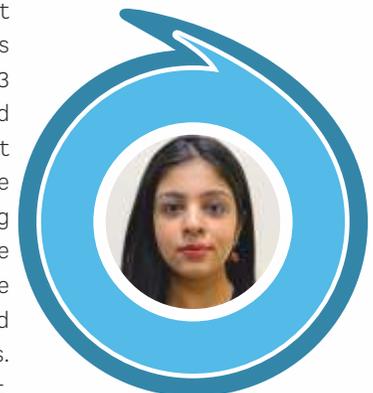


## Garima Malhotra

Assistant Professor and HOD Center for Skill Development, ABS

Currently working as Assistant Professor and HOD Center for Skill Development at Asian Business School, Ms. Garima Malhotra is a soft skills trainer who has delivered need based value added soft skills training for students, academicians, corporate and government officials. She is an organization psychology enthusiast who has confidently proposed her services by effectively addressing the needs of the institution. She is a Certified Consultant in Training & Development (CDC, Govt. of India) and her Research Areas include

“Organization Change and Development towards Employee Satisfaction”. She has been a trainer and facilitator with over 3 years of experience and has established her expertise in communication skills, soft skills and behavioral skills. She incorporates various life skills during trainings, by ensuring the active participation and involvement of the participants and makes it result-oriented for the benefit of teams and organizations. As a Training and Development specialist, her work in the industry includes trainings for groups as well as individual counseling sessions.





### **Dr. Rakhi Chawla**

Assistant Professor and HOD-SCDC, ABS

Rakhi Chawla is currently associated with Asian Business School as Assistant Professor & Head Academics. Post Graduating with a Master in Computer Application from Guru Jambheshwar University, Haryana, she embarked on a journey of academic excellence that culminated in the attainment of her Ph.D. in Computer Science from Sai Nath University in Ranchi, Jharkhand in 2015. Her career spanning over 18 years is a blend of academia and corporate experience. She has imparted her vast

knowledge and mentorship in various IT and management subjects to both undergraduate and postgraduate students of engineering and management institutes. As an academician she believes in practical oriented pedagogical approach to impart knowledge. She has into her credence 5 patents in the areas of Data Migration, Digital Marketing and Machine learning. In addition, she has 18 publications published in Scopus, UGC Care 1, and peer reviewed refereed International and National Journals.

### **Angad Anand**

Assistant Professor and Convenor PGDM Program, ABS

Mr. Angad Anand is an Assistant Professor in Marketing at Asian Business School, Noida. He has submitted his Doctoral Thesis for evaluation at Vellore Institute of Technology, Vellore, titled "Effects of CSR Positive Emotions on Sustainable Consumer Behavior towards Select Branded Clothing Products." A Gold Medalist in M.Com (Business Management) from Jamia Millia Islamia University and a B.Com (Honors) graduate from the University of Delhi, he was awarded the All-Rounder Award (2018), Academic Excellence Awards

(2017 & 2018), and a Merit Cash Scholarship for securing the top rank. He also represented India as a fully sponsored research exchange scholar at Turku University of Applied Sciences, Finland. Mr. Anand's academic and research expertise spans Consumer Behavior, Services Marketing, and International Marketing. He has authored four international research papers, including two Scopus-indexed publications (Q3; CiteScore 3.3), received three Best Paper Awards, and secured research funding exceeding ₹1 lakh as Principal and Co-Principal Investigator.



### **Dr. Sarmistha Sarma**

Professor and HOD-RDC

Dr. Sarmistha Sarma is a Professor, Consultant, Author, Editor and Columnist. At present she is a Professor of Marketing (Department of Management) at Asian Business School NOIDA. She is a Subject Matter Expert to Tata Consultancy Services since 2018. She had a popular column in Dainik Bhaskar named "Shabdarth" brought out in Hindi, Marathi and Gujarati. She has authored 5 books in various domains of Marketing and is presently Chief Adviser of IITM Journal of Business

Studies (JBS) a UGC Care Listed Journal. Also she is in the editorial advisory board of Ecoforum Journal in Romania actively promoting research in business management globally. Along with all these roles she is associated with National Council of Educational Research and Training (NCERT) as a teacher trainer and was a member of the team that designed all India Teacher Training Manual. She has also been a member for designing Global Supply Chain Management course for IGNOU, MBA Programme.

## Sumit Rastogi

Assistant Professor & HOD-Examinations, ABS

Mr. Sumit Rastogi is currently working with Asian Business School as an Assistant Professor & Head Examinations. He has completed his M.Sc. and M.Phil in Statistics. He has around 20 years of teaching experience. He is also CSIR-NET qualified in Mathematical Sciences. He has handled various academic positions like - Program Chair, Associate Dean, Head Examinations

in previous colleges. He has various research papers published in journals of repute. He has also conducted an MDP on Data Analysis through Excel at PHD Chamber, New Delhi. He has conducted various workshops on excel and SPSS for faculty and students. His subject areas include Business Statistics, Operations Research, Research Methodology.



## Dr. Syed Aijaz Ahmad

Professor



Dr. Syed Aijaz Ahmad is currently associated with the Asian Business School as Professor in Marketing. He did his PhD in Management from Aligarh Muslim University. He is Management Professional as well as academician and has two years of corporate experience at Managerial level and five years of teaching experience to his credit. He has an extensive exposure to research Methodology at national and international level. He is very proficient in the use of statistical tools like

ANOVA, MANOVA and Structured Equation Modeling (SEQM). He is also an expert of SPSS and AMOS Software and has been invited as resource person for many research methodology workshops. He has published many research papers in the national and international Journals. He has attended many workshops on research methodology and research tools at national and international level. He has attended conferences and presented research papers in India and Abroad. He is a member of editorial board of many referred journals.

## Vinod Dhar

Assistant Professor

Mr. Vinod Dhar is presently working with Asian Business School as Assistant Professor in the field of Marketing. He is PGDM with specialization in Marketing from IIM Ahmedabad and has a rich experience of about 22 years in Corporate as well as Academics. He started his career in the field of Sales and Marketing and worked for brands like Onida and Sanyo at various

positions all over the country. He was also involved in training of salesforce during his stint in Corporate. After exploring himself in Corporate, he moved to Academics to follow his passion for teaching and training. Marketing Management and Production & Operations Management are his key areas of interest.





### **Dr. Veenu Arora**

Professor

Dr. Veenu Arora is a management expert having over 16 years of experience in the areas of consultation, personality development and teaching. She is currently working as Professor of Management. Apart from carrying degrees in Masters of Commerce & M.Phil in management, she has also actively indulged in few certifications in behavioral programs like Facets personality assessment, "Basic lab on human processes" organized by Indian Society for Applied Behavioral Sciences;

behavioral testing from IP University; Certificate in guidance (CIG) an IGNOU-NCERT collaborative project. She has assisted various teams for individual growth to align the gap between educational institutes and industry expectations. She did her Ph.D. in management on topic "A strategy for identification of training needs and enhancing the effectiveness of middle-level bank employees: A comparative study of public and private banks"

### **Dr. Swati Bhatia**

Professor & HOD-IQAC, ABS

Dr. Swati Bhatia is working as Professor and Convener - RDC at Asian Business School. She is a HR professional with rich experience of more than 18 years in corporate and education industry. She is a double Post Graduate and Doctorate in Management. Prior to joining ABS, she has worked with various B-Schools/Universities and companies of repute. She is unwavering, meticulous and highly competent professional and has consistent record of achieving best results with a proven ability in implementing her work in organized

manner. She possesses effective communication skills and is a team player with strong organizational, logical and problem solving abilities. To her credit, she has published papers in UGC approved Journals and attended various workshops and Faculty Development Programs organized by management institutions and other organizations. She has been recently conferred with "The Best Researcher Award in September 2019" for her outstanding performance in the field of research and Development by ESN Research Group.



### **Dr. Mohammad Zahid Khan**

Professor



Dr. Mohd. Zahid Khan is currently working as a Professor in the subject Accounting and Finance. He holds degrees of B.Com (Hons), M.Com, B.Ed., M.Ed., and Ph.D., and is also NET qualified.

With over 31 years of teaching and administrative experience, Dr. Khan has taught at various educational levels, ranging from higher secondary to undergraduate and postgraduate programs.

His areas of specialization include Commerce, Accounting, Finance, Management, Statistics, and Taxation, along with several education-related subjects such as Psychology, Educational Studies, Curriculum Development, School Management, Educational Research, and Measurement and Evaluation.

Dr. Khan has authored several school-level textbooks in Accountancy and Commerce. He has also published a notable research work titled "Cost of Education and Academic Performance", which was financed by NUEPA, New Delhi.

## Dr. Richa Sharma

Associate Professor

Dr. Richa Sharma is currently associated with Asian Business School as an Associate Professor in Operations Management. She has 15 years of Academic and Industrial Research experience in Education Sector, manufacturing Sector and consultancies. Her Field of specialization is Production Operations Lean management, Quality Management, and Industrial Engineering. Gold Medalist in M.Tech

(Manufacturing Systems) Post Graduation from Punjab Technical University in 2007. She was officially Appreciated as Expert Speaker Consultant by NPC 2021 (National Productivity Council, Government of India) for delivering training sessions webinars in 5S Lean Implementation. She was also nominated for “Women Researcher Award: Lean Specialist in International Scientist Awards 2021 on Engineering, Science and Medicine, VD Good Technology Organization.



## Dr. Navita Gurbani

Associate Professor



Dr. Navita Gurbani is currently working as Associate Professor of Finance at Asian Business School. She is having over 13 years of experience in academics and corporate sector. Her academic assets include a Doctoral Degree in Virtual Banking, Masters in Management and Graduate Degree in Commerce. Dr Navita is Member- L&D Council-WICCI, MP and has several publications in national and international journals of high repute in her name. She has also participated in various Faculty

Development Programmes of high standing. Dr Navita is also an Internationally Certified Career Coach and has various certification courses earned by well known organisations. Recipient of “Iconic Women Creating a Better World 2022” by Women Economic Forum, she is an intelligent and enthusiastic educator committed to helping students accomplish academic goals; skilled at explaining material and concepts to address varied learning levels and modalities for a variety of subjects in Business Management.

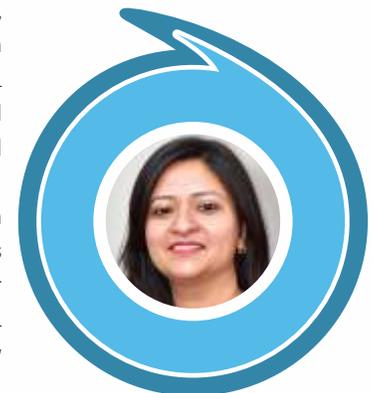
## Dr. Aarti Gupta

Associate Professor

Dr. Aarti Gupta, Associate Professor working with Asian Business School is a distinguished & dynamic academic and research professional with over 15 years of rich experience in teaching and research. Being a Kurukshetra University alumna while achieving first division from high school through post-graduation, she also qualified UGC-NET with JRF (2007) in Commerce and is a recipient of the prestigious Young Researcher Award (2016) conferred by Indian Accounting Association (IAA). She holds a

Ph.D. in the field of commerce from MLSU, Udaipur (2018), with the research area on “Application of Neural Network in Financial Statement Fraud Detection” which is a blend of accounting, finance, data mining and artificial intelligence.

As a lifetime member of the Indian Accounting Association (IAA), Dr. Gupta has consistently achieved Best research paper award (2015) by UOR, Jaipur and doctoral research fellowship (2014) by ICSSR, New Delhi during the tenure of pursuing Ph.D.





### **Dr. Onkarnath** Associate Professor

Dr. Onkarnath is associated with Asian Business School as an Associate Professor of Economics. He completed his Doctorate of Philosophy in 2014 in the area of "Shipping Industry in India: Its impact on Economy and Future Challenges." He did his MBA from the School of Management Studies at Cochin University of Science and Technology in Cochin, Kerala, and qualified for UGC-NET in Management in June 2012. He has a

total of 20+ Years of Work experience—4 years in Corporate and 16+ years in Research and teaching.

