

PROSPECTUS 2022-23



RESIDENTIAL
LEARNING TRIP TO
LONDON
OXFORD
U.K.



'BUSINESS SCHOOL
OF THE YEAR - 2020'
- By Academic Insights



Asian Business School
is indebted to



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



**MARWAH
STUDIOS**
a creative enterprise

MAFT
PIONEER IN MEDIA EDUCATION

ASMS
PIONEER IN MEDIA EDUCATION

ABS
GROWTH WITH EDUCATION



Marwah
Productions

icmei

M.E.C. ART GALLERY
Art with Soul

**radio
noida**
107.4 FM Community Radio

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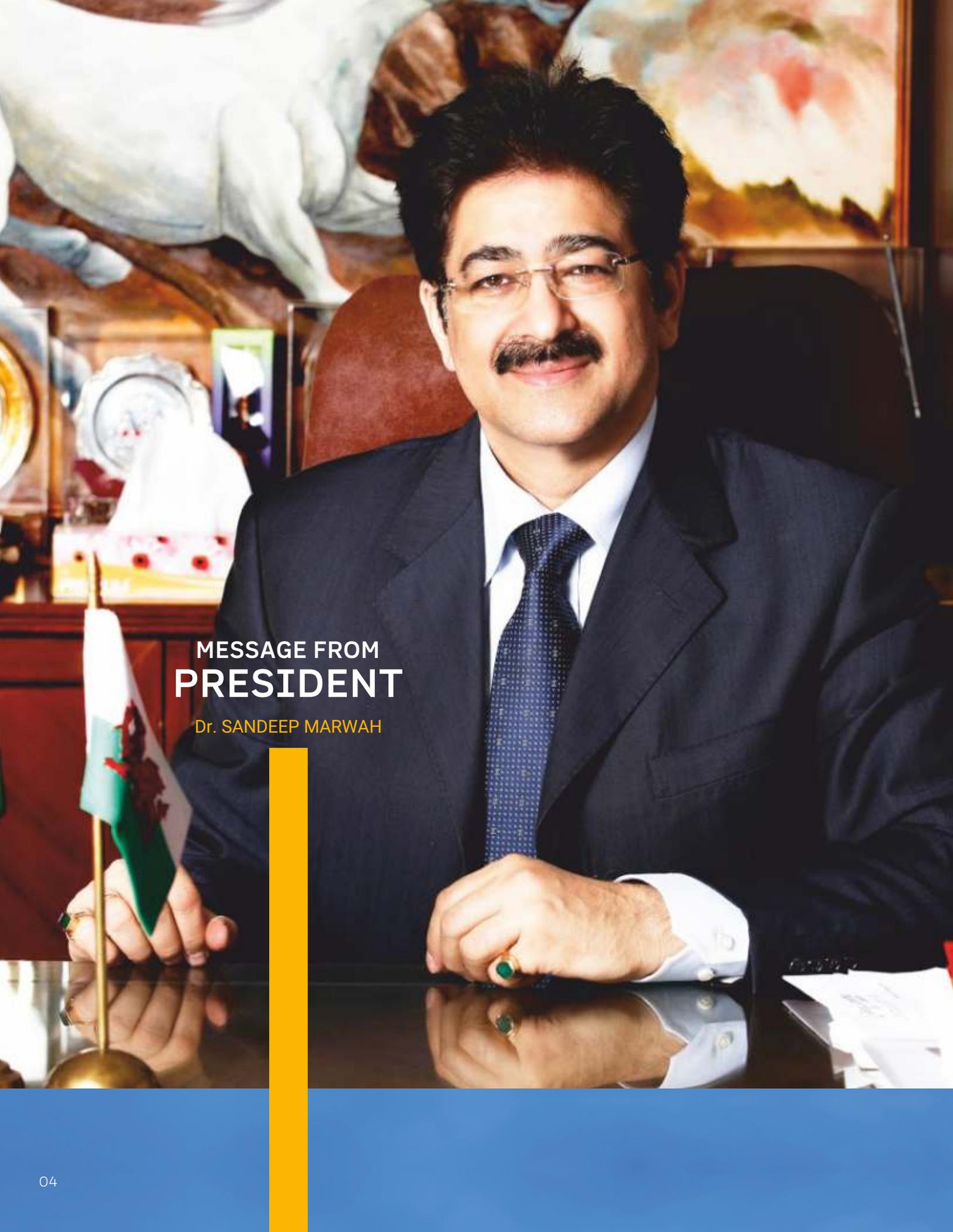
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MESSAGE FROM
PRESIDENT

