



2 Year
**POST GRADUATE DIPLOMA
IN MANAGEMENT**

EQUIVALENT TO MBA DEGREE

with



**ONE WEEK RESIDENTIAL LEARNING TRIP TO
OXFORD / LONDON (U.K.)**



Asian Business School

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



ABS

ASB

ALC

AAFT

ASMS

**MARWAH
STUDIOS**
a creative enterprise



icmei



**radio
noida**
107.4 FM Community Radio

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Message From President

Dr. SANDEEP MARWAH

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



SENSEX was 21000 about a decade ago and today it stands at a towering 81000. Was it some sort of magic to see the numbers grow so fast? Surely not! Matter of fact is that in a growing economy, a robust leadership ecosystem at top level backed up by quality education for rookies plays a pretty important role to keep the numbers moving ahead.

Welcome to Asian Business School! Set in the heart of Delhi NCR, we are proud to be a multi-cultural institute providing highest quality of teaching and support to help you realise your ambitions and make it an achievement. It is our endeavour to impart world class education and provide you a chance to acquire soft skills, hone creative thinking, develop better team work abilities, improve on leadership qualities and have a deep sense to quality consciousness.



With the advent of liberalisation and globalization, business environment has become very dynamic and the modern day manager must be capable of adapting to the fast paced environment. We devise our curriculum to inculcate in you the ability to foresee the changing business environment, be able to chalk down innovative plans, implement radical policies as well as manage the risk in the business operations.

We are committed to impart management education that is complete and self-contained for preparing well rounded modern day managers / business leaders. We have also initiated research work with a view to expand the frontiers of knowledge in the realm of management and have a good linkage between academia and the industry.

We also aim to inculcate professional ethics and human values in every one of the future managers over here and help them identify their true potential, follow their dreams and become the icons that the world will admire.

I am happy that the entire Asian Business School family is putting efforts that has been the primary driving force behind establishing the institute as one of the premium lot for Management studies.

Message From CEO

Mr. AKSHAY MARWAH

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



It is with great pleasure that I welcome you to Asian Business School to enjoy academic learning with professional development and at the same time, be able to explore strategic fit in corporate / business world for yourself! We believe that our responsibility is to offer excellent educational provision that meets the needs of all learners. An Educational Institute is not just about design with bricks, mortar and concrete, but about building character, enriching minds and experiences to last a lifetime after all life is a series of experiences and learning processes.

Aligning with our vision, I see that we have begun our progression in the direction of “Growth with Education” and surely we will grow faster and achieve the lofty benchmarks in the coming days. Driven by the dynamic global environment, India is going through an interesting phase socially as well as economically. As the world talks of sustainability, India is creating its own new grounds for global learning and practice out of its own diversity, complexity and philosophy. Asian Business School acts as a conduit to view these changes and actively engage in bridging the gaps.

With the dedicated efforts of faculty members and students, Asian Business School attempts to translate its vision into action. We continuously strive for excellence in education through collaborative research in contemporary areas. We are happy to have active research collaboration with quite a few partners including Oxford Business College, United Kingdom and we ensure that all the students are made a part of this research collaboration.

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

The unstinted support of parents, students, faculty and all our stakeholders has been an incentive to compete against the odds and reach a platform where we have established ourselves as one of the most trusted and result delivering business schools in Delhi NCR.

I am sure that Asian Business School shall act as a stepping stone for your career growth thereby providing wings for your dreams to soar high up in the sky.

Message From MD

MR. MOHIT MARWAH

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.



First up, it is my great pleasure to welcome you all to Asian Business School, the epicentre of modern day management education.

Economic growth of India over the past couple of decades and the need to sustain the same has forced the business schools to adopt new methodologies in the field of management education. Currently a large number of management graduates pass out every year in India, thereby providing them a great potential to contribute to India's economy. As a result, the industry is demanding talent that is equipped with new-age capabilities as well as skills.

Focus at ABS is to develop business leaders who can tackle the challenges posed by ever changing business environment by continuously working towards new challenges and situations. We emphasize on building the business leaders of tomorrow and quite surely, our endeavour is to keep a balance between the education we impart and what the industry requires.

Students of our campus are always motivated

enough to participate in various cultural as well as sports activities in addition to their academic pursuits, just to make them stay abreast with global image of a complete human being.

We boast to have active research collaboration with Oxford Business College, United Kingdom and all our students happen to be a part of this research collaboration. The idea is to provide them a better opportunity to hone skills as far as business beyond borders is concerned.

Entrepreneurship Development & Incubation Centre (EDIC) at ABS fosters future business leaders by providing a Seed Fund of Rs. 5 Lacs to the most deserving budding entrepreneur from the final year students of the program. Our aim is to make our students independent in decision making and thereby contribute for the society at large.

How we have been able to chisel down the career of our students over the years has helped us to establish as one of the most trusted business schools in Delhi NCR.

Message From The Directors

ASIAN EDUCATION GROUP



Excellence is doing ordinary things extraordinary well.

DR. LALITYA VIR SRIVASTAVA

The pursuit of excellence is a way of life at Asian Business School. Aligning with the requirements of the global markets where the right set of knowledge, skills and attitudes is the key to meet the requirements of the globalised economy, Asian Business School has nurtured its students not only for the corporate opportunities but also sensitized them to the important issues of global research.

We at Asian Business School have developed a healthy and disciplined environment that ensures quality education through a corporate driven course curriculum leading to overall transformation of a student to a professional.

To promote the concept of global citizenship and global work culture we have MOUs with well-known Institutions outside India and our students actively engage in research activities in collaboration with them. The one-week fully paid study trip to Oxford Business School, United Kingdom provides students an opportunity to explore and understand the International markets through the interactive sessions. We aim to build a strong, skilful and talented nation to bridge the gap between Indian and Global markets.

The knowledge that you will gain, the fine qualities that you will imbibe, and the skills that you will learn to apply will be your major contribution to your parents, society, and the nation. As you embark on this enriching educational journey at Asian Business School, I expect you to make the most of every opportunity that comes your way. Embrace challenges, explore new avenues, and push your boundaries. Remember, education is not just about acquiring knowledge; it is about personal growth, character building and lifelong learning.



Education is the most powerful weapon which you can use to change the world.

DR. SAURABH SHARMA

I extend a warm welcome to you all to Asian Business School. As the Director of this esteemed institution, it is my privilege to address you.

Higher education in India has undergone a paradigm shift especially as far as the professional courses are concerned. Market dynamics and the global economy have consistently challenged the statuesque of the level of education and also bestowed opportunities of growth for developing countries. Asian Business School has aligned with the requirement of paradigm shift required in higher education and contributed to quality management education by strongly following its vision. ABS provides the right blend of academic, corporate and extracurricular activities to transform an individual into a well-groomed professional. The life beyond academics acknowledges the vibrant talent, creativity and individual managers hidden in their inner self. Further to add glory, our Corporate Resource Cell has developed the best of the linkages across the globe. The industry interface in terms of SIP, OW, ELC, SSA, SPA and industry visits helps to develop a right attitude for your corporate career.

I am confident that with your determination and the unwavering support of our dedicated faculty and staff, you will graduate from Asian Business School as well-rounded professionals, ready to make a positive impact in your chosen field and contribute to the betterment of society.

We invest our trust in you. You are our safe source and we bank all our efforts on you. We create not the future instead we craft you for the future. There are strong challenges to great efforts but, always remember great effort bears the sweet fruit of success. We want you to taste the fruit of success once and for the rest of your life, you will never rest.



Education is not preparation for life; education is life itself.

DR. GURDEEP SINGH RAINA

Your power to choose the direction of your life allows you to reinvent yourself, to change your future, and to powerfully influence the rest. Leadership and learning are indispensable to each other. The only person who is educated is, the one who knows how to learn and change. You are the “Change” to yourself and your future. You are welcome to Asian Business School.

I feel proud in sharing that ABS is among the fastest growing institutions in India in field of management studies. The faculty members at ABS have a rich blend of academic and corporate experience and thus use the teaching pedagogy which helps you visualize the concepts for applications in the corporate world. The mentoring process adopted by the faculty members helps you introspect your strengths and area of interest to further improve your place ability scores.

In order to instil, nurture and develop research aptitude among the students, research scholars and faculty, we have a full-fledged research centre with state-of-the-art infrastructural facilities for learning, research and development. I assure that your two-year journey at ABS for a professional course in management would be adding a different dimension to your life and provide you with a distinctive edge over other management graduates. I look forward to meet and wish you a very successful career ahead.