His areas of interest include economics and its effect on human life, taxation, and sustainable financial management. He has presented papers at International and National Conferences and has publications in Scopus-indexed journals. He believes in logical thinking and encourages students to adopt a sustainable lifestyle, which will take Economics and the environment together.

### **Dr. Anam Afaq** Associate Professor

Dr. Anam Afaq is an accomplished academician, researcher, and certified digital marketer. She recently earned her PhD in Marketing Management, specializing in the pivotal role of Social CRM in enhancing customer service and loyalty within the hospitality industry. Her research acumen has led to numerous publications in esteemed international journals and conferences, all of which are Scopus indexed. Notably, her work has appeared in prestigious ABDC A category journals such as the International Journal of Contemporary Hospitality Management and Tourism

Recreation Research. In recognition of her scholarly contributions, Dr. Afaq also serves as an Associate Editor for the Scopus-indexed journal Communications in Statistics - Simulation and Computation, alongside her active role as a reviewer for reputed journals including Current Issues in Tourism, TQM Journal, and British Food Journal. Beyond research, she actively contributes to knowledge dissemination by designing and delivering certification course materials that seamlessly integrate academic rigor with practical application.



### **Dr. Sweta Singhal** Associate Professor

Dr. Sweta Singhal has joined us as an Associate Professor at Asian Business School. She is a highly experienced academician, having done her Ph.D. in Humanities and Social Science (specializing on Rural entrepreneurship) from prestigious institute, NIT Allahabad. She also holds an MBA in HRM and Marketing

with Industry experience of 3 years. Prior to joining us, Dr Sweta was associated with Amity University, Noida for six years as a faculty for HRM and OB subjects, wherein she has successfully practiced the concept of edu-entrepreneurship by making the classes more interactive resulting in the overall skills development of her students.

## Dr. Ambri Sharma

Associate Professor

Dr. Ambri Sharma is an Associate Professor at Asian Business School. She has M.A., M.Phil., and Ph.D. in English Literature. Apart from being an academician, she is an internationally certified Corporate Trainer, Soft Skill Master Trainer, NLP Practitioner, and Wellness and Success Coach. She has also been certified by TESOL for teaching English as a second language.

Dr. Ambri Sharma is a versatile academician, who has experience of 15 years of teaching students from different areas and specializations like Engineering, Law, Architecture, Arts, Humanities, and Management. She has also taught International Students from different Nationalities.



## Dr. Guneet Kaur

Assistant Professor



Dr. Guneet Kaur is an IIM-Lucknow alumnus with MBA in Human Resource Management & Doctorate in the area of Emotional Intelligence and Employee Engagement. She is a certified Behaviour Testing Assessor from Guru Gobind Singh IP University and has a versatile experience of more than 16 years in academia and 2+ years in the corporate. Currently working as Assistant Professor, her areas of research include leadership, spiritual intelligence etc. She has been actively imparting corporate trainings and

management development programs to companies like GE, Inter-globe technologies and taken several workshops on self-leadership and emotional intelligence for companies like Kone Elevators. Her expertise lies in understanding behaviour skills and student development areas like personality development, interview skills and business communication areas. She has to her credit two book chapters and two research papers in ABDC indexed journals.

## Dr. Akhilesh Singh Gusain

Assistant Professor

Dr. Akhilesh Singh Gusain is working with Asian Business School as Assistant Professor - He had done his MBA in Marketing, MSc in Industrial Psychology and PhD from Amity University, Noida in 'Consumer Behaviour and E-Commerce Adoption'. He is NET (2013) qualified in Management and also holds Diploma in Training & Development from Indian Society for Training & Development (ISTD). Additionally, he is also a Certified 16PF professional and a Certified trainer.

He has presented his papers in various International and national level conferences. His paper has been awarded as the best paper of the conference also. He has published his papers in Web of Science and UGC Care journals. He has a rich 24 years plus experience working in corporates ranging from domestic to multi-national companies in various field of business like Sales & Marketing, Business Analysis, Business Planning & strategies, Training & Development etc.





### **Dr. Priyanka Arora**

Assistant Professor

Dr. Priyanka Arora is an Assistant Professor of Management at Asian Business School. She holds a Ph.D. in Management from Jagannath University and an MBA with a specialization in Human Resource Management. Dr. Arora combines extensive academic and industry experience with a robust research portfolio, focusing on Human Resource Management, digital

transformation, and green HRM practices. Her exceptional work on digital disruption in HR earned her the Best Paper Award from Dominion University College. A certified Innovation Ambassador, Dr. Arora has actively participated in numerous international conferences and faculty development programs.

### **Dr. Waseem Makai**

Assistant Professor

Dr. Waseem Makai is working in Asian Business School as Assistant Professor. With a strong penchant towards languages, Dr. Waseem Makai has been actively engaged in various language and communication based programs. He has a doctorate in English literature from Aligarh Muslim University and is also a

certified translator from Central Institute of Indian languages, Mysore. He has numerous research papers to his credit which have been published in reputed academic journals. An urge to contribute for the development of students has been a driving force in making of his career.



### **Dr. Loganathan S.**

Assistant Professor

Dr. Loganathan S is an Assistant Professor of Economics at Asian Business School. He earned his Ph.D. in Economics from the Central University of Tamil Nadu, specializing in Health Economics, Labour Economics, and Migration Studies. A Gold Medalist in M.A. Economics for securing first rank at the postgraduate level, he has over six and a half years of academic,

research, and organizational experience, blending teaching with impactful research. He has contributed to projects of both national and international relevance, including consultancy with CARAM Asia, Malaysia, where he worked on healthcare budgeting and the psychosocial challenges of migrant workers.

### **Crystal Magotra**

Assistant Professor

Crystal Magotra is an MSc Education Policy and Research graduate from the University of Oxford. She has worked with the UK government, UNICEF, and UN Women on initiatives focused on education systems, policy implementation, and equity. With a strong commitment to advancing

access to quality education, she specializes in building strategic partnerships and delivering large-scale counselling and mentorship programs. To date, she has trained and mentored over 5,000 students, supporting informed educational and career pathways.

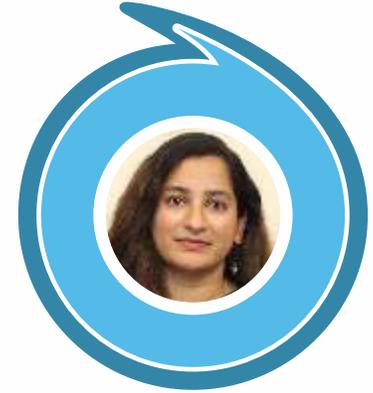


## Dr. Pankhuri Rathore

Assistant Professor

Dr. Pankhuri Rathore is an accomplished academician, trainer, and content developer with a strong foundation in English Studies and Communication. She holds a Ph.D. in English, along with a Master's degree and a Bachelor's in English (School of Honors). In addition, she has qualified the National Eligibility Test (NET) and earned a Diploma in Creative Writing in English, underscoring her academic rigor and creative aptitude. With over three years of teaching and

training experience, Dr. Rathore has developed expertise in blending literary studies with practical skill enhancement. She has successfully trained and placed more than 100 students, enabling them to build strong career pathways. Beyond teaching, Dr. Rathore is actively engaged in academic research and serves as a reviewer for a reputed journal, contributing to the advancement of scholarship in English Studies.



## Dr. Sudhiksha Arora

Assistant Professor

Dr. Sudiksha Arora is working as an Assistant Professor of Human Resource (HR) and Organizational Behavior. She is a commerce graduate from University of Delhi and has completed her Post-Graduation and Doctorate in commerce from Panjab University, Chandigarh, and is also NET-JRF qualified. Her academic journey reflects a deep interest in people, workplaces, and leadership. Over the years, she has explored themes like

employee engagement, human resource management, organizational behavior, and transformational leadership through her research. She has presented her work at national and international forums supported by AICTE and other reputed institutions, and her papers have been published in well-reputed journals. Beyond her research work, Dr. Arora finds great fulfillment in teaching and guiding students.

## Shruti Pandey

Assistant Professor

Ms. Shruti Pandey is a Media Professional having a work experience of 20 years in the field of News Media Industry and Media Academics. Ms. Shruti has a rich work experience as a Broadcast News Correspondent with National News channels "Door Darshan", "Aaj Tak" and "India TV". She has also worked as a Programme Producer for NDTV Good Times – contributing to shows for the channel. She headed the Broadcast Programme wing of Delhi Press producing weekly shows. Since the last 11 years, she has

been dedicatedly involved in training and teaching students for Media. She has an excellent command on the Media Industry knacks and believes that the surge of truth keeps the journalist light rekindled. She has achieved expertise in International Education as well and is a certified Media Trainer by the Edexcel University UK. Ms. Shruti has been a part of the organizing committee at "Cineaste INTERNATIONAL FILM FESTIVAL 2019" – that showcased and awarded films and directors of over 28 countries.





### Shubhika Gaur

Assistant Professor

Ms. Shubhika Gaur is an accomplished academician and HR professional currently serving as an Assistant Professor in Marketing at Asian Business School. With a strong educational background and extensive experience in both teaching and corporate domains. Ms. Shubhika Gaur currently pursuing a Ph.D. in Marketing from JIIT Noida. She

completed her Master degree in Marketing after earning her Commerce Graduate degree, showcasing her dedication to building a comprehensive understanding of the field. With a combined experience of 8.5 years, Ms. Gaur has an excellent blend of teaching and corporate experience. She has spent 4.5 years as a faculty, imparting her knowledge and mentoring students in various marketing disciplines.

### Bushra Majaz Khan

Assistant Professor

Ms. Bushra Majaz Khan is associated with Asian Business School as an Assistant Professor in Marketing & Business Research. She is pursuing her PhD in Human Resource Management from Savitribai Phule Pune University before which she holds an MBA degree in Marketing Specialization. Ms. Bushra has completed her graduation in

mathematics from SPPU. Her Area of specialization Includes Marketing Management, Advertisement & Promotion Management, Business Mathematics and HRM. She has an extensive experience of 05 Years in Academics and 01 Year of industry experience as a Marketing Trainee.



### Tanushree Srivastava

Assistant Professor, Centre for Skill Development

Ms. Tanushree Shrivastav is working as an Assistant Professor in the Centre for Skill Development at the Asian Business School. She is UGC NET and MP SET qualified in English. She holds a rich experience of more than 6 years in teaching at universities and colleges. She has experience of designing the course content for soft skills for

various branches of management. She has a demonstrated history of working in the education management industry and preparing students for employability competence, thereby meeting the industry's needs. She has undertaken various Train the Trainer programmes to facilitate the trainers for effective delivery while maintaining quality standards of delivery.

### Minal Maheshwari

Assistant Professor

Minal Maheshwari is a proficient professional working with Asian Business School as Assistant Professor. Ms. Maheshwari has a solid grounding in Business Analytics, backed by a Master's degree in Computer Application (MCA) and six years of enriching experience in the education sector. Her professional journey includes pivotal roles at

esteemed institutions like Jagannath International Management School (JIMS), affiliated with GGSIPU, where she not only imparted knowledge but also assumed significant responsibilities like leading the Social Media Team and Entrepreneurship Cell, mentoring students, and project coordinator.



## Vaishali Upadhaya

Assistant Professor

Vaishali Upadhaya is an accomplished academican and communication specialist currently serving as an Assistant Professor at Asian Business School. A graduate in English from Punjab University and a postgraduate from Chandigarh University, she brings over five years of combined experience in academia and corporate communication. She is presently pursuing her Ph.D. in English Literature at Chandigarh University and has a

research paper published in LangLit, an international peer-reviewed open access journal.

Vaishali's professional expertise spans business communication, with a background in the EdTech industry and notable experience in the retail sector. She previously held the position of Product and Communication Trainer at Levi's, where she honed her skills in corporate training and strategic communication.