Dr. SANDEEP MARWAH

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



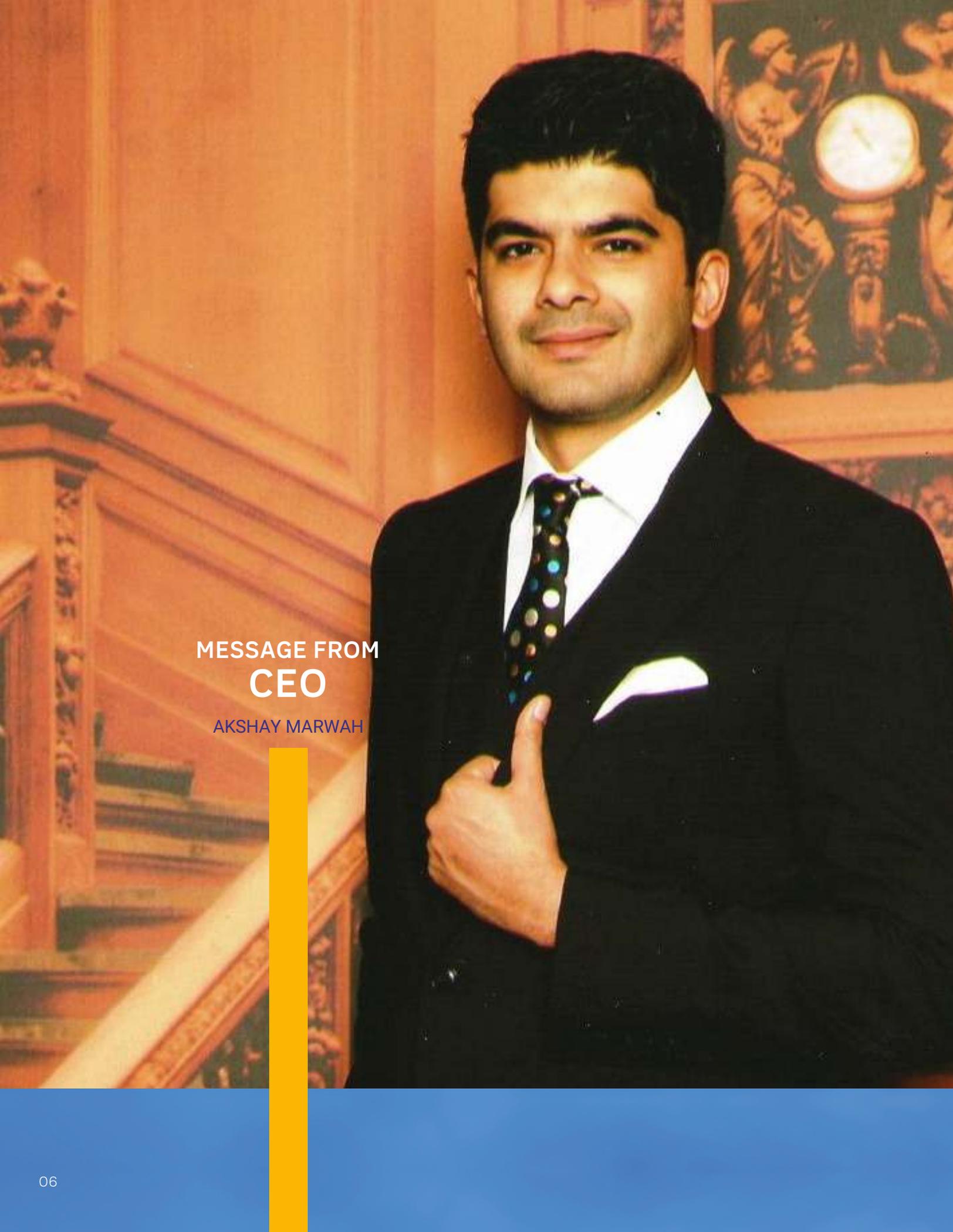
We at Asian Business School believe that education in business management is not just about management but it is also about how management can aid in the development of various other disciplines and functions of which business is comprised of. We also believe in adapting advanced education models to align with the business outlook prevalent in this part of the world.