Once again, I extend my best wishes to you all. Together, let us embark on this transformative journey towards excellence.

Visit of
Shri Ram Nath Kovind
on convocation
ceremony at Asian
Business School



VISION

To be globally recognized business school providing Growth with Education.

MISSION

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



Program Educational Outcomes

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

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

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

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

BOARD OF GOVERNORS



Dr. Sandeep Marwah
President
Asian Education Group



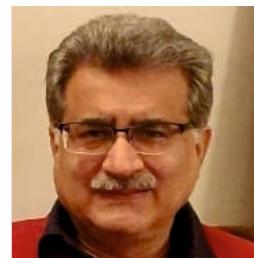
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Businessman
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Film Producer
Member



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Renowned
Businessman
Member



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

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Dr. Padmesh Gupta

Director, Oxford Business College, UK

Dr. Dick Dolan

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

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



ASIAN BUSINESS SCHOOL

2 Year flagship PGDM program

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



GRANTED
EQUIVALENCE TO MBA
DEGREE FROM **AIU**



NBA
ACCREDITED



Asian Business School is an innovative centre of academic excellence and one of the few institutes having an AICTE approved PGDM which is accredited by National Board of Accreditation and granted equivalence to MBA degree by AIU (Association of Indian Universities). Our programs are purposeful and professionally oriented and the core advantage of studying at ABS is to get an internationally recognized qualification, by the finest academic minds who impart holistic knowledge by deductive learning methodology. The support from the industry is immense in the form of internship and job placements. The founders of ABS believe that education and training are vital inputs for human resource developments which in turn are essential for the economic well being and growth of the society. Asian Business School was established to prepare the youth for taking advantage of the unprecedented opportunities and



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

ABS has strong industry - business school interface to integrate class room teaching and training along with practical experience in the field to bridge the gap between theory and practice. ABS focuses on enhancing the capabilities of the students to lead and manage businesses by learning to adopt a systematic

approach to identify problems and finding their solutions using analytical, problem solving and decision making skills and understanding financial and accounting aspects of the business in a logical manner.

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

ASSOCIATION OF INDIAN UNIVERSITIES

GRANTED EQUIVALENCE TO MBA DEGREE

The acquisition of the prestigious MBA equivalence from AIU for our flagship PGDM program has further enhanced our reputation as one of India's leading institutes for management studies.



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

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

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

It goes without saying that this acquisition of the prestigious MBA equivalence from AIU for our flagship PGDM program has further enhanced our reputation as one of India's leading institutes for management studies!

NATIONAL BOARD OF ACCREDITATION

NBA ACCREDITATION



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

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

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

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

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



INFRASTRUCTURE

Located amidst the
hub of national & international
business centres



THE CAMPUS

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



LECTURE HALLS

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

AUDITORIUM

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



BOARD ROOM

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

KNOWLEDGE RESOURCE CENTRE

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



CENTRE FOR INFORMATION TECHNOLOGY (CIT)

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

SPORTS FACILITY

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



CAFETERIA

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



RECREATION CENTRE

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

MEDICAL FACILITY

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



ACADEMIC PEDAGOGY

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

CURRICULUM

Global and updated

INTERACTIVE LEARNING

High level of interaction and discursive model of learning

GROUP PROJECTS

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

FACULTY

Academicians +
Corporate
Professionals

CRITICAL THINKING & ANALYTICAL SKILLS

Critical thinking, a mandatory skill that hones out-of-the-box thinking ability.
Analytical ability developed into application based skills.



BENEFITS OF ABS GROUP PROJECTS

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

Team Work:

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

Integrating Theory with Practice

Social Networking:

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

Holistic Skill Honing

Improved Placeability:

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



ACADEMIC PROGRAM

2 Year
Full Time Program,
Approved by **AICTE**,
Ministry of Education,
Govt. of India,
NBA Accredited and
Granted Equivalence
to MBA by **AIU**

**POST GRADUATE
DIPLOMA IN
MANAGEMENT**

**Equivalent to
MBA degree**

OBJECTIVE OF PROGRAM

The objective of this program is to provide knowledge and deep insight into the dynamic discipline of business management, to enable students to analyse and apply principles and skills of Finance, Marketing, Human Resource, Operations Management and Business Analytics to the contexts and environment of business and to equip students with the skills of developing effective business strategies. The 2 year PGDM Program is approved by AICTE, NBA Accredited and granted equivalence to MBA by AIU.

CURRICULUM & COURSE STRUCTURE

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

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



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

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

required as per the industry requirements.

Students work in groups for Capstone Projects to be submitted at the end of each semester in the first year of PGDM Program. After completion of first year, the student is supposed to undergo Summer Internship Program (SIP) and submit a detailed report of SIP / OJT. In the fourth semester, students are required to submit an academic project based on Basic or Empirical Research. The purpose of the same is to provide students with industry and research exposure so that they learn the basic applications of the management concepts learned during their course.

SEMESTER I

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

SEMESTER II

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

SUMMER INTERNSHIP

06

SEMESTER III

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

SEMESTER IV

CODE	SUBJECTS	CREDITS	TEACHING HOURS
PGDM401	International Business Trade	3	30
PGDM402	Research Project	3	-
PGDM SP* - 01	Elective 1	3	30
PGDM SP* - 02	Elective 2	3	30
PGDM SP* - 03	Elective 3	3	30
PGDM SP* - 04	Elective 4	3	30
PGDM SP* - 05	Elective 5	3	30
PGDM SP* - 06	Elective 6	3	30
PGDM OP - 02	Micro & Small Business Management	3	30
		27	240

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

ELECTIVE COURSES

Marketing

- ▶ M 01 Services Marketing
- ▶ M 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

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

Operations Management

- ▶ OM 01 Supply Chain & Logistics Management
- ▶ OM 02 Pricing & Revenue Management
- ▶ OM 03 Operations Strategy
- ▶ OM 04 Sales & Operations Management
- ▶ 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 Science using R
- ▶ BA 04 Data Mining
- ▶ BA 05 Marketing Analytics
- ▶ BA 06 Business Analytics using excel



Area Chairs of Elective Courses



DIPLOMA IN MEDIA & ENTERTAINMENT



MODULE 1 - PRINT MEDIA

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

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

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

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

MODULE 2 - MANAGEMENT OF RADIO STATION

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

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

Unit 3 : Audience Research/ Survey-Ascertaining the listener's programme choice and the preferred timing for broadcast. Audience research/survey methodologies: Engineering, Maintenance - updating- augmentation of studios-transmission-power supply. Human Resource Management: The Human Resource Manager- understanding different job rolls and job description and specifications

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

MODULE 3 - TV CHANNEL MANAGEMENT

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

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

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

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

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

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



MODULE 4 - CINEMA MANAGEMENT

Unit 1 : Introduction to Cinema Industry: The contemporary Bollywood and other regional Cinema Industries in India. Hierarchical Roles and functions of - Director, Producer and other CREW MEMBERS.

Unit 2 : Revenue expenditure involved in the 4 phases - Pre Production, Production, Post Production and distribution of Films. Film Budgeting - Tentative Budget Vs. Final Budget - Reckie and Post pro functions involved to controlled the expenditure. (Professional Film Budget)

Unit 3 : Film Scripts - in relation to current societal trends - ensuring the film success rate. Script Breakdown, Shooting Schedule, dealing with unions, hiring the required personnel, Handling contracts, legal agreements and securing permits with regard to the cast and crew, equipment rentals and location etc.

Unit 4 : Film Financing - Pre Financing Agreements, Minimum guarantee agreements and Foreign Pre-sales/Territorial Distribution Agreements, New Media/VOD Distribution, Television Syndication Pre-sale, Production-Financing-Distribution Agreement, Production Loan, Challenges for the Business of Pre-sale

Unit 5 : FILM Distribution Process - The Film Marketing division. Deals and alliances with Film Screening Companies and exclusive right pricing. Strategies devised and adopted by Film Marketers - in connection to audience response and viewership. Film release and delivery date, mode of payment of royalty, film exhibition business, percentage basis, fixed hire basis, fixed rental basis

MODULE 5 - NEW MEDIA

Unit 1 : Introduction to New Media: Transmission and use, advent of internet and role of Internet. Cloud Space and the business companies providing Cloud space.

