

Asianites @ Oxford Business College (U.K.) for the Education tour

As a part of the course curriculum, a 32 member study tour was organized to go to Oxford, UK from 11th November to 17th Nov 2014. The primary objective of this tour was to gain thorough knowledge of the International Market, its operational fronts, cross cultural difference and exchange the thoughts and strategic views based upon the live project undertaken by our students at Oxford.

A qualitative research was conducted by the Asianites in both the Indian as well as the British market. The analysis and the presentation of the data on Consumer perspective in both the markets was prepared and delivered to the dignitaries at Oxford Business College. It was moment of pride for the Asianites to present their research work to the esteemed faculty members at Oxford and also receive appreciation and honor in the form of Credential that was distributed to them.

The study tour was indeed mesmerizing and full of knowledge and opportunities to grow into a confident individual through the exchange of thoughts and ideas. It also granted an opportunity to the students to experience a day full of fun. The students had an opportunity to explore the city of Oxford and the vibrant city of London during the one week tour to UK.

It was indeed a 7 day tour full of merriment with the students experiencing and exploring the top tourist destinations like Madame Tussauds, London Eye, Trafalgar Square, London Bridge, Sea Life Aquarium, Greenwich, Big Ben, The Buckingham Palace and the London Dungeons to name a few. The students were on their toes and had a lot of fun.



For Feedback and suggestions, email us at: absinterface@abs.edu.in

Interface

Vol. 3 | No. 28 | November 2014

ABS
GROWTH WITH EDUCATION
ASIAN BUSINESS SCHOOL
(Approved by AICTE)



Message from the Editor's Desk

Dear Readers

Welcome to ABS INTERFACE. This issue of interface speaks about the different activities held in ABS, Noida. This month second batch of students of class 12-14 got an opportunity to visit The Oxford Business College. During this tour, the Asianites were exposed to the international teaching methodologies & had an opportunity to interact with the faculties & students of Oxford Business College. It is also an intellectual exchange of thought & strategic view which was based upon the live research project undertaken by the Asianites at oxford.

Apart from their classroom education, the ABS Club activities played a vital role in the overall development of management students. Environment Club Organized "Valuing Salvage" in which students promote, recycling and the reuse of scrap materials and to create best out of the waste material. The finance club organized 'Le jeu de Banque – A banking game' to enhance other management skills among the students.

Lastly, hearty congratulations to all the students who gained placements in reputed companies.

I hope you enjoy reading the update of your campus. The readers would have a lot to explore in next edition of ABS Interface.

Pinky Pandey



Message from the President Asian Education Group

I take this proud opportunity of interacting with you all through this prestigious newsletter "The Interface" of Asian Business School.

'Leaders are not born but made' keeping this in mind we at ABS constantly try to inculcate qualities like innovation, creativity, time management and conflict management in the students. With the emerging global change and the existing scenario of management education, managers and decision makers need to be technologically adept to compete in the challenging business environment. Asian Business School's spirited and integrated intellectual climate in the past years has attracted a board new group of distinguished national and international scholars to join an already prestigious assembly of well-known faculty.

With every passing day, ABS is not only focusing on academics, but on things beyond academics, which will help an individual to become a through professional. The education and training of managers should be interdisciplinary wherein the students should realize that they would not be working in isolation but in integration. Asian Business School is also uniquely positioned as the natural catalyst for progressive change and innovation across the institutions. ABS is a group of people who are dedicated to the pursuit of excellence.

Prof. Sandeep Marwah

STAR PLACEMENT

ABS is known for its placements and also for its skilled students. ABS is associated with well known organization for their students placement, training and summer internship. We congratulate them for their achievement and wish them success for journey ahead.

RECENT PLACEMENTS : PGDM-2013-15 BATCH

 ANOOP RATAN SHUKLA DLFA BUILDING INDIA	 JAPNEET KHURANA NEELON	 ABHINAV SINGH jaro education
 SURBHI KHANNA FRANCHISE INDIA	 AROHI SRIVASTAVA Capital Via	 SHIV TRIPATHI XL Dynamics Inc.
 ANKIT GARG spice	 GARIMA TIWARI FRANCHISE INDIA	 NILADRI BAGCHI spice
 SHUBHAM SIGN 99acres.com	 SAMIMA KHATUN Capital Via	 MAGANDEEP SINGH 99acres.com

Environment Club Activity - VALUING SALVAGE

Asian Business School, Noida, organized a Management Lab Activity "VALUING SALVAGE" on Saturday, 29.11.14. The students of PGDM –I (Batch 2014-16) participated in the event which commenced from Tuesday, 25th November 2014. There were total 4 teams of students with 10-12 members each. The activity "Valuing Salvage" was designed to promote recycle and reuse of scrap materials and to create best out of the waste material. The students had designed different products from the waste material showing their creativity and innovation. "Valuing Salvage" was the contribution from Asian Business School towards 'Swachh Bharat Abhiyan' which is a mass movement to create awareness on cleanliness and hygiene amongst people of India. The mission was launched by Shri Narendra Modi, Hon'ble Prime Minister of India on 2nd October 2014. The objective of the Environment Club "Prakriti" is to raise awareness and understanding of environmental issues, instill a sense of responsibility for the environment and personal commitment to protect, preserve, educate, cultivate and appreciate the interest in the environment.

The activity was divided into 4 phases. The first phase was the window display and pre-launch promotion of the products designed and created by the students which was undertaken on Thursday and Friday. This phase was judged on the parameters - creativity, innovation and display content. The second phase was the launch of the product which was judged on the presentation skills, unique product idea, creativity and quality of presentation. The third phase was the creation of jingles from the sounds of the waste products. The last phase was value generation at the stalls. Amongst the four teams that participated in the event, "Dumps New" was the winning team. This activity was designed to encourage the students to manage waste and utilize the same in the best possible manner.



Finance Club Activity - Le jeu de banque (Banking Game)

Keeping the tradition of Saturday club activities in ABS, the finance club organized a banking game on 22nd Nov 2014 'Le jeu de Banque'. The event was a week long activity commencing from Monday, 17th Nov 2014. There were total 5 teams of students with 12 members each. Each team was supposed to form a bank and market their products in the campus. The objective of the activity was to enhance the different management skills in the students like banking, marketing, teamwork, leadership, time & resource management, communication & presentation skills. The enthusiasm of the students were visible all around in the campus and they did a lot of research work and brainstorming for designing their products, formulating their marketing strategies and finally selling it to the faculties and other departments against virtual currencies. Colorful, creative and informative posters were put up by all the teams in the campus. The whole week of promotional and selling activity was followed by the final event on Saturday in theatre hall of the college. In this all the teams gave presentations on their bank's products and strategies along with a video advertisement shot through their mobile phones. The competition was judged by Director Academics, Dr. Lalitya Vir Srivastava and a senior faculty member Ms. Supriya Srivastava. The teams were judged on 3 criteria viz. the total sales of each team, their presentation and the advertisement video. All the presentations were excellent and the videos specially were a surprise for the judges as all the teams performed way beyond their expectations.