We are aware that with globalization and dismantling of rigid regulatory framework across the world, business environment has become very dynamic and the modern day manager must be capable of adapting to the fast changing business environment. We are conscious of the fact that to be at the cutting edge of the business education and training, B-Schools have to work in partnership not only with the business-houses but also with similar institutions across the world.

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

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

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



MESSAGE FROM
CEO

AKSHAY MARWAH

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



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

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

universities abroad.

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

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

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

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



DR. LALITYA
VIR SRIVASTAVA

MESSAGE FROM DIRECTORS AEG



With another year of successful advancement towards the achievement of excellence in management education, Asian Business School has added accolades to its credit. Aligning with the requirements of the global markets where the right set of knowledge, skills and attitudes is the key to meet the requirements of the globalised economy and the opportunities across the globe, Asian Business School has nurtured its students not only for the corporate opportunities but also sensitized them to the important issues of global research. We at Asian Business School have developed a healthy and disciplined environment that ensures quality education through a corporate driven course curriculum and an overall transformation of an individual student to a professional. Continuous up-gradation on the basis of expert talks and feedback from industry has distinguished ABS as an institution of distinctive and competitive advantage. The International visit to Oxford Business School, UK provides students an opportunity to explore and understand the International markets through the interactive sessions during the exchange programs. The research work done by our students on various important and current relevant issues of international business in UK gives them an edge in terms of international learning of cultural & corporate operational differences. We aim to build a strong, skillful and talented nation to bridge the gap between Indian and Global markets.



MR. SAURABH
SHARMA

Higher Education in India and globe has undergone a paradigm shift especially for the professional courses. Market dynamics and the global economy have consistently challenged the statuesque of the level of education and also bestowed opportunities of growth for developing countries. Asian Business School has aligned with the requirement of paradigm shift required in higher education and contributed to quality management education by strongly following its vision “Growth with Education”. ABS provides the right blend of academic, corporate and extracurricular activities to transform an individual into a well groomed professional. Though the curriculum is rigorous and is as per the industry norms, the innovative pedagogy used by academic wing makes it easy for students to learn through practical application based activities. The life beyond academics acknowledges the vibrant talent, creativity and individual managers hidden in their inner self. Further to add glory, our Corporate Resource Cell has developed the best of the linkages on PAN India basis and across the globe. The industry interface in terms of SIP, OW, ELC, SSA, SPA and industry visits helps to develop a right attitude for your corporate career. Further for preparing our students for the global opportunities, ABS exposes students to the different learning experiences through student exchange programs and foreign study trips. We can assure you that ABS would honestly work towards your growth and take every possible step to ensure that we are able to lay the right foundation for your future career path.



MR. GURDEEP
SINGH RAINA

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

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

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

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

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

VISION

GROWTH WITH EDUCATION



MISSION

The Mission of Asian Business School is to establish well researched and pragmatic business practices to enable the students to meet the challenges of a fast changing business environment in the new world economic order. Asian Business School aims at developing conceptual and practical skills to convert abilities of students into managerial competence, required in today's competitive environment. We at Asian Business School strongly believe that a blend of relevant knowledge, skill and right attitude is essential for the overall development of students which determines their growth & success in the corporate world.



BOARD OF GOVERNORS



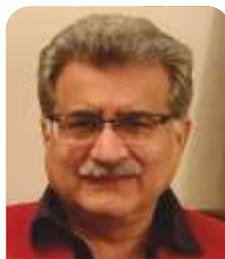
Dr. Sandeep Marwah
Chairman -
Asian Education Group