Unit 2 : Tools of New Media: Social Networking sites, Photo-sharing sites, Mobile Applications, Podcasts and Real Simple Syndication feeds. Uses of Search Engine optimization AND Social Media Optimization

Unit 3 : New Media advantages- E commerce and E Banking and OTT Transmissions. New Media payment gateways, Ticketing gateways and travelogues

Unit 4 : Blogging and Vlogging - Content production and handling the stages of Digital Interactivity. Revenue generation using the New Media Tools. U Tube Channel as a Profession and the PPC Model Security Control Measures on the New Media - Cyber Laws in India and Abroad. New Media : Pros and cons

Unit 5 : Augmented Virtual Reality (AVI), New Media Avatars and the commerce involved in the New Media.

MODULE 6 - EVENT MANAGEMENT, BRANDING & PLANNING

Unit 1 : Introduction to the Event Management Industry - Organizational Setup and hierarchy. Roles and responsibilities of Event Managers and executives. Organizing Stage Shows, Concerts, Seminars, Conferences, Trade Fairs, Exhibitions etc., Budgeting, Time Tables, Logistics involved in Event Concerned

Unit 2 : Budgeting for Events - Professional Events Vs Personnel Events - Tentative Budget and Actual Budget. Revenue generation from Public Events - Ticketing cost, advertising cost and Vendor Cost

Unit 3 : Event Sponsorship - Types of sponsorships and events partnership. Advantages of event sponsorship over advertising.

Unit 4 : Branding and Brand positioning using Event management techniques. Branding Decisions: Branding Brand Name Brand Characteristics, Brand Strategy Decisions. Brand Image, Brand Identity, Brand Personality

Unit 5 : Introduction to Advertising: Objectives, Scope and Social Implications. Concept of Integrated Marketing communication. Budgeting for Advertising - Above the Line, Between the Line and Through the Line. Role of Advertising in Marketing Mix. Advertising Campaigns: Introduction, Planning and Managing, Marketing Strategies, Market Segmentation and Brand positioning. Measurement of customer satisfaction, Use of Technology in Add. Promotion campaigns and other Legal Compliances

CERTIFICATE IN CORPORATE COMMUNICATION



SEMESTER - 1

Unit 1 : Self Awareness & self-management :

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

Unit 2 : Verbal & Non-Verbal Communication Skills :

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

Unit 3 : Attitude Management & Behavioural modification:

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

Unit 4 : Presentation Skills:

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

Unit 5 : Team Building & Leadership Skills:

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

Vision of CSD

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

Mission of CSD

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

Unit 1 : Power Dressing & Grooming:

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

Unit 2 : Wellness Management:

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

Unit 3 : Professional Etiquette:

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

Unit 4 : Written Business Communication:

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

Unit 5 : Interpersonal & Intrapersonal skills for professional world:

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

Unit 1 : Presentation Skills (Level-II; Practice Sessions):

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

Unit 2 : Winning Job Interviews:

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

Unit 3 : Decision Making Skills:

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

Unit 4 : Decision Making Skills:

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

Unit 5 : Goal setting & Time management:

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

Unit 1 : Conflict Management:

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

Unit 2 : Mock Interviews & Group Discussions:

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

Unit 3 : Lifestyle Management:

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

Unit 4 : Etiquette Training:

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

Unit 5 : Emotional Intelligence:

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



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.

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

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

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

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

CERTIFICATION IN SIMULATION FROM AIMA BIZLAB



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

EXECUTIVE CERTIFICATION PROGRAM IN DIGITAL MARKETING FROM NIIT

This program aims at providing an understanding of fundamentals of digital marketing and its implementation in business. Through this program, students will gain knowledge of website and its designing with functionality and technical bugs and will be able to comprehend and apply the features

of Search Engine Optimization, Search Engine Marketing, Social Media Optimization, Google Analytics, Affiliate Marketing, Blogging & AdSense. Students will also become capable to devise strategies based on the leading practical application orientated solutions in each vertical of digital marketing.



PROGRAMME LEARNING OUTCOMES

Get a clear understanding of the value and importance of Digital Marketing and why it is a vital component of a marketing strategy plan.

Create and effectively manage social media, display, search marketing, online advertising and marketing campaigns.

Drive new visitor traffic to a web site while improving online conversion rates.

Understand how digital marketing can help grow a business, domestically and internationally.

Create and develop effective and targeted email marketing campaigns that aligns with business goals.

Identify various online applications and resources that can help build effective and profitable web sites.

Measure and analyse the visitor traffic to a website to continuously develop and improve digital marketing.

Discover how to best develop and retain customers.

ACADEMIC CALENDAR

Batch 2025 - 2027

PGDM BATCH 2025-2027

Orientation July 9 - 11, 2025

Semester Schedule

1st Semester

July 14, 2025 -
December 20, 2025

2nd Semester

December 22, 2025 -
April 30, 2026

3rd Semester

August 03, 2026 -
December 19, 2026

4th Semester

December 21, 2026 -
April 30, 2027

Summer Training Schedule

Summer Internship (8-12 weeks)

May 04, 2026 - July 04, 2026

Submission of Summer Internship Project

August 03, 2026 - August 15, 2026

Examination Schedule

1st Semester

Sessional Exams:

September 15 - September 26, 2025

Term Exams:

December 8 - December 20, 2025

3rd Semester

Sessional Exams:

September 16 - September 29, 2026

Term Exams:

December 07 - December 19, 2026

2nd Semester

Sessional Exams:

February 9 - February 21, 2026

Term Exams:

April 20 - April 30, 2026

4th Semester

Sessional Exams:

February 15 - February 27, 2027

Term Exams:

April 19 - April 30, 2027

Result Declaration

**The dates in academic calendar are tentative.*



INTELLECTUAL CAPITAL

CORE FACULTY

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

- Albert Einstein

One of the major assets of an institution is the intellectual capital, since it promotes competitive advantages, that become the base of value generation. The faculty, an important constituent group at ABS, comes from a diverse background having experience in industry and academia. It is one of the most valuable resources, which, with its expertise, has a major role to continuously generate and grow knowledge and thus, contribute to the competitive advantage of the institution. It is charged with the discovery and dissemination of knowledge and therefore an inimitable presence, lying at the heart of organizational capabilities.



**DR. LALITYA VIR
SRIVASTAVA**

Dr. Lalitya Vir Srivastava, Director- AEG is a healthy blend of academics & industry with rich mix of experience of more than 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**

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**

Dr. Sunita Verma is currently working as Professor and Dean - Student Welfare in Asian Business School. She has done her doctoral research in the area of Employee Engagement from the School of Business and Management, Jaipur National University, Jaipur. Her research was on Analysing Antecedents and Consequences of Employee Engagement in Organized Retail Segment. She is a Post Graduate in HR and Marketing and UGC- NET qualified in Labour Welfare and Industrial Relations. She is also a degree holder in Commercial Secretarial Practice from Commercial Secretarial Institute, Delhi. Dr. Verma has an experience of more than 12 years in corporate and academics. Before joining ABS she was associated with B Schools and management institutes imparting valuable knowledge towards overall growth of the students as well as the organization. On the corporate front, she was associated with MPS, Vodafone, Tata Indicom and Cottage Emporium (a government undertaking).

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



**RAVI
SHARMA**

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.



**GARIMA
MALHOTRA**

Prof. (Dr.) Rakhi Chawla is currently associated with Asian Business School as 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 academican 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.



**DR. RAKHI
CHAWLA**



**DR. SWATI
BHATIA**

Dr. Swati Bhatia is working as Professor and Convener – RDC at Asian Business School. She is a HR professional with rich experience of more than 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. Armed with multitude of competencies and work experiences, she is confident to carry forward organization's vision & objectives with sufficient ease and dedication. To her credit, she has published papers in UGC approved Journals and attended various workshops and Faculty Development Programs organized by management institutions and other organizations. She has been recently conferred with “The Best Researcher Award in September 2019” for her outstanding performance in the field of research and Development by ESN Research Group.



DR. BUSHRA

Dr. Bushra is currently associated with Asian Business School as an Assistant Professor in Finance. With a rich academic background, extensive teaching and research experience spanning over 16 years, she is dedicated to advancing the field of Behavioral Finance. She has completed her PhD in Behavioural Finance. She has qualified UGC-NET with Masters of Business Administration from Maharshi Dayanand University and M. Com from Delhi University with finance as specialization. She has done B.Com (Hons) from University of Delhi and B.Ed. from Guru Gobind Singh Indraprastha University. She is AIMA BizLab certified trainer and also a Foundation Level Trainer, Innovation Ambassador (IA) of Institution's Innovation Council (IIC). She has successfully completed eight weeks Corporate Finance Course from NPTEL, Indian Institute of Technology, Kharagpur. Her areas of interest include Behavioural Finance and Financial Psychology.