## Kumari Shilpi

Assistant Professor

Ms. Kumari Shilpi is an Assistant Professor of Marketing at Asian Business School. She is currently pursuing her PHD in "Marketing with Decision Making" from Amity University and cleared NTA-NET twice. She holds her Master's and Bachelor's degrees from the University of Delhi and has also completed a Mini MBA from IBMI, Germany. With over six years of combined corporate and academic experience, Ms. Shilpi brings practical industry exposure

and academic expertise into her teaching. She has also taught international students through the Mewar Skill Development Institute, Dubai, and was earlier associated with the Central Government's PMKVY project.

Her teaching and research interests span Marketing Management, Consumer Behaviour, Retail Management, and Organizational Behaviour. She has published multiple research papers in reputed journals indexed in ABDC, Scopus, and UGC Care.

## Dr. Shweta

Assistant Professor

Dr. Shweta is an Assistant Professor of Management (Human Resource and Organizational Behaviour) at Asian Business School. She holds a Ph.D. in Management from Amity Business School, where her doctoral research focused on human capital behaviour and inclusive organizational culture. She also holds an MBA in Finance and a Bachelor of Commerce (Hons.) and has along qualified the Executive level of the Company Secretary program from the Institute of Company Secretaries of India.

With over eight years of diverse professional experience, Ms. Shweta combines corporate exposure with academic excellence. She began her career with Ernst & Young (GDS) as a Senior Assurance Auditor, where she developed strong expertise in statutory audits and financial reporting. Building on this industry foundation, she transitioned into academia, bringing practical insights into her teaching and research.



# Research & Development Cell

RDC

The Research and Development Cell (RDC) at Asian Business School is a cornerstone of the institution's commitment to fostering inquiry-driven learning, innovation, and scholarly excellence. Designed to nurture analytical thinking and research capability, the RDC bridges classroom learning with real-world problem solving. It aligns strongly with NEP 2020 and AICTE's national research initiatives, encouraging multidisciplinary exploration, ethical research practices, and innovation-led learning. Through its vibrant activities, the Cell empowers students to think critically, engage with contemporary business challenges, and contribute meaningfully to the knowledge ecosystem.

## Faculty Coordinators - RDC

- ▶ **Prof (Dr) Sarmishta Sarma** - RDC Head
- ▶ **Dr Guneet Kaur** - Assistant Professor & Member RDC
- ▶ **Dr Navita Gurbani** - Associate Professor & Member RDC
- ▶ **Dr Priyanka Arora** - Assistant Professor & Member RDC

## Major Initiatives & Events Organised by the RDC

### National Case Study Competitions

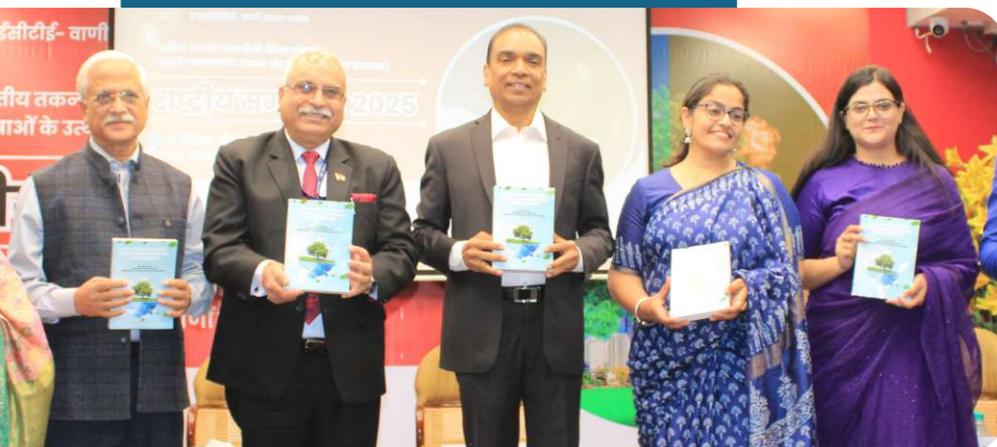
Students work on real business challenges, analyze data, and propose actionable solutions. Winning cases are published in the ABS Student Case Book Series.

### International & National Conferences

Conferences bring together academicians, industry experts, and researchers to discuss emerging trends across finance, marketing, operations, sustainability, and more.

### Faculty Development Programs (FDPs)

Conducted in collaboration with leading institutions, these programs strengthen research methodology, writing, and publication skills.





Dr. Sarmistha Sarma - Head RDC

### Management Development Programs (MDPs)

Industry-specific programs designed to build corporate capabilities and expose students to contemporary managerial practices.

### Research Symposiums & Paper Presentations

Platforms for students to present research papers, receive expert feedback, and build confidence in academic discourse.

### AICTE-Sponsored Programs & Workshops

Initiatives aligned with national innovation goals and Viksit Bharat, offering faculty and students access to grants, training, and research resources.

## Student Committee – RDC

### Student Research Assistants

- Dhiwakar R
- Anchana Parmar
- Manya Shukla
- Sufiya Khan
- Kavita Rani

### Student Event Coordinators

- Ekansh Goyal
- Tushar Anand
- Navita Verma
- Mansi Saxena
- Pranal Sharma

RDC at ABS stands as an active, inclusive, and enriching research ecosystem—one that encourages curiosity, collaboration, and intellectual growth. It enables students to move beyond theoretical learning and equips them with the mindset to explore, innovate, and create meaningful impact in their future careers.



# Entrepreneurship Development & Incubation Centre

EDIC



## Objectives & Learning Outcomes

- ▶ Foster an entrepreneurial mindset focused on creativity, problem-solving, and innovation.
- ▶ Enable students to identify viable business opportunities and design scalable models.
- ▶ Build confidence in risk management and decision-making under uncertainty.
- ▶ Encourage socially responsible entrepreneurship, promoting profit with purpose.
- ▶ Develop a strong foundation in entrepreneurial attitude, knowledge, and skills for launching or managing ventures.
- ▶ Graduates will be able to conceptualize, plan, and operationalize their own startups or contribute as intrapreneurs within established firms.



## Program Components

### Entrepreneurial Foundation & Classroom Learning

- Theories of entrepreneurship, business environment, and opportunity recognition.
- Legal, financial, and operational dimensions of starting and managing a business.
- Case studies on successful startups and global entrepreneurial ecosystems.
- Assessment through business plan development, quizzes, and real-world problem-solving.

### Hands-on Workshops & Bootcamps

- Idea generation and creative problem-solving activities.
- Market scanning and feasibility analysis using industry data.
- Preparing business plans and pitch decks for investors.
- Proof-of-concept development and investor-pitch simulations to build presentation confidence.
- Exposure to government schemes like Startup India, MSME Support, and SIDBI Initiatives.

### Simulation Learning (AIMA BizLab)

- Experience real-time business decision-making in marketing, HR, operations, and finance.
- Compete in simulation games that mimic startup dynamics and market fluctuations.
- Analyze financial statements, market reports, and competitor moves in a risk-free virtual environment.
- Strengthen leadership, analytical, and strategic-thinking skills.

### Founder Talks & Industry Interaction

- Interactive guest lectures featuring first-generation entrepreneurs.
- Panel discussions with venture capitalists and startup ecosystem enablers.
- Alumni sessions where ABS founders share failures, pivots, and success stories.
- Networking opportunities with mentors and angel investors.

### Startup Mentoring & Incubation Support

- One-on-one mentoring with startup experts and faculty advisors.
- Support for business registration, legal compliance, and funding applications.
- Access to incubation space, co-working resources, and prototype development facilities.
- Regular review sessions and demo-days for showcasing progress.

## Chance to Win

Win  
**Seed Funding**  
up to  
**₹5 Lakhs!**

For the most innovative business idea presented by an ABS student at the annual “Young Asian Entrepreneur of the Year” competition organized by EDIC.

EDIC



EXPERIENTIAL  
LEARNING



CERTIFICATE IN  
ENTREPRENEURSHIP



INCUBATION  
CENTRE

## Prominent Entrepreneurs @ ABS



**KR. MANGALAM  
AGARWAL**  
PGDM Batch 2012-14

Mangalam Wireon



**GARIMA  
MALIK**  
PGDM Batch 2019-21

Garima Carpets LLP.



**DEEPENDER  
SIWACH**  
PGDM Batch 2014-16

Vaikha sports pvt ltd.



**RAKHI  
AGGARWAL**  
PGDM Batch 2012-14

PR Tradelinks



**SAHIL  
MAHENDRA**  
PGDM Batch 2015-17

Expelite Chocolates

## Young Asian Entrepreneur of the Year





GUEST LECTURES



STUDENT COMPETITIONS



SEMINARS



INSTITUTION INNOVATION COUNCIL (under MoE)



**ANCHAL KUMAR SRIVASTAVA**  
PGDM Batch 2017-19

**Batuuk Snacks**



**SHUBHAM KESHARWANI**  
PGDM Batch 2011-13

**Kesharwani Enterprises**



**NIRANJANI NOTANI**  
PGDM Batch 2012-14

**New Age Learning**



**RAUSHAN KUMAR**  
PGDM Batch 2015-17

**The Brand Story TBS Media**



**AAMIR KHAN**  
PGDM Batch 2018-20

**Safarjaade**



**WINNER 2023:**  
**JATIN SONI**



**WINNERS 2022:**  
**ALOK GUPTA, KARTIK RATTAN, AMAN SINHA**

# Young Asian Entrepreneurial Challenge



2025 WINNER: KRITI SINGH



2024 WINNER: DISHA TUTEJA



2023 WINNER: SIDDHARTH SATI



2022 WINNER: VAISHNAVI RAJ GUPTA



Chief Guest  
**PRITIKA MEHTA**



2021 WINNER: ARUN DAS



Chief Guest  
**PEYUSH BANSAL**



2020 WINNER: ROHINI

# Indian Start-up Icons Unveiling YAEC Trophy

2026

AMAN GUPTA (Co-founder & CMO)



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2025

VINEETA SINGH (Co-founder & CEO)  
SAURABH MUNJAL (Co-founder & CEO)



2024

VIJAY SHEKHAR SHARMA (CEO)



## Top 10 Facilities to Strengthen Entrepreneurship at ABS

# 01

### Incubation & Seed Fund Support

Win seed fund of (₹ 5 lakhs)

# 02

### Entrepreneurship Simulation (Powered by AIMA BizLab)

Integrate virtual business simulations that allow students to practice real-time decision-making across management functions.



# 03

### Global Exposure & Collaborations

Collaborate with international innovation centers and universities for exchange programs, competitions, and startup immersion opportunities.

# 04

### Industry & Investor Connects

Host quarterly Startup Showcases where students pitch ideas to angel investors, venture capitalists, and mentors.



# 05

### Startup Mentorship Program

Pair each student or startup team with experienced entrepreneurs or investors for monthly guidance and feedback sessions.

# 06

## Entrepreneurship Bootcamps

Conduct high-intensity workshops focusing on idea generation, prototyping, business modeling, and pitching.



# 07

## Innovation & Design Thinking Lab

Establish a creative space for students to brainstorm, prototype, and test ideas using digital tools like Canva, Figma, and 3D printers.

# 08

## Research & Consultancy Cell

Encourage students to work on live entrepreneurial research projects and consulting assignments with MSMEs or startups.



# 09

## Founder Talks & Masterclasses

Organize sessions with successful entrepreneurs, alumni, and startup founders to share practical insights and experiences.