Anil Kapoor
Cine Actor &
Businessman
Member



Boney Kapoor
Film Producer
Member

Akshay Marwah
Chief Executive Officer,
Asian Education Group



Deepak Marwah
Renowned
Businessman
Member

Atul Marwah
MD
MEC Art Gallery
Member



Dr. Lalitya Vir Srivastava

Director Asian Education Group
Member Secretary

Mr. Saurabh Sharma

Director Asian Education Group
Member

Mr. Gurdeep Singh Raina

Director Asian Education Group
Member

Mr. R. K. Somany

Chairman & Managing Director,
Hindware
Member

Prof. (Dr.) Rakesh Kumar Khandal

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

Dr. G. P. Rao

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

Mr. Vinod Dhar

Assistant Professor, ABS
Member

NATIONAL**Prof. Sudhir K. Jain**

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

Dr. Naushadul Haque Mullick

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

Prof. Rakesh Mohan Joshi

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

Prof. Kartik Dave

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

Mr. Sudhir Mehani

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

Prof. A.K. Saini

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

INTERNATIONAL**Prof. Karl Bardosh**

Master Prof., New York University

Dr. Amitanshu Das

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

Dr. Dorothy H. Jantzen

Former Dean, Capilano College, Canada

Prof. Katherine Blaskhi

Deakin University, Australia

Dr. Padmesh Gupta

Director, Oxford Business College, UK

Dr. Dick Dolan

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



ASIAN BUSINESS SCHOOL

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

AIU
AFFILIATED



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 affiliated to AIU (Association of Indian Universities). Our programs are purposeful and professionally oriented and the core advantage of studying at ABS is to get an internationally recognized qualification, by the finest academic minds who impart holistic knowledge by deductive learning methodology. The support from the industry is immense in the form of internship and job placements. The founders of ABS believe that education and training are vital inputs for human resource developments which in turn are essential for the economic well being and growth of the society. Asian Business School was established to prepare the youth for taking advantage of the unprecedented opportunities and face the challenges posed by the economic reforms which have



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

ABS has strong industry - business school interface to integrate class room teaching and training along with practical experience in the field to bridge the gap between theory and practice. ABS focuses on enhancing the capabilities of the students to lead and manage businesses by learning to adopt a systematic approach to identify problems and finding their solutions using analytical, problem solving and

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

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

AIU AFFILIATION



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 coveted AIU affiliation by Asian Business School for our flagship PGDM programme has further bolstered our growing stature as one of India's top PGDM institute for management studies!



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 them 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.