**SUMIT
RASTOGI**

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



**DR. SARMISTHA
SHARMA**

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. She has Successfully implemented Lean Tools (5S and TPM- Japanese Philosophy) in Corporate manufacturing sector like Vardhman Group, Hero Motors, Yamaha Motors, BORL etc.



**DR. RICHA
SHARMA**

Mr. Vinod Dhar is presently working with Asian Business School as Assistant Professor in the field of Marketing. He is PGDM with specialization in Marketing from IIM Ahmedabad and has a rich experience of about 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.



**VINOD
DHAR**



**DR. SYED
AIJAZ AHMAD**

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



**ASHISH
BHARDWAJ**

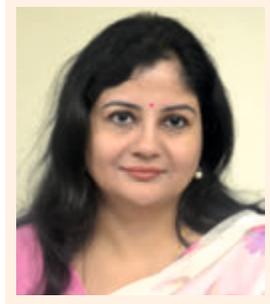
Ashish Bhardwaj is associated with Asian Business School (ABS) as Assistant Professor. He is a double graduate and double Post graduate in Tourism Management and Law. He did his Bachelor in Tourism Management (B.T.M) from Jiwaji University Gwalior and his PGDM (Tourism and Leisure) from Indian Institute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



**AKANKSHA
JAISWAL**

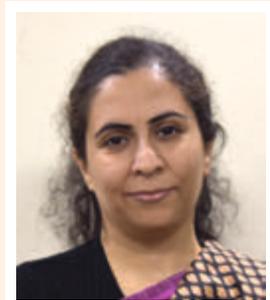
Ms. Akanksha Jaiswal presently serves as an Assistant Professor in Management at Asian Business School. With a wealth of teaching experience, her expertise spans General Management, Marketing Management, Business Communication, and Human Resource Management. She holds qualifications from the University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

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.



**SHRUTI
PANDEY**

Ms. Guneet Kaur is an IIM-Lucknow alumna with MBA in Human Resource Management, presently concluding PhD 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.



**GUNEET
KAUR**

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. Prior to her academic career, she gained 3 years of valuable corporate experience in the HR domain. Ms. Shubhika Gaur has a broad range of interests within the field of marketing.



**SHUBHIKA
GAUR**



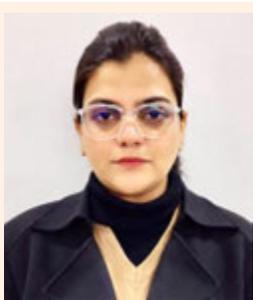
**PRIYA
CHOUDHARY**

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



**DR. NAVITA
GURBANI**

Dr. Navita Gurbani is currently working as Assistant 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.



**BUSHRA
MAJAZ KHAN**

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. In her 05 years of academic experience she has been the paper setter and evaluator at Pune University for 03 years for Marketing subjects. Ms. Bushra has also interned with Lokmat Media Pvt Ltd under event Management Cell. She also holds an interest in research domains and has published 5 research papers in UGC - Care Listed journals and has also presented papers in various National and International conference proceedings.

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.



**TANUSHREE
SHRIVASTAV**

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. In addition to her educational endeavors, Minal has been entrusted with the role of External Examiner by GGSIPU, a testament to her expertise and trustworthiness in academic assessment. She excels in Data Analysis, Business Analysis, and Quality Assurance, harnessing the power of tools like Microsoft PowerBI, Tableau, and programming languages such as SQL, Python, HTML, CSS, and the Django framework.



**MINAL
MAHESHWARI**

Dr. Aarti Gupta, Assistant 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. AARTI
GUPTA**



**DR. AKHILESH
SINGH GUSAIN**

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. His subject area of interest includes Sales & Marketing Management, Business Strategies and Organisation Behaviour.



**DR. PRIYANKA
ARORA**

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.

In addition to her research contributions, Dr. Arora has co-authored several books, including “Understanding Psychological Contracts: Dynamics, Dimensions & Implications,” “Research Methodology,” and “Earnings Management – An Overview.” Known for her optimism, self-driven attitude, and eagerness to learn, she is dedicated to advancing academic and institutional goals through innovative research and teaching.



**VAISHALI
UPADHAYA**

Ms. Vaishali Upadhaya is associated with Asian Business School as an Assistant Professor. She is a graduate of English from Punjab University and earned her Master’s degree in English from Chandigarh University. She holds a wealth of experience with five years in academia and corporate communication. She is currently pursuing a Ph.D. in English Literature from Chandigarh University. She is credited with a published research paper in LangLit, an international peer-reviewed open-access journal. Additionally, she is an expert in business communication, worked with EdTech companies, and in her most recent endeavor in the retail sector, she served as a Product and Communication Trainer for Levi’s.

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. ONKARNATH

Shilpa Narula is currently associated with Asian Business School, Noida as an Assistant Professor in Information Technology. She has a diversified experience of more than 11 years that is a blend of Industry and educational domain experience along with freelancing work. She has worked as a Personal banker in Barclays and was outstanding performer, as per her annual review. Her previous experience also includes association with Byju's as a coding instructor. She is M.tech and B.tech in Computer Science and Engineering and possesses teaching experience in renowned Engineering and Management Institutions with varied streams like PGDM, B.tech, BCA, BBA, B.Sc. and M.Sc. She also holds an extensive teaching experience at Guru Nanak Group of Institutions. Her areas of interest include various courses like Digital electronics, Operating systems, E-commerce, E-business, Software Project Management, Software Engineering, Computer Architecture and Computer Fundamentals etc. She has published several research papers in various National & International journals. She has attended various FDPs, workshops and training programs in her teaching experience.



**SHILPA
NARULA**

Amit Nagar is an Assistant Professor at the Asian Business School, currently pursuing a Ph.D. in Law from Sharda University. He holds a B.Com, M.Com, LL.B., and LL.M. with a specialization in Corporate Laws. He is UGC NET qualified in both Commerce and Law. Additionally, he has cleared the CA Intermediate examination. He has actively participated in numerous conferences, seminars, and faculty development programs.



**AMIT
NAGAR**



**DR. ANAM
AFAQ**

Dr. Anam Afaq is an academician, researcher, and certified digital marketer. She has earned her PhD in Marketing Management, with a specialized focus on the pivotal role of Social CRM in enhancing customer service and loyalty in the hospitality industry. Dr. Anam's research prowess has resulted in multiple publications in esteemed international journals and conferences, all of which are Scopus-indexed. Her remarkable contributions have graced the pages of renowned international journals and conferences, including the prestigious ABDC A category journals such as the International Journal of Contemporary Hospitality Management and Tourism Recreation Research. Moreover, she has also lent her expertise to reviewing research papers for esteemed journals like Current Issues in Tourism and TQM Journal.

She has also extended her passion for knowledge dissemination by actively engaging in course material development for various certification courses. She has meticulously crafted course materials that blend her academic expertise with practical insights.



**DR. WASEEM
MAKAI**

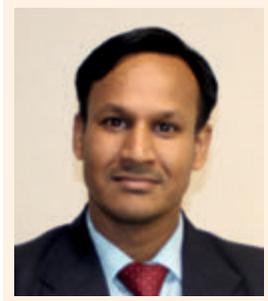
Dr. Waseem Makai is working in Asian Business School as assistant professor. With a strong penchant towards languages, Dr. Waseem Makai has been actively engaged in various language and communication based programs. He has a doctorate in English literature from Aligarh Muslim University and is also a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

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. Deepak Kumar is a PhD & M.Phil. from the Tata Institute of Social Sciences (TISS), Mumbai. He was awarded with NET in 2017 & also awarded with National Other Backward Classes (NF-OBC) by the Ministry of Social Justice & Empowerment. He has been teaching more than two years in UG & PG courses in TISS, Mumbai & New Delhi Institute of Management (NDIM), Delhi. In his administrative work, Dr. Deepak handled various activities of Placement, Literary society and Research & Development cell to name. He has been part of Ph.D. summer school scholars in Brasilia, Brazil, in association with the International Public Policy Association (IPPA) and ENAP Brazil. He is a researcher with four research papers in Peer Reviewed Journals, edited books and presented more than 26 conference papers in INDIA and Abroad. He has been part of Future Leaders of Development 2017, organized by the Indian Institute of Management (IIM)- Udaipur and San Duke School of Public Policy USA. Apart from teaching, he worked with corporations such as Bank of America, India News & HR consultancy as a Finance and HR practitioner for over 2.5 years. He is a certified Yoga trainer level 3 by Ayush Ministry, Govt. of India, to teach yoga at the UG level.