# 10

## Dual Certification

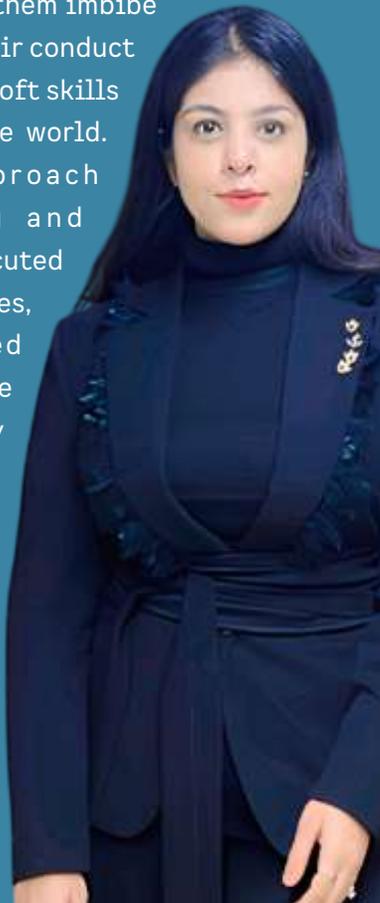
Gain dual advantage with EDIC and AIMA BizLab - merging entrepreneurial insight with real-time business simulation



**Message From HOD -**  
Centre For Skill Development  
Ms. Garima Malhotra

**Develop a passion for learning.  
If you do, you never cease to grow.**

At the Centre for Skill Development Department, we, as a team, are committed to help our students attain “future skills” which would not only help them build a leader’s personality, but also develop an attitude which a professional must have. Aligning ourselves with the motto of ABS “Growth with Education”, our department is focussed on conditioning our student’s behaviour and personality, help them imbibe professionalism in their conduct and exhibit the right soft skills to enter the corporate world. Our focussed approach towards training and mentoring is well executed through PDCC lectures, placement oriented trainings and our niche Crafting Prodigy Program which together help our students achieve 360 degree holistic learning & development.



## Our Approach To Student Development

- ▶ Evaluate students on various parameters of personality.
- ▶ Develop their individual scoring and year-wise development plans.
- ▶ Foster behavioral skills and help students develop self-confidence.
- ▶ Train students to become placement ready and a good fit for the industry and maintain PAS (Professional Assessment Scores)
- ▶ Provide individual counseling and mentoring sessions.





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

As stated in many types of research that to be successful in your career, it is 20% of the technical skills and 80% of one's soft skills

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

### Functions of Centre For Skill Development

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

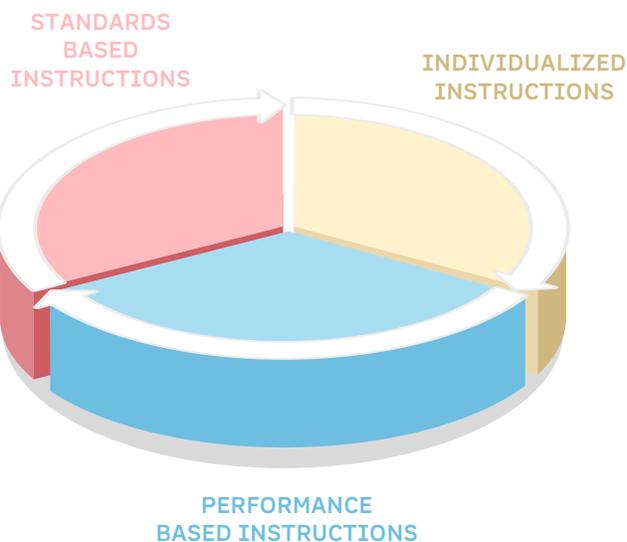
**CENTRE FOR  
SKILL  
DEVELOPMENT**



Personality Development &  
Corporate Communication  
Certificate

Placement  
Oriented  
Trainings

Crafting  
Prodigy  
Program



### Benefits of the programme:

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

### 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

## CORE AREAS OF THE DEPARTMENT

# 1.

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

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

# 2.

### **Placement Orientation Training**

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

# 3.

### **Crafting Prodigy Program (CPP)**

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

# Corporate Resource Cell

CRC

## Message From Dean - CRC

Dr. Ravi Sharma

Corporate Resource Cell at Asian Business School mentors every student to identify their right potential and encourages them to achieve their dream of getting placed in a reputed company. To achieve this goal, we inculcate the right interpersonal and professional skill in each student to meet the challenging industry standards. This is done through regular training programs and workshops on general awareness, business etiquettes, technical skills, communication, career guidance programs, soft skills programme, personality development and aptitude skills. Guest lectures, Industrial visits, Seminars, Workshops, SSA and Projects are regular feature at Asian Business School wherein students get the best industry exposure.

**Thus, the main responsibility of CRC is managing academia-industry interface.**



The department hones the skills of the students by organizing events like pre-placement talks, group discussions and PI sessions along with the academic team and make them ready to perform their best in placement drives.

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

## Vision

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

## Mission

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

## Team CRC



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### Key Responsibilities of CRC

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

### 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.

# Final Placements Key Highlights

## SECTORS-WISE PLACEMENTS



BFSI



Consulting & Research



FMCD & FMCG



IT/ iTes, E-commerce & Telecom



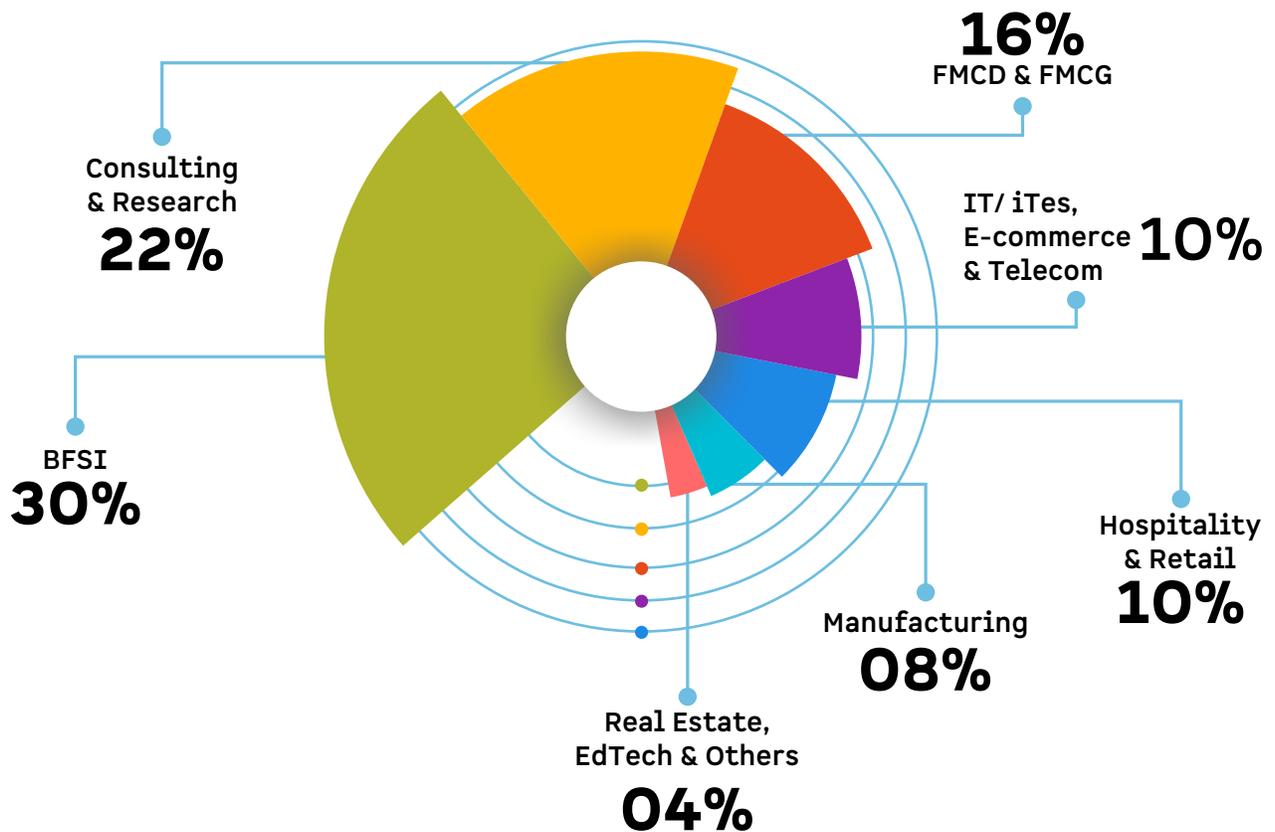
Hospitality & Retail



Manufacturing

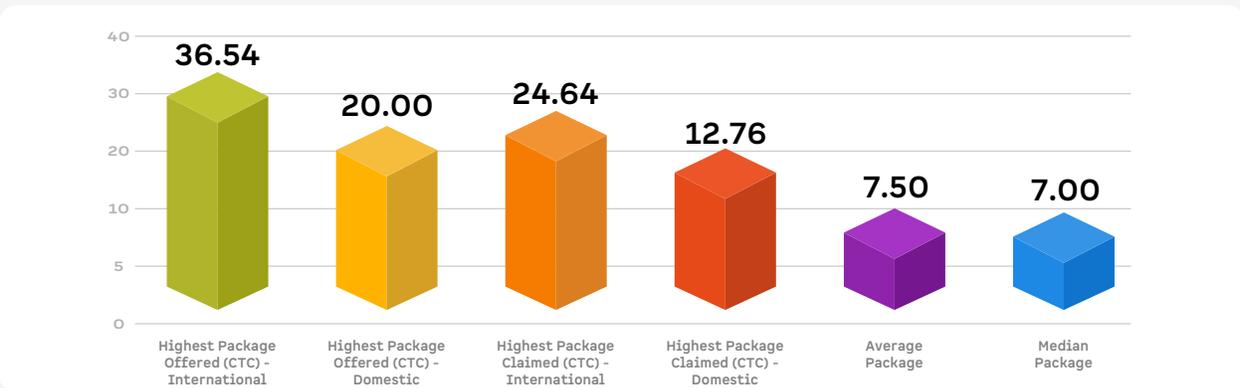


Real Estate, EdTech & Others



## CTC OFFERS

Highest Package Offered (CTC) - International	₹ 36.54 LACS
Highest Package Offered (CTC) - Domestic	₹ 20.00 LACS
Highest Package Claimed (CTC) - International	₹ 24.69 LACS
Highest Package Claimed (CTC) - Domestic	₹ 12.79 LACS
Average Package	₹ 7.50 LACS
Median Package	₹ 7.00 LACS

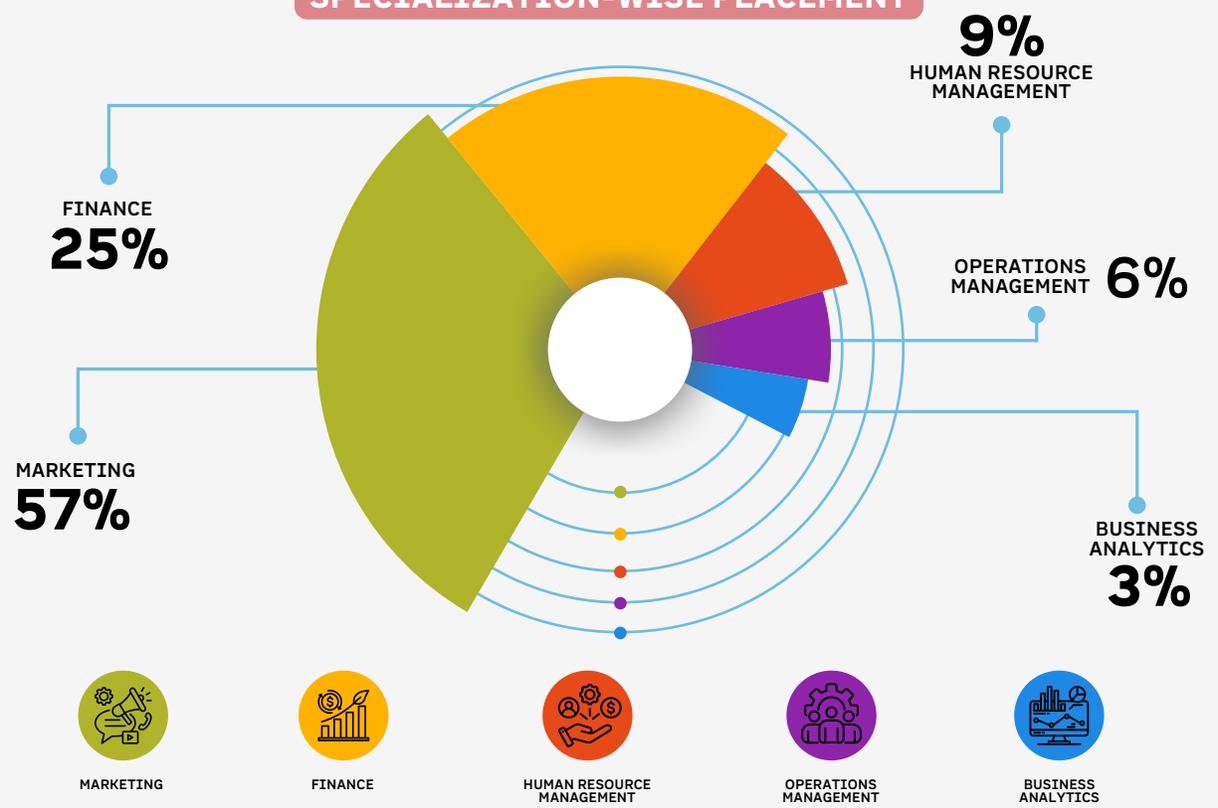


## SPECIALIZATION-WISE AVERAGE SALARY

Marketing	₹ 7.80 LACS
Finance	₹ 6.48 LACS
HRM	₹ 6.00 LACS
Business Analytics	₹ 6.50 LACS
Operations Management	₹ 6.00 LACS
Top 10% Salary Average	₹ 9.50 LACS