NBA ACCREDITATION



INFRASTRUCTURE



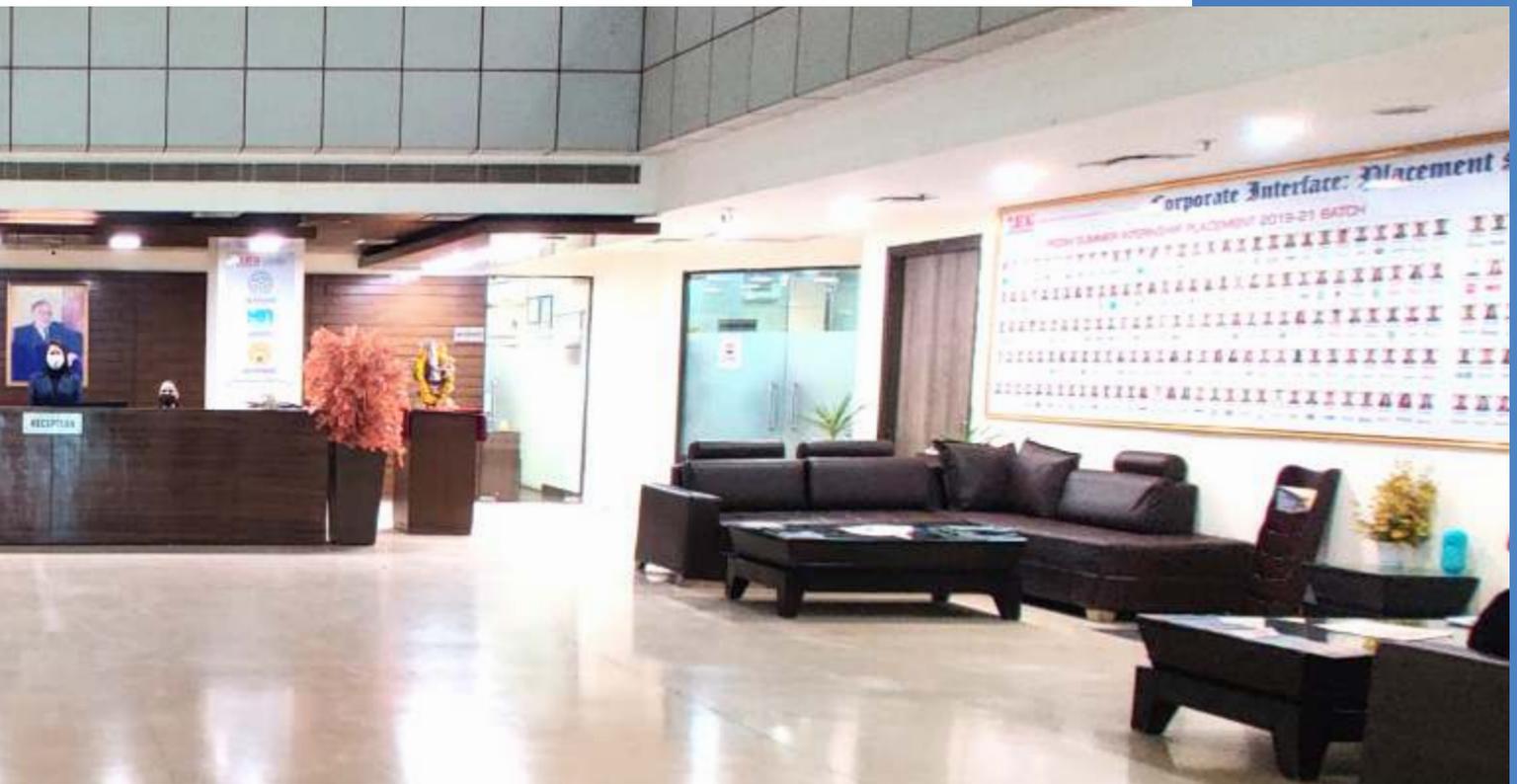
THE CAMPUS

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.



Located amidst the hub of national & international business centres



THEATRE HALL

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



AUDITORIUM

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



KNOWLEDGE RESOURCE CENTRE

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



CENTRE FOR INFORMATION TECHNOLOGY (CIT)

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



SPORTS FACILITY

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



CAFETERIA

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

RECREATION CENTRE

Student lounge with facilities for television and various indoor games along with lush green lawns for relaxing during the class breaks, events and activities.

MEDICAL FACILITY

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





ACADEMIC PEDAGOGY

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

BENEFITS OF ABS GROUP PROJECTS

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



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.

▶ ▶ ▶ **Team Work:** It enhances various abilities like team building, leadership, conflict management, and working with people.

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

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

Integrating Theory with Practice

Holistic Skill Honing



ACADEMIC PROGRAM

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

POST GRADUATE DIPLOMA IN MANAGEMENT

OBJECTIVE OF PROGRAM

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

CURRICULUM & COURSE STRUCTURE

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



SEMESTER	NO. OF COURSES	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 courses + 4 Projects	120

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

Chain & Logistics Management and Small & Micro Business Management. The detailed list of elective streams is provided in the following pages. It is indicative and is subject to change if required as per the industry requirements.

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

SEMESTER I

CODE	SUBJECTS	CREDITS
PGDM101	Management Principles & Organizational Behaviour	3
PGDM102	Accounting for Managers	3
PGDM103	Managerial Economics	3
PGDM104	Business Statistics & Quantitative Techniques	3
PGDM105	Computer Fundamentals and Applications in Management	3
PGDM106	Marketing Management	3
PGDM107	Legal & Business Environment	3
PGDM108	Business Ethics & Corporate Governance	3
PGDM109	Personality Development Corporate Communication I	3
PGDM110	Capstone Project	3
		30

SEMESTER II

CODE	SUBJECTS	CREDITS
PGDM201	Market & Sales Management	3
PGDM202	Human Resource Management	3
PGDM203	Business Research Methods	3
PGDM204	Financial Management	3
PGDM205	Project Management	3
PGDM206	Strategic Management	3
PGDM207	Entrepreneurship	3
PGDM208	Digital Marketing (in association with NIIT)	3
PGDM209	Personality Development Corporate Communication II	3
PGDM210	Capstone Project	3
		30
SUMMER INTERNSHIP		06

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

SEMESTER III

CODE	SUBJECTS	CREDITS
PGDM301	Production & Operations Management	3
PGDM302	Business Analytics	3
PGDM SP* - 01	Elective 1	3
PGDM SP* - 02	Elective 2	3
PGDM SP* - 03	Elective 3	3
PGDM SP* - 04	Elective 4	3
PGDM SP* - 05	Elective 5	3
PGDM SP* - 06	Elective 6	3
PGDM OP**01/02	Open Elective 1	3
		27