**DR. DEEPAK
KUMAR**

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 education entrepreneurship by making the classes more interactive resulting in the overall skills development of her students.



**DR. SWETA
SINGHAL**

Dr. Ambri Sharma is an Assistant 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. AMBRI
SHARMA**



RESEARCH & DEVELOPMENT CELL

RDC

VISION

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

OBJECTIVES

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

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

The Cell promotes multi-disciplinary academic as well as industry-oriented research.

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



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

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

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



ENTREPRENEURSHIP DEVELOPMENT & INCUBATION CENTRE EDIC





COMPONENTS

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

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

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



CERTIFICATION IN ENTREPRENEURSHIP FROM EDIC

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



EXPERIENTIAL LEARNING

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

CERTIFICATION IN SIMULATION FROM AIMA BIZLAB

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

CENTRE FOR SKILL DEVELOPMENT

CSD

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.



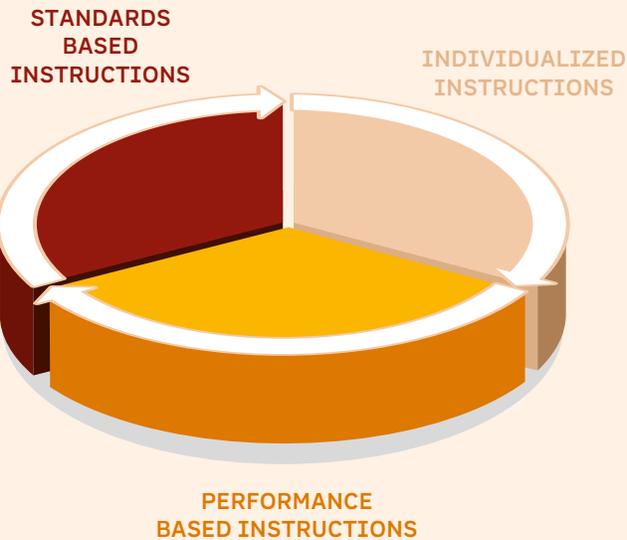
The Centre for Skill Development is a unique Department at Asian Business School that focuses on rendering industry-specific skills to the students so as to make them placeable in the future. Moreover, the Centre for Skill Development as a department takes the responsibility of making students more ethical,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





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

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.

**CORE
AREAS
OF THE
DEPARTMENT**

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



VISION

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

MISSION

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

MESSAGE FROM DEAN - CRC

Mr. Ravi Sharma

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

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

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



ABOUT

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

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

KEY RESPONSIBILITIES OF CRC

- ▶ Conduct lecture sessions by eminent professionals from industries and educational organizations of national and international repute.

- ▶ Organizing industrial visits, research projects and summer training.

- ▶ Interact with the corporate houses for the placement of graduating students.

- ▶ Maintain constant liaison with the concerned HR personnel of the companies visiting the campus and with other companies in the region for 'off- campus' placements.

- ▶ Counseling of students for career development.

- ▶ Conducting Skill Development Programs.

- ▶ Developing partnerships with international universities, management & corporate hubs for various research projects and training programs.

- ▶ Arrange various programs to enhance the technical and professional skills of students.

PGDM 2019-21



ADITI JUNEJA
Specialization
- Finance -



AMAN JAIN
Specialization
- Finance -



ANSHIKA SINGH
Specialization
- Finance -



CHETNA SAGAR
Specialization
- FINANCE -



GAURI SRIVASTAVA
Specialization
- Finance -



KARAN VIRMANI
Specialization
- Finance -



MADHVENDRA N. BHARDWAJ
Specialization
- Finance -



NAYAB CHAUDHARY
Specialization
- Finance -



SRISHTI KHANNA
Specialization
- Finance -



UMESH CHAUDHARY
Specialization
- Finance -



AMIT K. TIWARI
Specialization
- Marketing -



ANSHU RANI
Specialization
- Marketing -





ANUPRIYA JHA
Specialization
- Marketing -



HEMANT K. SAHU
Specialization
- Marketing -



NEHA RAI
Specialization
- Marketing -



NIDHI GUPTA
Specialization
- Marketing -



PARMEET SINGH
Specialization
- Marketing -



RISHAV ANAND
Specialization
- Marketing -



RISHAV K. ARYA
Specialization
- Marketing -



SHRUTI GARG
Specialization
- Marketing -



SHUBHAM BHARDWAJ
Specialization
- Marketing -



SHUBHAM D. SHARMA
Specialization
- Marketing -



SONU KAUSHIK
Specialization
- Marketing -



SOURABH GOEL
Specialization
- Marketing -



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SOURAV KUMAR
Specialization
- Marketing -



SRISHTI DHANKAR
Specialization
- Marketing -



YASH RAJPUT
Specialization
- Marketing -



ANANYA GHOSH
Specialization
- HRM -



NAVYA VATS
Specialization
- HRM -



SHIVANGI SHARMA
Specialization
- HRM -



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ANANT SINGH
Specialization
- Marketing -



HARSHIT MAHESHWARI
Specialization
- Marketing -



KARAN PAREEK
Specialization
- Marketing -



KARTIK RATTAN
Specialization
- HRM -





PURUSHARTH SINGH
Specialization
- Marketing -



RADHIKA SHARMA
Specialization
- Marketing -



ROHIT SINGH
Specialization
- Marketing -



ALOK GUPTA
Specialization
- Marketing -



BHAVYA PUROHIT
Specialization
- Marketing -



PREETI
Specialization
- Marketing -



VIKRANT MISHRA
Specialization
- Marketing -



DINESH KUMAR
Specialization
- Marketing -



PRIYANKA DHULL
Specialization
- Marketing -



SHUBHAM SWARNKAR
Specialization
- Marketing -



SONAL CHAUHAN
Specialization
- Marketing -



ADESH KUMAR
Specialization
- Finance -



PGDM 2020-22



MANJU DAHIYA
Specialization
- Finance -

S&P Global



ANUSHKA TYAGI
Specialization
- Finance -

**Deloitte
Touche
Tohmatsu**



NITIN SAINI
Specialization
- Finance -

pwc



SHEENAM SHAH
Specialization
- Finance -

wipro



SIMRAN MIGLANI
Specialization
- Finance -

S&P Global



VIJAY KUMAR KESHARI
Specialization
- Finance -

**CLEARWATER
ANALYTICS.**



ANKITA BADONI
Specialization
- HRM -

magicpin



EBAN JAMES
Specialization
- HRM -

comviva



MANSI CHATURVEDI
Specialization
- HRM -

EaseMyTrip.com



AKSHARA M R
Specialization
- HRM -

**artech
SOLUTIONS**



ANKITA VERMA
Specialization
- HRM -

**pi
peopleist india**

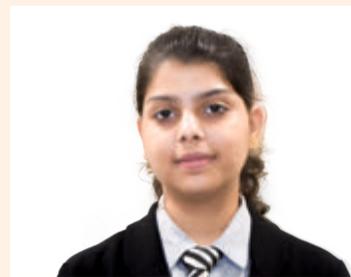


VANSHIKA
Specialization
- HRM -

GLG



ARCHIT SHARMA
Specialization
- Marketing -



DIVYA JAIN
Specialization
- Marketing -



GARIMA BATRA
Specialization
- Marketing -



GARIMA K. CHAUDHARY
Specialization
- Marketing -



KUNAL ABOTI
Specialization
- Marketing -



MAYANK SHEKHAR
Specialization
- Marketing -



MD ROHIL
Specialization
- Marketing -



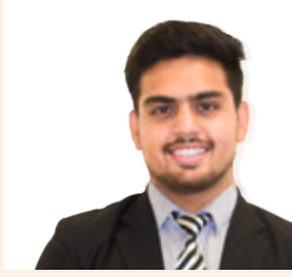
MOHIT KASHYAP
Specialization
- Marketing -