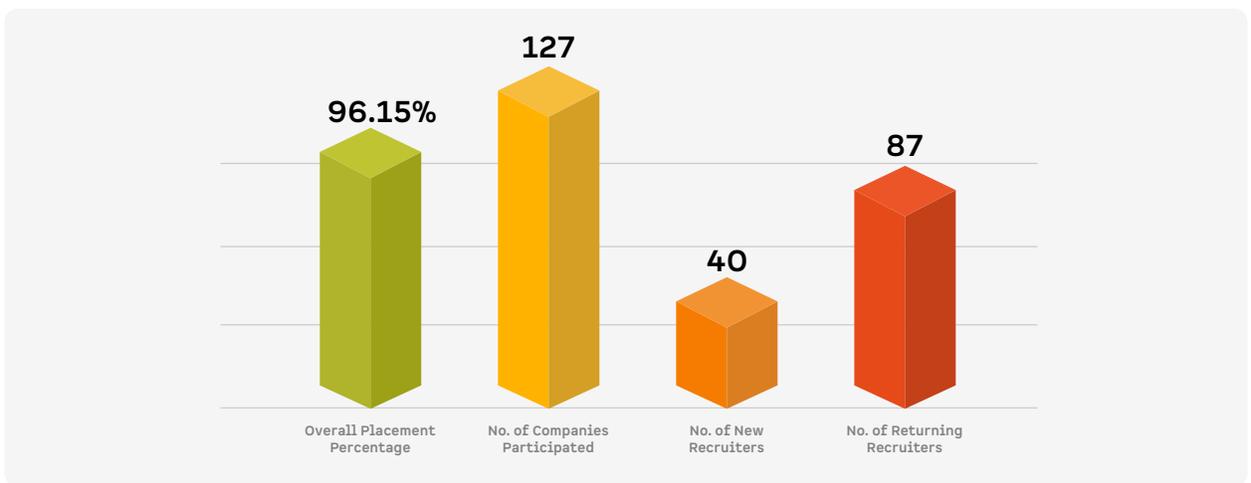


### SPECIALIZATION-WISE PLACEMENT



### % STUDENTS PLACED

Overall Placement Percentage	96.15%
No. of Companies Participated	127
No. of New Recruiters	40
No. of Returning Recruiters	87



## CAMPUS RECRUITMENT PROCESS

**HCLTech**



**SBI FUNDS**  
MANAGEMENT LIMITED



**Deloitte**



**HAFELE**  
APPLIANCES





# Our Placement & Training Associates

ABS achieves new milestones & greater heights each year with a successful Campus Recruitment Program.



GROZ

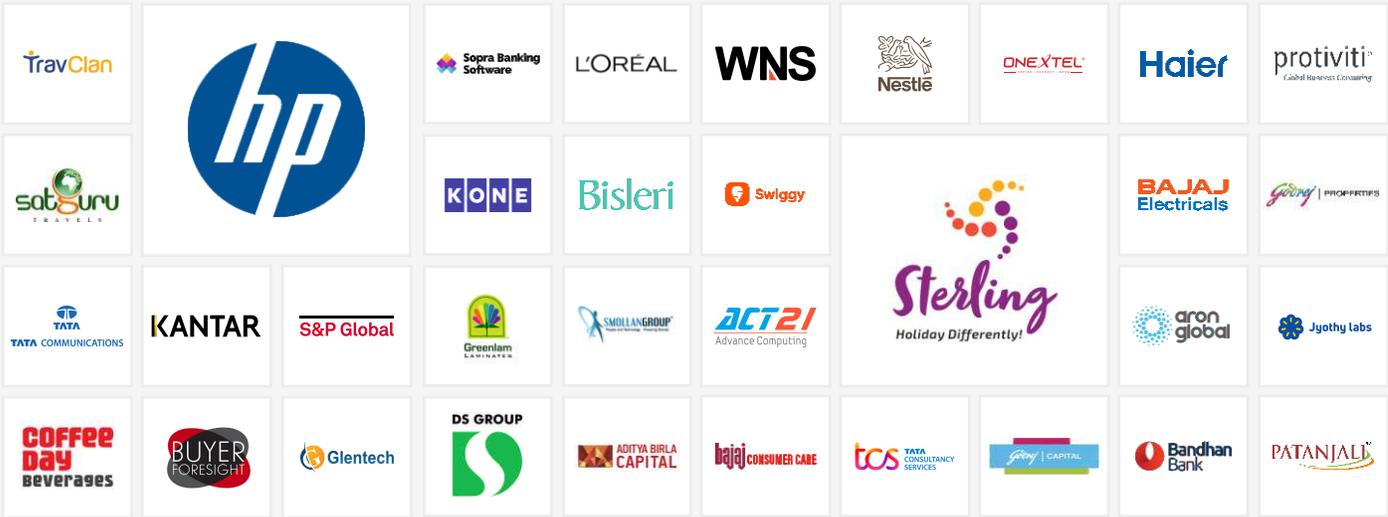
Haier Appliances Pvt Ltd.



Hero Moto Corp Ltd.



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.



& many more...

Hindustan Coca Cola Beverages Pvt Ltd.



Amul Industries Ltd.

Rashtrapati Bhawan

## International Placements - Dubai (U.A.E)



**Dhruv Arora**  
Dhanguard



**Roshni Reji**  
ORO24 Real Estate Development L.L.C



**Sajal Saxena**  
Dhanguard



**Abhinav K. Sharma**  
NYKAA  
(FSN E-Commerce Ventures Limited)



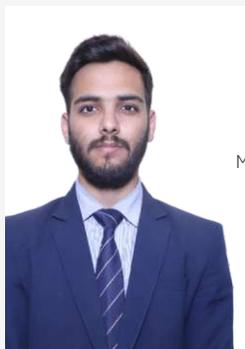
**Abhishek Singh Bhadouriya**  
Saint Gobain Ltd.



**Aditya Bisht**  
Ameriprise Financial Services LLP



**Akriti Srivastava**  
Onextel Limited



**Ali Asgar**  
SBI Fund Management Ltd.



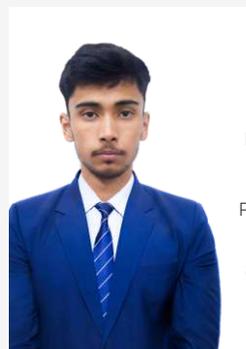
**Arshita Singh**  
Tata BlueScope Steel Pvt. Ltd.



**Aryan Pratap Srinet**  
Concentrix Daksh Services India Pvt. Ltd.



**Ashish Ranjan**  
The Smart Cube, a WNS Company



**Ashu Singh Rawat**  
BSH Household Appliances Manufacturing Pvt Ltd. (BOSCH)



**Awantika Mishra**  
Deloitte Touche Tohmatsu Limited



**Ayush Gupta**  
Oravel Stays Pvt. Ltd. (OYO)



**Ayush Rai**  
YES Securities (India) Limited





**Cherish Sharma**  
ITC Ltd.



**Devvrat Rathore**  
Aditya Birla Capital Ltd.



**Harsh Bhatia**  
Randstad India



**Himanshu Yadav**  
Jyothy Labs Ltd.



**Jatin Kumar**  
Bajaj Finance Ltd.



**Jaskaran S. Kainth**  
Aptech Ltd.



**Kanishka Rao**  
Confederation of Indian Industry (CII)



**Kirti Yadav**  
Mother Dairy Fruit & Vegetable Pvt. Ltd.



**Kirti Bansal**  
Yamaha Motor Solutions India Pvt. Ltd.



**Kshitij Singh**  
Café Coffee Day



**Ridam Raghuwanshi**  
Vodafone Idea Ltd.



**Ritvik Talwar**  
Forvis Mazars Advisory LLP



**Saurabh K. Mishra**  
Greenlam Industries Ltd.



**Siddhi Sahu**  
Sterling Holiday Resorts Limited



**Siddharth Sati**  
HAFELE India Pvt. Ltd.



# Experts at ABS

## LEAD Lecture Series

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



**Shri Venkaiah Naidu**

Former Vice-President of India



**Dr. Harsh Vardhan**

Former Union Cabinet Minister



**Suresh P. Prabhu**

Member of Parliament, Rajya Sabha



**Shri Ram Nath Kovind**

Former President of India



**Dr. V. K. Singh**

Former Union Minister of State, Ministry of Civil Aviation



**Dr. Kiran Bedi**

Former Lieutenant Governor of Puducherry



**Sonu Sharma**

Co-Founder Dynamic India Group



**Vipul Sabharwal**

Managing Director Luminous Power Technologies (P) Ltd.



**Shriyans Bhandari**

Co-Founder Greensole



**Shruti Mishra**

Lead - People & Organization Partner PUMA Group



**Teena Khanna**

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



**Dr. (HC) P. K. Rajput**

Sr. Vice President International Market Cadila Pharmaceuticals



**Aman Gupta**

Founder,  
BoAt



**Vineeta Singh**

Co-Founder & CEO,  
Sugar Cosmetics



**Vijay Shekhar Sharma**

Founder  
Paytm



**Tania Chatterjee**

Director HR  
NatWestGroup



**Ashish Bhalla**

Director - HR  
HCL Technologies Ltd



**Swasti Sinha**

Head - HR  
Evaluserve



**Agniwesh Thakur**

Director-  
Human Capital  
Consulting  
Deloitte



**Anjali Singh**

Managing  
Director  
Deutsche Bank



**Srikanth Bolla**

CEO  
Bollant Industries



**Saurabh Munjal**

CEO  
Archian foods



**Muskan Kakkar**

Co-Founder  
GoMechanic



**Major (Retd.)  
Vandana Sharma**

Founder  
Startup People Consulting



**Nick Vujicic**

World Renowned  
Motivational  
Speaker



**Sushant Kumar**

India Lead -  
University  
Relations & Campus  
Recruitment  
TATA Technologies



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



**Rishabh Tandon**  
Cluster Director  
of HR  
Marriott Hotels



**Vijay Ranjan Singh**  
Head-HR,  
LG Electronics



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



**Anirban Das**  
Senior Director and India  
Human Capital Leader for  
TRS, Price Waterhouse  
and Co LLP



**Kumar Gaurav Khanna**  
Technology Leader -  
IBM Technology Sales,  
Strategic Partnerships-  
I/SA, IBM India Ltd.



**JP Singh**  
VP & Group  
HR Head,  
Groz Engineering  
Tools (P) Ltd



**Rene  
Deceunick**  
Head of Talent  
Acquisition at WPP  
- GDC Engineering



**Angelo George**  
CEO  
Bisleri



**Hemant Dev Mishra**  
Principal Consultant  
Evalueserve



**Manoj Jain**  
Director-R&D  
Axtria



**Kapil Mehrotra**  
Director HR & AI  
NTT Data



**Rajit Sikka**  
Regional Head  
Academic Alliances  
North India  
TCS



**Noopur Singh**  
 Manager-People  
 & Culture,  
 Grant Thornton



**Vikas Bagaria**  
 Founder  
 Pee safe



**Prerna Kapoor**  
 Campus Lead  
 Evalueserve



**Sudarshan Bose**  
 Associate Director -  
 Work & Rewards,  
 WTW



**Sahiba Vadhera**  
 Director  
 (Total Rewards Apec)  
 JLL



**Pratibha  
 Tiwari**  
 Senior Regional  
 People Consultant  
 Simcorp



**Ritu Gupta**  
 Country Director -  
 Marketing  
 DELL Technologies



**Vir Bharat**  
 Head HR  
 Yamaha



**Dr Amit Preenja**  
 Head HR  
 Hindware Ltd.



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



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



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



**Padma Shri  
 Dr. Deepa Malik**  
 India's First  
 Paralympic  
 Medalist,  
 Khe! Ratna &  
 Arjun Awardee



**Paras Arora**  
 Manager-TA & BP,  
 Phronesis Partners

# Academic Linkages

INTERNATIONAL  
ACADEMIC ASSOCIATE



**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**  
BUSINESS COLLEGE





The Oxford Study Program is designed to give students the opportunity to **earn the Executive Diploma in International Business while residing in Oxford, England.** Along with classroom study, the Program includes on-site visits to historical and cultural venues and participating in project work. Oxford Business College is an independent education and training establishment specializing in Business Management courses. Situated in the center of Oxford, close to many of the university colleges, it is in a perfect position to enjoy all the facilities the city has to offer.