SEMESTER IV

CODE	SUBJECTS	CREDITS
PGDM401	International Business & Trade	3
PGDM402	Research Project	3
PGDM SP* - 01	Elective 7	3
PGDM SP* - 02	Elective 8	3
PGDM SP* - 03	Elective 9	3
PGDM SP* - 04	Elective 10	3
PGDM SP* - 05	Elective 11	3
PGDM SP* - 06	Elective 12	3
PGDM OP**03/04	Open Elective 2	3
		27

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

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

Information Technology

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

Human Resource Management

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



DIPLOMA IN MEDIA & ENTERTAINMENT

MODULE - 1 PRINT MEDIA

Unit : 1

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

Unit : 2

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

MODULE - 2 MANAGEMENT OF RADIO STATION

Unit : 1

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

Unit : 2

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

Unit : 3

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

MODULE - 3
TV CHANNEL
MANAGEMENT

Unit : 1

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

Unit : 2

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

MODULE - 4
CINEMA
MANAGEMENT

Unit : 1

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

Unit : 2

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

Unit : 3

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

MODULE - 5
NEW MEDIA

Unit : 1

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

Unit : 2

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

Unit : 3

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

Unit : 4

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

Unit : 5

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

MODULE - 6
EVENT
MANAGEMENT,
BRANDING
& PLANNING

Unit : 1

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

Unit : 2

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

Unit : 3

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

Unit : 4

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

Unit : 5

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



CERTIFICATE IN CORPORATE COMMUNICATION

MODULE - 1

Unit : 1

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

Unit : 2

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

Unit : 3

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

Unit : 4

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

Unit : 5

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



MODULE - 2

Unit : 1

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

Unit : 2

Business Communication Skills & Professional Etiquette: Business Card Protocol, Greetings and Introductions, differentiating between being Passive, Aggressive and Assertive, dealing with different kinds of Personalities: Dominant, Authoritative etc, Developing Social Ethics: Gender sensitization, Etiquette for Gentleman/Lady to be, knowing where to draw the line.

Unit : 3

Wellness Management & well-being: Understanding the concepts of Anger, Stress & Anxiety: Sources, Triggers and Reactivity(ABC Model), Self-Management: Self Help techniques, Lifestyle Management and changing "Perceptions", Role of Emotional Stability & Regulation, Stress Management: Theory and Application, Concept of well being-Social, Emotional, Physical, Spiritual and Perceptual

Unit : 4

Power Dressing & Image Enhancement: The importance of Clothing-Behaviorally and Cognitively, Differentiation between Business Formals & Business Casuals, Essentials of the Corporate Attire: Relevance and Importance, Formal Accessorizing, Color Combinations and Do's and Don'ts, Grooming & Personal Hygiene

Unit : 5

Language Building (II): Advanced Reading Comprehension, English Conversations, Creative Writing, Personal statement, Vocabulary Development, VERSANT test, Active listening

MODULE - 3

Unit : 1

Interpersonal Skills & Work Ethics: Collaboration, Communication & Respect, Relationship Management, Respect and Feedback, Appreciation and Collaboration, Perseverance and Adaptability

Unit : 2

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 : 3

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 : 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



MODULE - 4

Unit : 1

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

Unit : 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

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

PROGRAM OBJECTIVES & LEARNING OUTCOMES

Digital Marketing

This program aims at providing an understanding of fundamentals of digital marketing and its implementation in business. Through this



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

Data Analytics & Business Intelligence

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

CERTIFICATION IN ENTREPRENEURSHIP FROM EDIC

with Certificate in Simulation from
AIMA Bizlab

OBJECTIVES & LEARNING OUTCOMES

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

COMPONENTS

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

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

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

A series of guest lectures with 3 first generation entrepreneurs who have made it big starting from the scratch for creating awareness among the students how young generation has achieved their entrepreneurship dreams as they interact with the students regarding their experiences and guide students on starting their own ventures.

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.