MUSKAAN MEHRA
Specialization
- Marketing -



MUSKAN CHAUDHARY
Specialization
- Marketing -



NAKUL YADAV
Specialization
- Marketing -



PRADYUMAN SINGH
Specialization
- Marketing -



PGDM 2021-23



SAURABH SINGH
Specialization
- Marketing -



SHIVANI
Specialization
- Marketing -



SHUBHAM SINGH
Specialization
- Marketing -



SIDDHARTH TRIPATHI
Specialization
- Marketing -



SWATI KAUSHIK
Specialization
- Marketing -



TANISHQ SINGH
Specialization
- Marketing -



YASH AGARWAL
Specialization
- Marketing -



ANUSHKA
Specialization
- Finance -



CHHAVI SHARMA
Specialization
- Finance -



DEEPIKA
Specialization
- Finance -



EKTA MAURYA
Specialization
- Finance -



NEHA CHAUDHARY
Specialization
- Finance -





NIKHIL SHARMA
Specialization
- Finance -



RISHAB BUCHA
Specialization
- Finance -



SAGAR SAURABH
Specialization
- Finance -



SHIV KUMAR
Specialization
- Finance -



SHIVAM CHOPRA
Specialization
- Finance -



AKANKSHA MATHUR
Specialization
HRM



ANUKRITI MISHRA
Specialization
- HRM -



GUNIKA GANGWAR
Specialization
- HRM -



RASHI JHANWAR
Specialization
- HRM -



SANJANA SHARMA
Specialization
- Marketing -



UTKARSH DEO
Specialization
- Finance -



BHAVIKA MADHOK
Specialization
- Finance -





DUBAI
ADITYA KASHYAP
Specialization
- Marketing -



COTONOU, BENIN
PRAKASH KUMAR PATHAK
Specialization
- Marketing -



AMRITA NIGAM
Specialization
- Marketing -



ANUJ KUMAR SINGH
Specialization
- Marketing -



BHAWANA PANDEY
Specialization
- Marketing -



ARYAN TYAGI
Specialization
- Marketing -



TANYA KHANDELWAL
Specialization
- Marketing -



CHIRAG NIHALANI
Specialization
- Marketing -



GAURAV JAIN
Specialization
- Marketing -



ANUSHKA MISHRA
Specialization
- Marketing -



JAGRITI NANWANI
Specialization
- Marketing -



JATIN KUMAR SHUKLA
Specialization
- Marketing -





JYOTI GUPTA
Specialization
- Marketing -



AMAN SINGH
Specialization
- Finance -



ANUSHKA AGGARWAL
Specialization
- Finance -



SMILEY VERMA
Specialization
- Finance -



KHUSHBOO BHARDWAJ
Specialization
- Finance -



KSHITIZ GUPTA
Specialization
- Finance -



MONIKA AGARWAL
Specialization
- Finance -



MOHINI CHAUHAN
Specialization
- Finance -



KAMALENDU ACHARYA
Specialization
- Finance -



ISHITA SAJWAN
Specialization
- HRM -



KHUSHI JAIN
Specialization
- HRM -



DIKSHA WAGHATE
Specialization
- HRM -



OUR PLACEMENT & TRAINING ASSOCIATES

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



NSIC Ltd.



Haier Appliances Pvt Ltd.



Hero Moto Corp Ltd.



& many more...

Hindustan Coca Cola Beverages Pvt Ltd.



Amul Industries Ltd.



Rashtrapati Bhawan

EXPERTS AT ABS

LEAD Lecture Series

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



Shri Ram Nath Kovind
Former President of
India



Shri Venkaiah Naidu
Former Vice
President of India



Dr. Harsh Vardhan
Former Union
Cabinet Minister



Suresh P. Prabhu
Member of
Parliament, Rajya
Sabha



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



Dr. Kiran Bedi
Former
Lieutenant Governor
of Puducherry



Angelo George
CEO, Bisleri



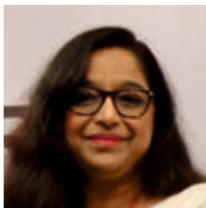
Vipul Sabharwal
Managing Director -
Luminous Power
Technologies (P) Ltd.



Shruti Mishra
Lead - People &
Organization Partner
PUMA Group



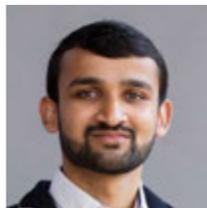
Capt. Pranav P. Thakur
Head - HR
Renault India Pvt. Ltd.



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



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



Shriyans Bhandari
Co-Founder
Greensole



Sonu Sharma
Co-Founder
Dynamic India
Group



Anjali Singh
Managing Director
Deutsche Bank



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



Tania Chatterjee
Director HR
NatWestGroup



Ashish Bhalla
Director - HR,
HCL Technologies
Ltd



Swasti Sinha
Head - HR,
Evaluserve



Agniwesh Thakur
Director- Human
Capital Consulting,
Deloitte



Srikanth Bolla
CEO, Bollant Industries



Vineeta Singh
Co-Founder and CEO, Sugar Cosmetics



Saurabh Munjal
CEO, Archian Foods



Muskan Kakkar
Co-Founder, GoMechanic



Major (Retd.) Vandana Sharma
Founder, Startup People Consulting



Nick Vujicic
World Renowned Motivational Speaker



Puneet Gupta
Co founder and COO, Redcliffe Lifetech



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



Ankit Jamb
Chief Learning Officer, Grant Thornton Bharat LLP



Amit Jawar
National Head - North, Dabur India Ltd.



Megha Gupta
Human Resource Director, Fiserv



Dharam Rakshit
Sr HR Leader, Hero MotoCorp Ltd.



Rene Deceunick
Master Coach in Body Language



Mukesh Rohila
Director - Human Resource Capital Advisory, KPMG



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



Ritu Gupta
Country Director - Marketing, DELL Technologies



Jaswanth Sharanarthy
Head - Human Resource, Cavinkare



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



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



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



Mr. Vivek Kalia
Head of Business Operations, AIRBUS



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



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



Charanjit Singh
Regional Campus Lead, Mastercard



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

ACADEMIC LINKAGES

College / University

INTERNATIONAL
ACADEMIC
ASSOCIATES



Area of
Collaboration

▶ Student & faculty exchange program, research projects.



COLLABORATION WITH INTERNATIONAL INSTITUTES OF HIGHER EDUCATION

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





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

OXFORD STUDY PROGRAM

HISTORY AND ACCREDITATION

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



LOCATION

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

OXFORD (U.K.)

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



EXECUTIVE DIPLOMA IN INTERNATIONAL BUSINESS

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

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

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

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



ONE WEEK
**RESIDENTIAL
LEARNING TRIP TO
OXFORD (U.K.)**



**Executive Diploma In
International Business
While Residing In
Oxford**

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



ITINERARY

Day 1

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

Day 2

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

Day 3

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

Day 4

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

Day 5

Sight seeing at London

Day 6

Learning Outcome Evaluation and Departure from Heathrow Airport, London

Day 7

Arrival at New Delhi Airport





TRIP DETAILS

Includes:

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

Excludes:

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

Sight Seeing:

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

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

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









BEYOND ACADEMICS





CLUBS AT ABS



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

THE SPORTS CLUB ATHLEEMA

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



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

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

CULTURAL CLUB UTSAV



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

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

CSR CLUB

***“We make a living
by what we get.
We make a life by
what we give.”***

- Winston Churchill



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

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

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

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

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

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

ENTREPRENEURIAL CLUB SEED



MARKETING CLUB MARK-TECHOS



THE FINANCE CLUB BULLS & BEARS



THE HR CLUB SYNERGIZE TO-GET-HR



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



IT CLUB TECHNOCRATS



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

The main objectives of the club are:

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

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

Gnosis is the Greek word which stands for “action”. As a club we believe in making the young Asianites proficient in communication by the means of literary activities. We organize interesting activities like “I am Shakespeare”; depicting the Shakespearean plays in contemporary light, “In the foot prints of sand - Transformational leaders”, “Debate Competitions”, to name a few. Objective of the club - “Gnosis, the literary club” is to make students proficient in spoken English which will help them to communicate effectively. The activities will enhance their creativity, logical thinking and analytical skills. It will also make them confident to face the audience in a short span of time.