## Oxford Study Program



## History And Accreditation

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

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

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



The college has also been granted language revision by the UK Border Agency allowing them to recruit international students in return for compliance with the duties of a license holder.

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

## Academic Strengths

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

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



## 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.



## 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.



## 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.



The diploma provides an insight on aspects such as International Business & Trade and International Marketing, Finance, HR that play a critical and important role in the development of an international outlook among the students.

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

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



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.

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# ONE WEEK RESIDENTIAL LEARNING TRIP TO OXFORD/ LONDON United Kingdom

## Itinerary

### Day 1

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

### Day 2

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

### Day 3

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

### Day 4

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

### Day 5

Sight seeing at London (London Bridge, Buckingham Palace, London Eye, Westminster Abbey etc.)

### Day 6

Learning Outcome Evaluation and Departure from Heathrow Airport, London

### Day 7

Arrival at New Delhi Airport

An essential part of practical learning experience at ABS to gain global exposure



## Trip Details

### INCLUDES:

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

### EXCLUDES:

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

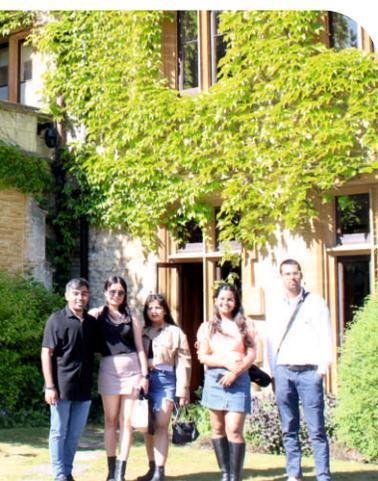
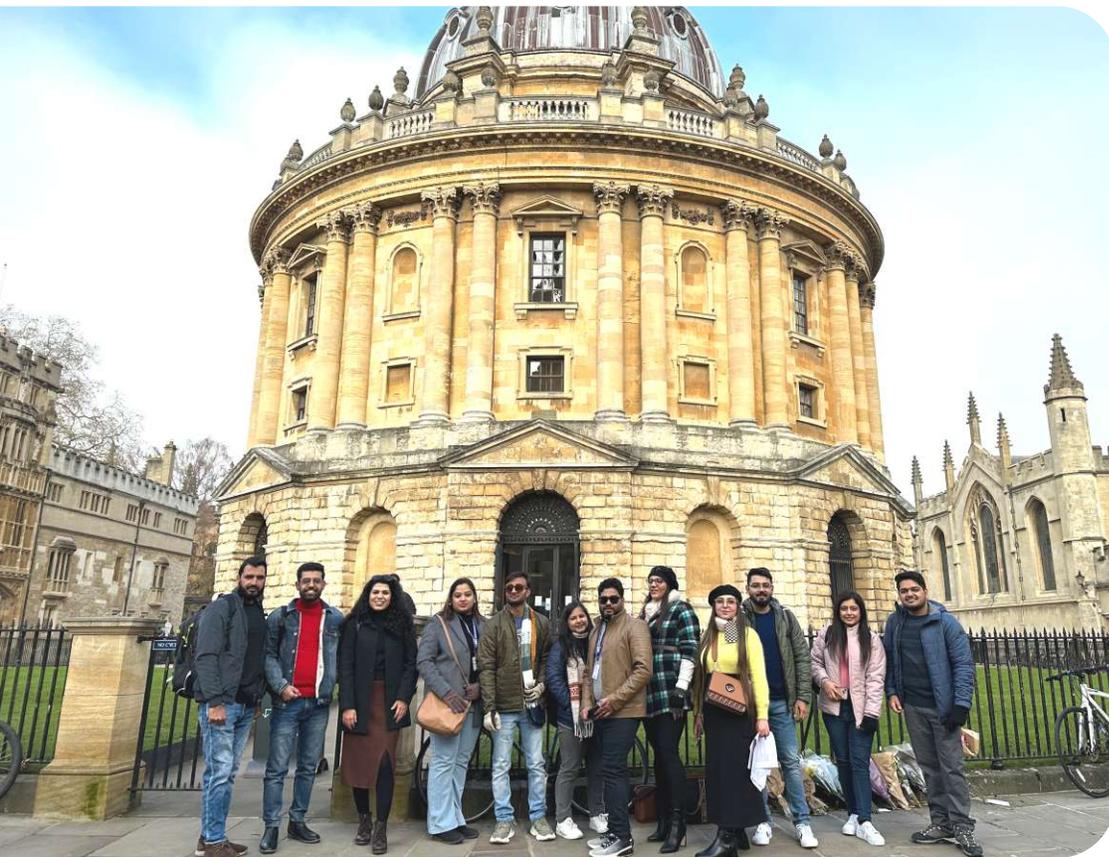
### SIGHT SEEING:

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

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



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





# Beyond Academics

Life at Asian Business School is more than lectures and assignments, it's about energy, connection, and growth.



The year was filled with moments that brought the campus alive: Unity Day celebrated our togetherness and cultural harmony, while the lively Zumba sessions added fun and fitness to busy schedules. The Sports Competition inspired teamwork and friendly rivalry, and the vibrant Freshers' Party gave the new batch a warm, joy-filled welcome. Each event reflected the true spirit of ABA, where students learn, laugh, and grow together, shaping not just careers but lifelong memories and friendships.





# Student Clubs at ABS

## The Sports Club: Athleema

Athleema, the Sports Club of Asian Business School, promotes fitness, teamwork, and a spirit of healthy competition among students. The club organizes a variety of indoor and outdoor sports events throughout the year, including cricket, football, basketball, badminton, and athletics. Through tournaments, inter-college competitions, and regular training sessions, Athleema encourages students to maintain an active lifestyle, develop leadership skills, and foster sportsmanship on and off the field.



## Cultural Club: UTSAV

Utsav, the Cultural Club of Asian Business School, celebrates creativity, diversity, and the vibrant spirit of campus life. The club provides a platform for students to showcase their talents in dance, music, drama, and art through various events and festivals. From traditional celebrations to modern performances, Utsav plays a key role in fostering cultural appreciation, unity, and joyful participation among students throughout the year.



## The Literary Club: Gnosis

Gnosis, the Literary Club of Asian Business School, nurtures a love for language, literature, and creative expression. The club organizes debates, poetry recitations, essay writing, quizzes, and literary discussions that encourage critical thinking and articulate communication. Through its activities, Gnosis inspires students to explore the power of words and enhances their confidence, creativity, and intellectual engagement.



## Entrepreneurial Club: SEED



SEED, the Entrepreneurial Club of Asian Business School, fosters innovation, creativity, and an entrepreneurial mindset among students. The club serves as a platform for aspiring entrepreneurs to develop business ideas, participate in startup competitions, and interact with industry mentors. Through workshops, pitch sessions, and networking events, SEED nurtures leadership and problem-solving skills, empowering students to turn their ideas into impactful ventures.

## Environment Club: Prakriti

Prakriti, the Environment Club of Asian Business School, promotes awareness and action towards environmental sustainability. The club engages students in eco-friendly initiatives such as tree plantation drives, cleanliness campaigns, waste management programs, and awareness workshops. Through its activities, Prakriti encourages a sense of responsibility toward nature and inspires students to contribute to a greener, cleaner, and more sustainable future.



## The HR Club: Synergize



Synergize, the HR Club of Asian Business School, focuses on developing interpersonal, leadership, and people management skills among students. The club organizes workshops, role plays, case study competitions, and guest sessions that simulate real-world HR scenarios. Through these activities, Synergize helps students understand organizational behavior, teamwork, and effective communication, preparing them to become competent HR professionals in the corporate world.

## The Finance Club: Bulls & Bears

Bulls & Bears, the Finance Club of Asian Business School, aims to enhance students' financial literacy and analytical skills. The club conducts stock market simulations, budget planning sessions, investment workshops, and finance quizzes to deepen understanding of financial concepts. By bridging theory with real-world applications, Bulls & Bears prepares students to make informed financial decisions and excel in the world of banking, investment, and corporate finance.



## IT Club: Technocrats

Technocrats, the IT Club of Asian Business School, empowers students to explore the world of technology and innovation. The club conducts workshops, coding challenges, tech quizzes, and seminars on emerging trends such as AI, data analytics, and digital transformation. By promoting technical proficiency and problem-solving skills, Technocrats helps students stay ahead in the ever-evolving digital landscape and prepares them for technology-driven careers.



## CSR Club



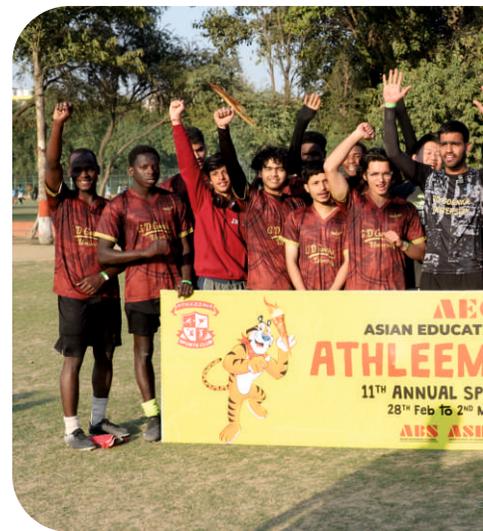
The CSR Club of Asian Business School is dedicated to fostering social responsibility and community engagement among students. The club organizes initiatives such as donation drives, health camps, awareness campaigns, and volunteering activities to create a positive social impact. Through these efforts, the CSR Club instills empathy, ethical values, and a sense of civic duty, encouraging students to contribute meaningfully to society.

## Marketing Club: Mark-Techos



Mark-Techos, the Marketing Club of Asian Business School, cultivates creativity, strategic thinking, and brand-building skills among students. The club organizes workshops, marketing competitions, campaigns, and guest sessions with industry experts to provide hands-on exposure to real-world marketing challenges. Through these activities, Mark-Techos equips students with practical insights and innovative approaches to excel in the dynamic field of marketing.

# Athleema – The Annual Sports Meet





100 | **Kesshet –**  
The Annual  
Fest





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# Freshers @ ABS

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# ABS Orientation 2025:

## Igniting Inspiration and Excellence

The ABS Orientation 2025 marked an energetic start to the academic journey with motivating addresses by Dr. Sandeep Marwah, Directors, and **Chief Guest Mr. Aman Gupta (Co-founder & CMO, boAt)** on resilience and entrepreneurship.