THE LITERARY CLUB GNOSIS



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

ENVIRONMENT CLUB PRAKRITI

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

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



ORIENTATION PROGRAM 2024



Y 2024

ANUKRITI
MISHRA

PGDM 2021-23

r. Officer -
Corporate HF



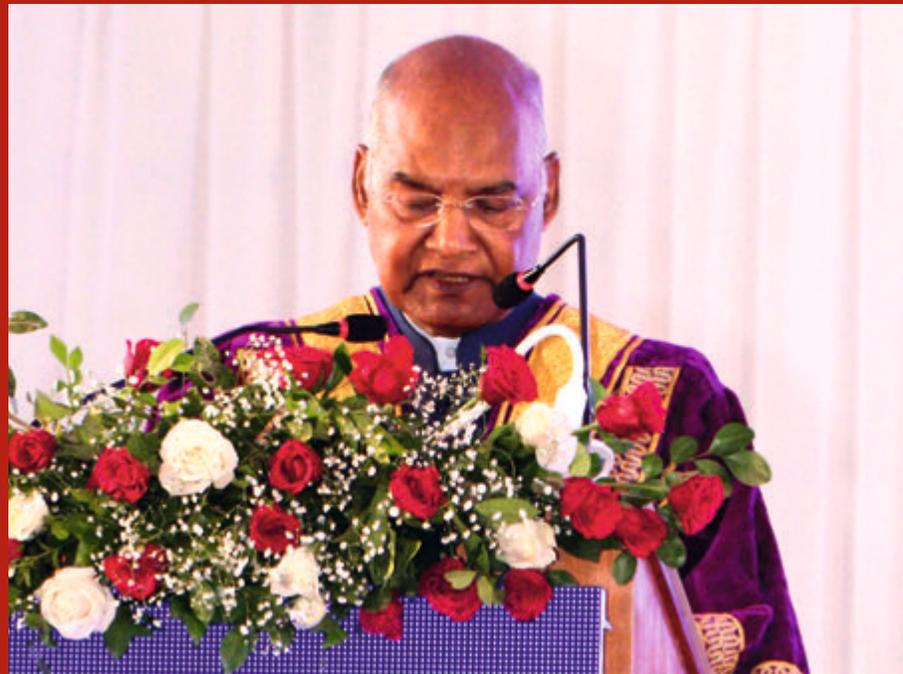
CONCLAVE
2024

Understanding the Industry's
Expectations

ROHAN KUMAR SUDAN



VISIT OF HON'BLE
▼ SHRI RAM NATH KOVIND



VISIT OF HON'BLE
SHRI VENKAI AH NAIDU ▾



VISIT OF HON'BLE
▼ SHRI PRANAB MUKHERJEE



EVENT CALENDAR 2025-26

JUL 2025	Orientation Program 2025-27 Batch	Worskhop	INDUSTRY EXPERT TALK: Guest Lecture		
AUG 2025	INDUSTRY EXPERT TALK: Guest Lecture	Specialization Club Activities	Extra-Curricular Club Activities	Independence Day Celebration	
SEPT 2025	INDUSTRY EXPERT TALK: Guest Lecture	Industrial Visit	Management Development Program (MDP)	Specialization Club Activities	Student Development Program (SDP)
OCT 2025	INDUSTRY EXPERT TALK: Guest Lecture	Freshers Party	Specialization Club Activities	Extra-Curricular Club Activities	Corporate Visits
NOV 2025	INDUSTRY EXPERT TALK: Guest Lecture	Specialization Club Activities	National Entrepreneurship day celebration	International Conference	Corporate Visits
DEC 2025	INDUSTRY EXPERT TALK: Guest Lecture	Specialization Club Activities	Extra-Curricular Club Activities	Corporate Visits	
JAN 2026	Republic Day Celebrations	Specialization Club Activities	Annual fest : Kesshet	Entrepreneurship Development Program (EDP)	
FEB 2026	INDUSTRY EXPERT TALK: Guest Lecture	Specialization Club Activities	Convocation 2026	Annual Sports Meet : Athleema 2026	
MAR 2026	INDUSTRY EXPERT TALK: Guest Lecture	Specialization Club Activities	Extra-Curricular Club Activities	Alumni Meet	Corporate Visits
APR 2026	INDUSTRY EXPERT TALK: Guest Lecture	Industrial Visit	Faculty Development Program	Corporate Visits	MAY-JUN 2026 Summer Internship & Industrial Projects

GLOBAL EDGE AT ABS



Katherine Boxale

Postgraduate Programme Leader at
Istituto Marangoni, London



Dr. Augusto Lopez Claros

Executive Director
of the Global
Governance Forum



Dr. Joshua Lincoln

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



Dr. Arthur Lyon Dahl

President of the
International Environment
Forum

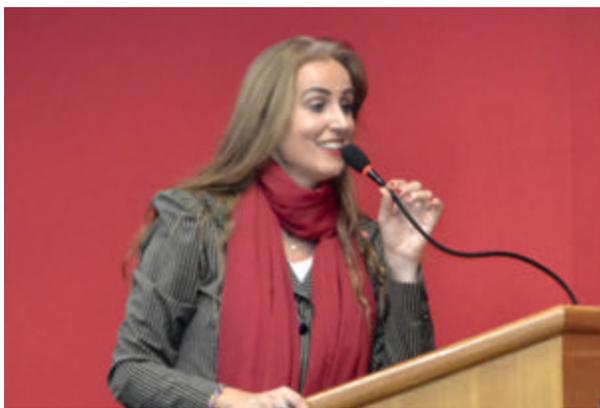
ABS nurtures its students to become global leaders and provides an exposure of cross cultural functioning through interaction with renowned experts of varied domains from all across the world.



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



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



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

AT ABS



VIJAY S. SHARMA

Founder
PayTM

PEYUSH BANSAL

Founder & CEO
Lenskart.com

AMAN GUPTA

Co-Founder & CMO,
boAt Lifestyle

CHETAN BHAGAT

Renowned Author

KANIKA TEKRIWAL

Founder & CEO
JetSetGo Aviation



BHARAT SETHI

Founder
Rage Coffee

SAGAR DARYANI

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

**SANJEEV
BHIKCHANDANI**

Founder
Info Edge India Ltd.

**ARUNACHALAM
MURUGUNANTHAM**

Social Entrepreneur & Founder
Jayashree Industries
The Real Padman of India

**PRASHANT
PITTI**

Co-Founder
EaseMyTrip.com



SAURABH MUNJAL

CEO
Archian foods

SWATI BHARGAVA

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

**MAJ. (RETD.)
VANDANA SHARMA**

Founder
Startup People
Consulting

**DR. GARIMA
SAWHNEY**

Co-Founder
Pristyn Care

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



ASHISH VIDYARTHI

Founder
Avid Miner

**TANYA BISWAS AND
SUJATA BISWAS**

Founder - SUTA

SHIV KHERA

Renowned Author

AASTHA ALMAST

Founder
The New Shop



NEELAM SINGH

Founder & CEO
The Burger Company

ANANYA BIRLA

Entrepreneur &
Song Writer

Dr. VIVEK BINDRA

Founder & CEO
Baba Business

VINEETA SINGH

Co-founder & CEO
Sugar Cosmetics

SAHIL PRUTHI

Founder
The New Shop



DR. BINISH DESAI

Social Entrepreneur
& Innovator
The Recycle Man of India

MUSKAN KAKKAR

Co-founder
GoMechanic

ANSHU GUPTA

Indian Social
Entrepreneur
Founder, Goonj

LAXMI AGARWAL

Founder
Laxmi Foundation

RATNESH VERMA

Founder & CEO
PIDGE

ALUMNI SUCCESS STORIES

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



ALUMNI CONNECT



1326+
Alumnus

Global
presence

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



ALUMNI SUCCESS STORIES



Ravikant Kaushik
HCL Technologies



Kshitiz Gupta
KPMG



Aditi Juneja
NatWest Group



Agrim Singh
HDFC Life



Bhawana Pandey
Tata BlueScope Steel



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
Capgemini



Hemnisha Singh
Standard Chartered Bank



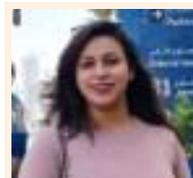
Ankit Raj
Mankind Pharma



Shivi Tripathi
BlackRock



Preeti Rawat
Salesforce



Shreya Rastogi
Zomato



Shubhanshuman P. Singh
Eastman Auto & Power



Geetika Arora
Schindler India





Anukriti Mishra
Dabur India



Harshit Singh
Coffee Day Enterprises



Bharat Dwivedi
Berger Paints



Sheenam Shah
Wipro Blackstone COE



Bhavya Sharma
Deloitte



Shelly Saini
Accenture



Arunima Pandey
Yes Bank



Md. Azad Khan
ITC



Gauri Srivastava
Citi Bank



Abhinav Prakash
Red Bull



Apoorva Pandey
NetAmbit



Palak Mahanjan
Amazon



Deepkant Shukla
Deloitte



Divya Golcha
S&P Capital IQ



Chetna Sagar
Ernst & Young



Shailja Pachauri
HCL Technologies



Harshit Maheshwari
JK Cement Ltd.



Yash Rajput
Nilkamal Ltd.



Vidhi Chadha
Accenture



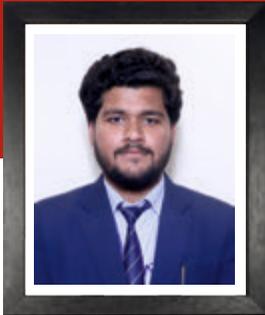
Gautam Dhawan
Godrej & Boyce



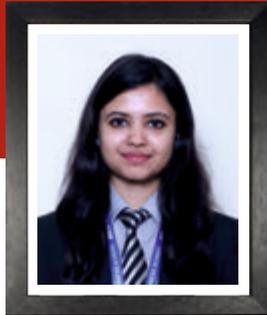
STUDENT ACCOLADES

STUDENT OF THE MONTH

NOVEMBER 2023

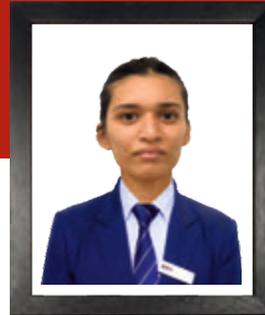


Siddharth Sati
2023 Batch



Sneha Kumari
2022 Batch

DECEMBER 2023



Saumya Tiwari
2023 Batch



Debangshu Guha
2022 Batch

JANUARY 2024

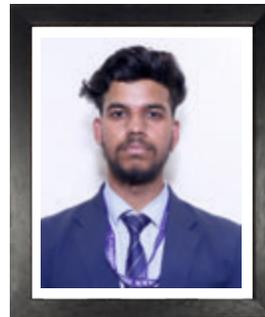


Isha Gupta
2023 Batch



Ritika Singh
2022 Batch

FEBRUARY 2024



Ayush Gupta
2023 Batch

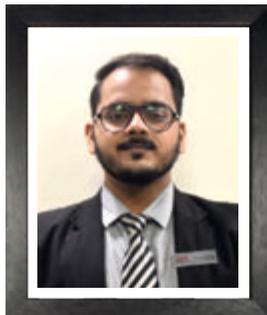


Garvita Gupta
2022 Batch

MARCH 2024

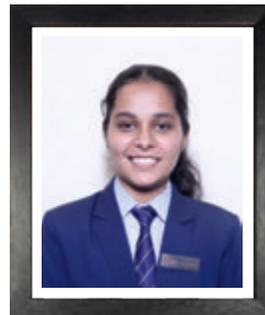


Vishesh Srivastav
2023 Batch



Bharat Dwivedi
2022 Batch

APRIL 2024

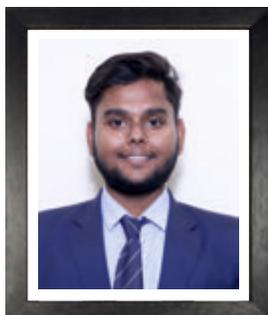


Shree Tiwari
2023 Batch



Kshitiz Gupta
2022 Batch

SEPTEMBER 2024

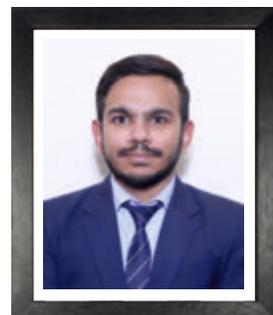


Kushagra Yadav
2023 Batch

OCTOBER 2024



Devvrat Rathore
2024 Batch



Harsh Bhatia
2023 Batch

STUDENT ACHIEVEMENTS



Runners up of Marketing Challenge (DMAC)



Winners of Marquest Marketing Case Competition (Great Lakes)



Winners of Finance Case Analysis (GIBS)



Runner up of ShotPut (Athleema)



Runner up of Tug of War (Athleema)



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



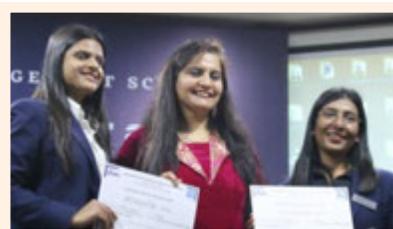
Winners of Case Study Competition (Great Lakes)



Runners up of Spardha (NDIM)



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.

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 lacs

Registration fee

₹45,000

1st installment

₹2,10,000

2nd installment

₹2,15,000

3rd installment

₹2,15,000

4th installment

₹2,15,000

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

DOCUMENTS REQUIRED FOR ADMISSION

- 1.10th Marksheet and certificate
- 2.12th Marksheet 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:



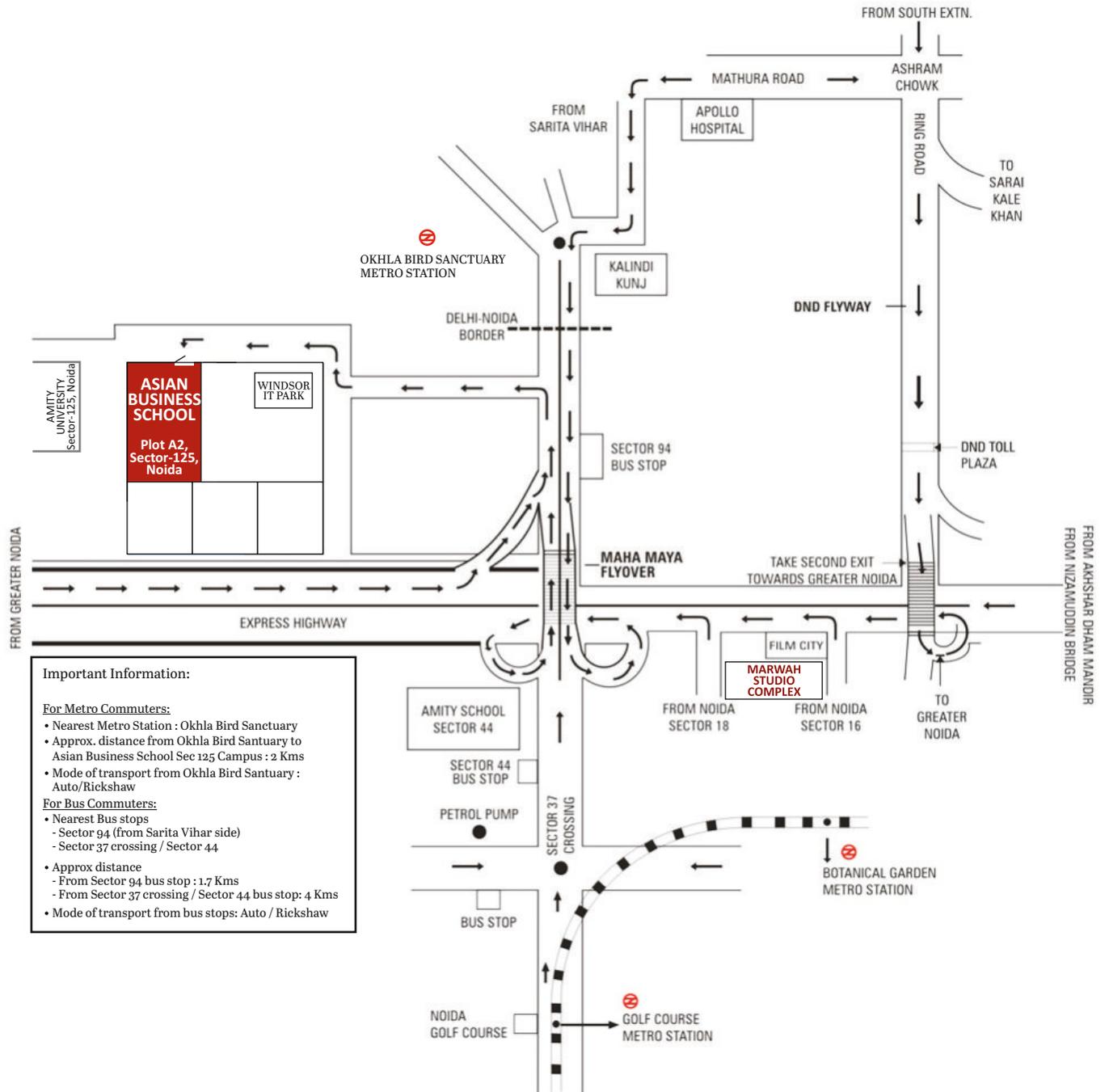
*Examination fee for reappear, supplementary and makeup examinations to be paid by the student.

*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





ASIAN BUSINESS SCHOOL

Plot A2, Sector 125, Noida-201303 (Delhi NCR), India

web: www.abs.edu.in | info@abs.edu.in

Tel: 0120-4594200 | 9205579429

TOLL FREE No. 1800-1033-032

A Unit of **ASIAN EDUCATION GROUP**