Sessions with **Shark Tank India** entrepreneurs **Pashmi Shah (Get-A-Way)** and **Rishika Nayak (The SASS Bar)** fostered entrepreneurial spirit. The orientation concluded with Dr. Lalitya Veer Srivastava's inspiring address on discipline and ethics, followed by Prize Distribution, leaving students motivated, connected, and ready to excel.

The event featured the launch of books by Dr. Marwah and **Dr. Deepa Malik**, alongside the Annual Conference poster reveal.

The **HR Conclave 2025** brought together leaders from **DS Group, HCLTech, Yamaha, and JTEKT India Ltd.**, who shared insights on emerging HR trends and future skills. A vibrant **Talent Hunt**, judged by actress **Kriti Kulhari**, showcased the creativity of the new batch.



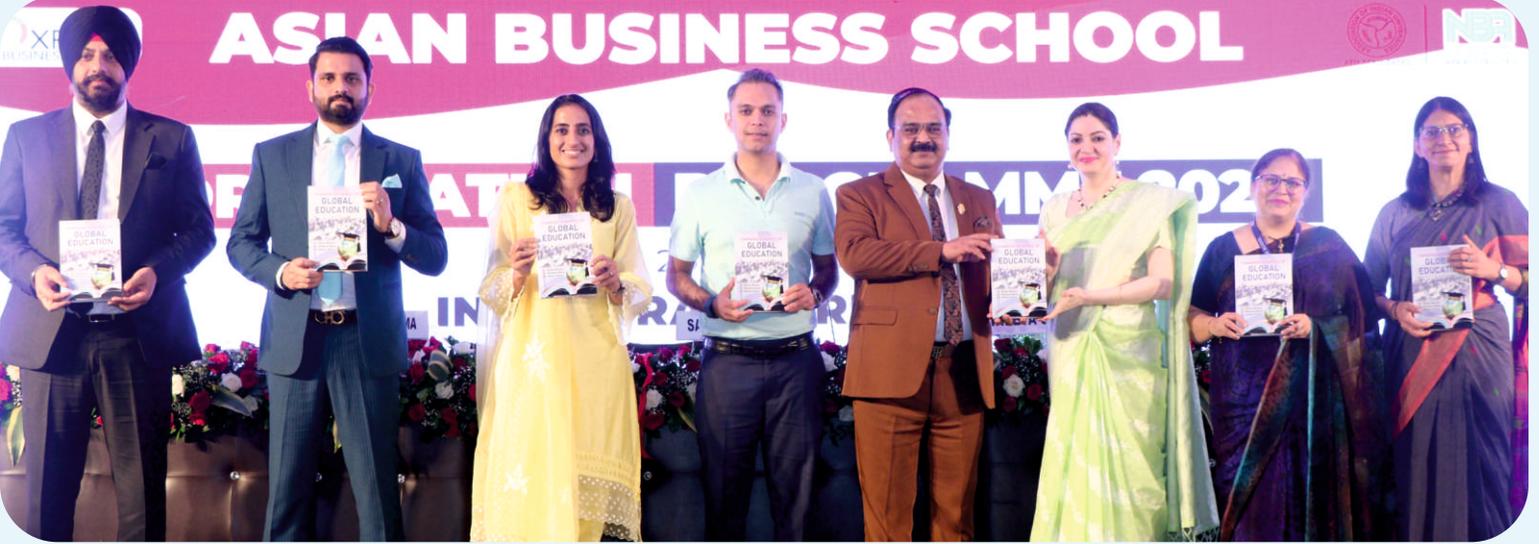
# Aman Gupta, Co-founder and CMO, BoAt



# ABS Orientation 2024



Vineeta Singh, Co-founder and CEO, Sugar Cosmetics



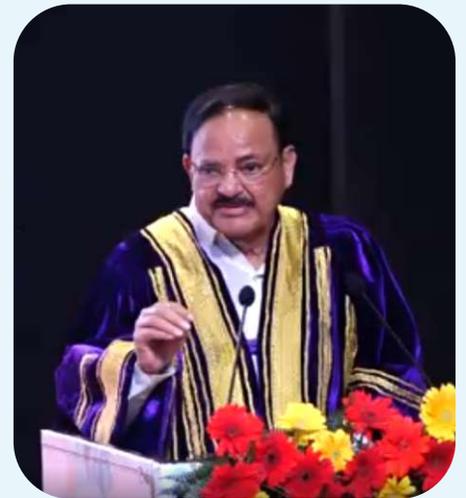
Convocation 2024:  
Hon'ble Guest  
Shri Ram  
Nath Kovind





Convocation 2023:  
Hon'ble Guest  
Shri Venkaiah  
Naidu





VISIT OF HON'BLE  
 Shri  
 Pranab  
 Mukherjee



# The Zine

## Monthly Newsletter



The Zine, our monthly newsletter is a vibrant reflection of the dynamic academic, professional, and cultural ecosystem that defines our management college. Published with the aim of informing, inspiring, and engaging our community, the newsletter captures the achievements, voices, and stories that make our campus a hub of continuous growth.



Each edition features the “Alumni of the Month” interview, where successful graduates share their journeys, insights, and experiences—offering current students valuable perspectives on building rewarding careers. The “Student of the Month” segment highlights exceptional performers who excel academically, demonstrate leadership, or contribute meaningfully to campus life. Every month, the newsletter also carries thoughtfully written articles by students and faculty members, centered around a unique theme that encourages creative expression and intellectual engagement.

We also showcase achievements of our faculty and students, celebrating research contributions, awards, project milestones, and co-curricular accomplishments. A dedicated section covers major corporate placements, highlighting students who secure prestigious roles and the organizations that continue to trust our talent pool.

The newsletter not only documents our progress but also strengthens the bond between students, alumni, faculty, and industry. It stands as a testament to the college’s commitment to excellence, holistic development, and transparent communication - keeping our entire community connected, motivated, and proud.

# Global Edge @ABS



**Katherine Boxale**  
Postgraduate Programme Leader at  
Istituto Marangoni, London



**Dr. Augusto Lopez Claros**  
Executive Director  
of the Global  
Governance Forum



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



**Dr. Arthur Lyon Dahl**  
President of the  
International Environment  
Forum

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

Prof. Kim Soo Yeon  
Director, International Youth Fellowship India (IYFI)



Paolo Venturini  
Professional ultrarunner-Italian's Policeman -  
Fiamme Oro Team



Crystal Magotra  
University of Oxford



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



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

# Founders of Unicorns / Start-ups

@ABS

 	 	 	 	 	 
<p><b>VIJAY S. SHARMA</b> Founder PayTM</p>	<p><b>PEYUSH BANSAL</b> Founder &amp; CEO Lenskart.com</p>	<p><b>AMAN GUPTA</b> Co-Founder &amp; CMO boAt Lifestyle</p>	<p><b>CHETAN BHAGAT</b> Renowned Author</p>	<p><b>VINEETA SINGH</b> Co-founder &amp; CEO Sugar Cosmetics</p>	<p><b>VIKAS BAGARIA</b> Founder Pee Safe</p>
 	 	 	 	 	 
<p><b>BHARAT SETHI</b> Founder Rage Coffee</p>	<p><b>SAGAR DARYANI</b> Co-Founder &amp; CEO Wow! Momos Food Pvt. Ltd.</p>	<p><b>SANJEEV BHIKCHANDANI</b> Founder Info Edge India Ltd.</p>	<p><b>ARUNACHALAM MURUGUNANTHAM</b> Social Entrepreneur &amp; Founder Jayashree Industries The Real Padman of India</p>	<p><b>PRASHANT PITTI</b> Co-Founder EaseMyTrip.com</p>	<p><b>DR. SHWETA SINGH</b> Founder Ennoble IP, Shereal</p>
 	 	 	 	 	 
<p><b>SAURABH MUNJAL</b> CEO Archian foods</p>	<p><b>MAYANK ARYA</b> Founder Yes Madam</p>	<p><b>SWATI BHARGAVA</b> Co-Founder CashKaro &amp; EarnKaro Fortune 40 under 40 Ex Goldman Sachs London &amp; LSE</p>	<p><b>MAJ. (RETD.) VANDANA SHARMA</b> Founder Startup People Consulting</p>	<p><b>DR. GARIMA SAWHNEY</b> Co-Founder Pristyn Care</p>	<p><b>NITESH SINGH</b> Co-Founder Redplum Pvt. Ltd. (Blue Tea)</p>

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.



<p><b>PANKAJ VERMANI</b> -Founder,CEO &amp; COO, Clovia</p>	<p><b>ASHISH VIDYARTHI</b> Founder Avid Miner</p>	<p><b>TANYA BISWAS AND SUJATA BISWAS</b> Founders SUTA</p>	<p><b>SHIV KHERA</b> Renowned Author</p>	<p><b>AASTHA ALMAST</b> Co-Founder The New Shop</p>
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<p><b>HIMANSHU ADLAKHA</b> Co-Founder Winston</p>	<p><b>NEELAM SINGH</b> Founder &amp; CEO The Burger Company</p>	<p><b>ANANYA BIRLA</b> Entrepreneur &amp; Song Writer</p>	<p><b>SHREY SEHGAL</b> Co-Founder Bakingo</p>	<p><b>KANIKA TEKRIWAL</b> Founder &amp; CEO JetSetGo Aviation</p>	<p><b>SAHIL PRUTHI</b> Founder Livofy</p>
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<p><b>SRIKANTH BOLLA</b> Founder, Bollant Industries &amp; Co-Founder Samanval Center for Children with Multiple Dissabilities</p>	<p><b>PASHMI SHAH</b> Co-Founder Get-A-Way</p>	<p><b>MUSKAN KAKKAR</b> Co-Founder GoMechanic</p>	<p><b>ANSHU GUPTA</b> Indian Social Entrepreneur Founder, Goonj</p>	<p><b>LAXMI AGARWAL</b> Founder Laxmi Foundation</p>	<p><b>RATNESH VERMA</b> Founder &amp; CEO PIDGE</p>
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# Alumni Success Stories

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

**JAPNEET KHURANA**  
amazon

**SONALI KHUNTIA**  
Valley

**HARJIT SINGH**  
ADL TECHNOLOGY

**PRAKASH PATHAK**  
satSuru TRAVEL  
Think Travel, Think Us

**MOHD SAAD**  
THE HOME DEPOT

**DEEPAK ARORA**  
ACTION

**Md. NOORUL IMAM**  
noon

**ANSHUL GANDHI**  
bounteous

USA

CANADA

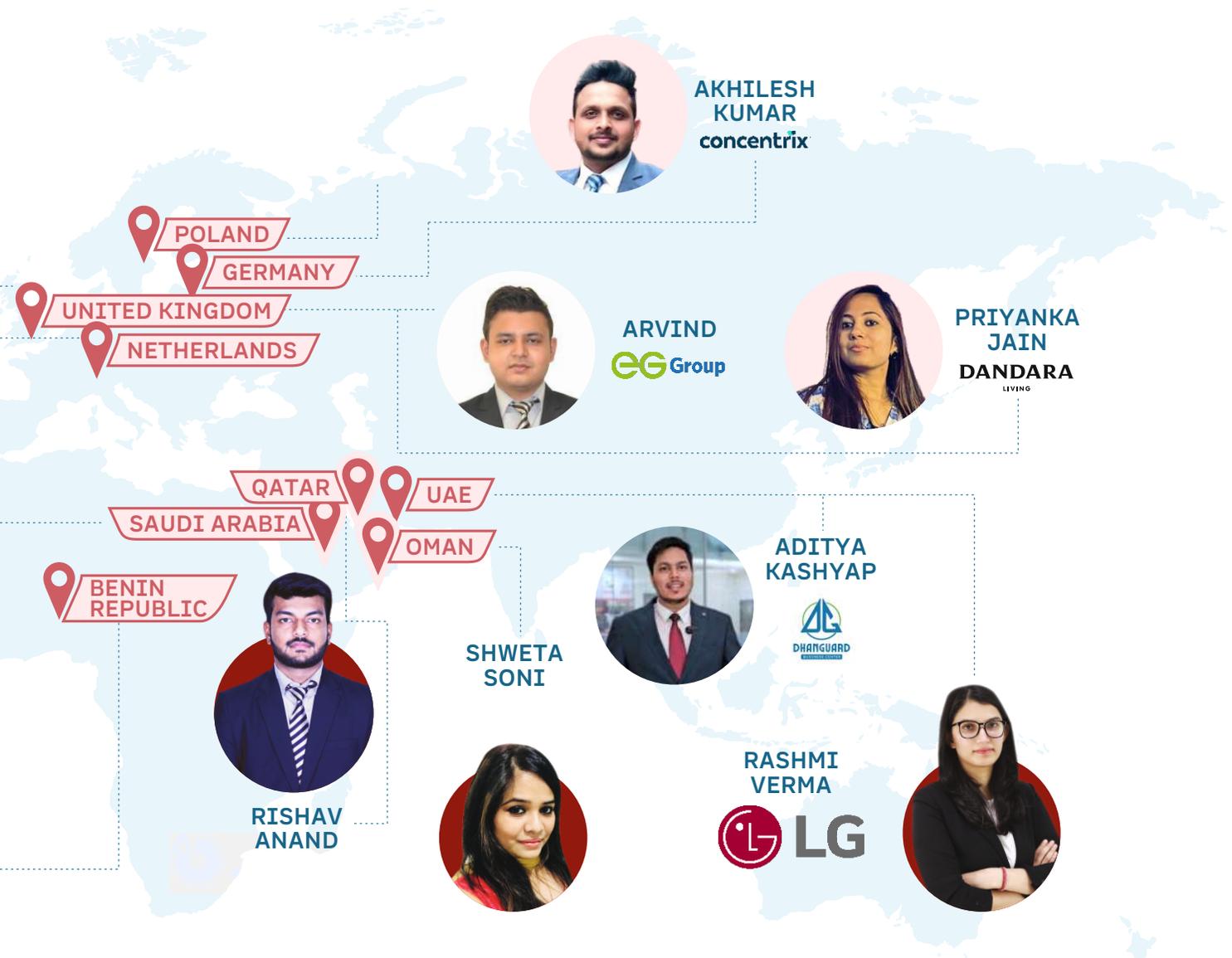
## Alumni Connect



1709  
Alumnus

Global  
presence

Working with prominent &  
leading **multi-nationals**



# Alumni Success Stories



**Ravikant Kaushik**  
HCL Technologies



**Kshitiz Gupta**  
KPMG



**Aditi Juneja**  
NatWest Group



**Agrim Singh**  
HDFC Life



**Bhawana Pandey**  
Tata BlueScope



**Bagish Mishra**  
Carrier Fire & Security



**Sanjana Sharma**  
NIVA Bupa



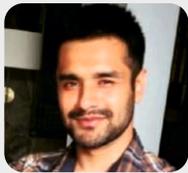
**Pulkit Chaudhary**  
Coca-Cola COE



**Sobhan Chakraborty**  
Emami Ltd.



**Madhvendra Bhardwaj**  
Federal Bank



**Vishvaditya Shah**  
Federation of Indian Exports Organization



**Saloni Singh**  
Adobe



**Anoop Shukla**  
Cappgemini



**Hemnisha Singh**  
Standard Chartered



**Ankit Raj**  
Mankind Pharma



**Shivi Tripathi**  
BlackRock



**Preeti Rawat**  
Salesforce



**Shreya Rastogi**  
Zomato



**Shubhanshuman**  
Eastman Auto & Power



**Geetika Arora**  
Schindler India



# Alumni of the Month

OCTOBER 2024



Vinay Singhal  
2019 Batch

NOVEMBER 2024



Ankit Madan  
2013 Batch

DECEMBER 2024



Japneet Khurana  
2012 Batch

JANUARY 2025



Shraddha Khatri  
2014 Batch

FEBRUARY 2025



Archana Sinha  
2014 Batch

MARCH 2025



Arvind Kaushik  
2012 Batch

APRIL 2025



Ravikant Kaushik  
2020 Batch

MAY 2025



Anirban Nag  
2022 Batch

JUNE 2025



Apoorva Vashistha  
2019 Batch

JULY 2025



Kuldeep Sharma  
2012 Batch

AUGUST 2025



Jatin Soni  
2021 Batch

SEPTEMBER 2025



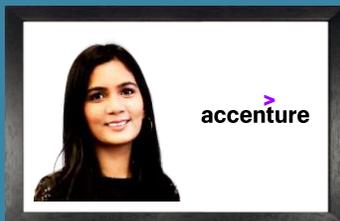
Agrim Singh  
2018 Batch

OCTOBER 2025



Meenakshi Bahanwal  
2013 Batch

NOVEMBER 2025



Komal Kasaudhan  
2020 Batch

DECEMBER 2025



Bagish Mishra  
2016 Batch

# Student Accolades

## STUDENT OF THE MONTH

SEPTEMBER 2024



**Kushagra Yadav**  
2023 Batch

OCTOBER 2024



**Devvrat Rathore**  
2024 Batch



**Harsh Bhatia**  
2023 Batch

NOVEMBER 2024



**Hariom Sringari**  
2023 Batch



**Kashish Kansal**  
2024 Batch

DECEMBER 2024



**Abhishek Chaterjee**  
2023 Batch



**Disha Tuteja**  
2024 Batch

JANUARY 2025



**Sabiha Naaz**  
2024 Batch

FEBRUARY 2025



**Arshita Singh**  
2023 Batch



**Gungun Tyagi**  
2024 Batch

MARCH 2025



**Kirti Bansal**  
2024 Batch



**Shree Tiwari**  
2023 Batch

APRIL 2025



**Mansi Sharma**  
2024 Batch

MAY 2025



**Khushi Garg**  
2024 Batch

JUNE 2025



**Mitesh Shekhar**  
2024 Batch

JULY 2025



**Roshni Reji**  
2024 Batch



**Kirti Singh**  
2025 Batch

AUGUST 2025



**Mansi**  
2024 Batch

SEPTEMBER 2025



**Nandini**  
2025 Batch



**Navita Verma**  
2024 Batch

OCTOBER 2025



**Himanshu Yadav**  
2024 Batch



**Yash Soni**  
2025 Batch

# Student Achievements



Runners up of Marketing Challenge (DMAC)

Winners of Marquest Marketing Case Competition (Great Lakes)



Runner up of ShotPut (Athleema)

Winners of Finance Case Analysis (GIBS)



2nd Runner up of Arthkshetra - Finance Battle (JIMS)

Runner up of Tug of War (Athleema)



Runners up of Spardha (NDIM)

Winners of Case Study Competition (Great Lakes)



Winners of Dronacharya (Multi Sports Academy)

Arthkshetra - Finance Battle (JIMS)



Winners of Casefolio Competition (GIBS)

Annual Fest Spandan (NDIM)



# Housing

## BOY'S HOSTEL



## GIRL'S HOSTEL





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

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

Excellent medical facilities are available round the clock in Noida. Several 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.

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## Programme

2 Year PGDM  
(Equivalent to MBA Degree)

## Recognition/ Approval

AICTE

## Accreditation

NBA

## Equivalence from

AIU

## No. of seats

360

## Duration

2 years

## Fee Structure (full course)

₹9.55 lacs

## Registration fee

₹45,000

## 1st installment

₹2,25,000

## 2nd installment

₹2,25,000

## 3rd installment

₹2,30,000

## 4th installment

₹2,30,000

## 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 Rs1,000.

OR

You can also apply online at [www.abs.edu.in](http://www.abs.edu.in)

## DOCUMENTS REQUIRED FOR ADMISSION

- 1.10<sup>th</sup> Marks sheet and certificate
- 2.12<sup>th</sup> Marks sheet and certificate
3. Graduation Mark sheets and Degree
4. CAT / MAT / XAT / CMAT / ATMA / GMAT / ABSAT
5. Photocopy of passport
6. Four recent passport size photographs

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

## SELECTION PROCESS

### STEP 1

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

### STEP 2

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

### STEP 3

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

### STEP 4

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

## EDUCATION LOAN

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



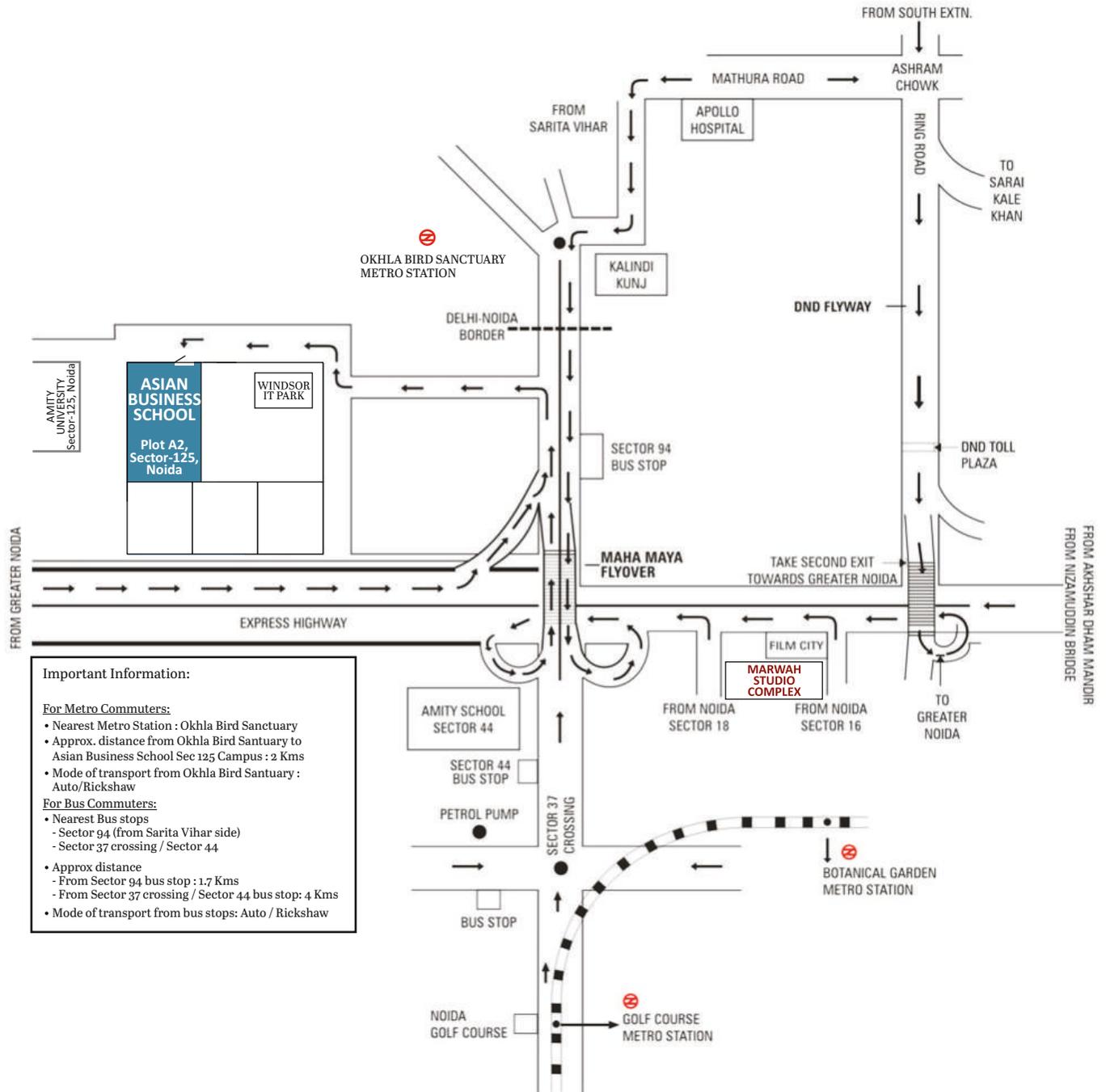
\*Examination fee for reappear, supplementary and makeup examinations to be paid by the student.

\*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](http://www.abs.edu.in) | [info@abs.edu.in](mailto:info@abs.edu.in)

Tel: 0120-4594200 | 9205579429 | TOLL FREE No. 1800-1033-032

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A Unit of **ASIAN EDUCATION GROUP**