PGDM BATCH 2022-2024

Orientation July 4 - 9, 2022

Semester Schedule

1st Semester	July 11, 2022 - December 10, 2022
2nd Semester	December 12, 2022 - April 29, 2023
3rd Semester	July 03, 2023 - December 9, 2023
4th Semester	December 11, 2023 - April 20, 2024

Summer Training Schedule

Summer Internship (6-8 weeks)

May 02, 2023 - July 02, 2023

Submission of Summer Internship Project

Aug 08, 2023 - Aug 20, 2023

Examination Schedule

1st Semester

Sessional Exams: September 12 - September 23, 2022

Term Exams: November 28 - December 10, 2022

2nd Semester

Sessional Exams: February 13 - February 25, 2023

Term Exams: April 17 - April 29, 2023

3rd Semester

Sessional Exams: September 11 - September 22, 2023

Term Exams: November 27 - December 29, 2023

4th Semester

Sessional Exams: February 12 - February 24, 2024

Term Exams: April 08 - April 20, 2024

Result Declaration

ACADEMIC CALENDAR

Batch 2022 - 2024

**The dates in
academic calendar
are tentative.*



INTELLECTUAL CAPITAL

CORE FACULTY

One of the major assets of an institution is the intellectual capital, since it promotes competitive advantages, that become the base of value generation. The faculty, an important constituent group at ABS, comes from a diverse

It is the supreme art of the teacher to



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.

awaken joy in creative expression and knowledge.

- Albert Einstein



**DR. LALITYA VIR
SRIVASTAVA**

Dr. Lalitya Vir Srivastava, Director- AEG is a healthy blend of academics & industry with rich mix of experience of more than 21 years in national & multinational organizations at various managerial levels. He has completed his MBA (Marketing), PGDBA (Foreign Trade & HR), PGDIRPM and Doctorate in management from renowned institutions. He has contributed in the field of research on emerging issues of management and industry, which have been adjudged the best in national and international conferences. He has conducted many corporate training programs, workshops for faculty development, skill enhancement programs for the sales professionals in industry and product training for members of FOGSI (Federation of Obstetric and Gynecological Societies of India). During his corporate tenure, he developed the strategy for major brands he worked for. His knowledge & professional skills are reflected in his innovative teaching methodology that connects the classroom learning with the real corporate applications.



**DR. MOHD ABDUL
MOID SIDDIQUI**

Dr. Mohd Abdul Moid Siddiqui is currently working as Assistant Professor and Head - Academics at Asian Business School. He is a commerce graduate from the University of Lucknow and has done his MBA from Aligarh Muslim University, Aligarh. He has also qualified UGC NET in the subject of Management, has done a Post Graduate Diploma in Personnel Management and has completed his PhD in Business Administration from Faculty of Management Studies and Research, AMU. His subject specializations include General Management, Strategic Management, Organizational Behaviour, and Human Resource Management. He has published papers in various international journals of repute and has presented papers and attended National and International Conferences in India and abroad.



**DR. SUNITA
VERMA**

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

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



**DR. SHWETA
BATRA**

Dr. Maroof Ahmad Mir is currently working as Associate Professor in the area of Finance and Accounts. He has done his Ph.D. in the area of Finance from Aligarh Muslim University and has qualified UGC-NET in Management. He has completed his Master of Business Administration in Finance and Accounts from AMU, Aligarh. He has an overall experience of around 13 years and his areas of interest include Portfolio Management and Financial Management. Dr. Maroof is the recipient of 'Best Researcher Award' at ABV - Indian Institute of Information Technology and Management, Gwalior in June 2013. He has taken courses on Econometric Modeling in Finance at IIT Kharagpur, IIM Calcutta, IIIT Gwalior, IMT Ghaziabad and National Institute of Securities Markets (NISM), SEBI. He has also attended various conferences and workshops at institutes of repute. His research work has been accepted for presentation at various reputed organizations like IIM Ahmedabad, IIT Kanpur, IBS Hyderabad, etc.



**DR. MAROOF
AHMAD MIR**

Dr. Veenu Arora is a management consultant and having over 14 years of experience in the areas of consultation, personality development and teaching. She is currently working as Associate Professor of Management. Apart from carrying degrees in Masters of Commerce & M.Phil in management, she has also actively indulged in few certifications in behavioral programs like Facets personality assessment, "Basic lab on human processes" organized by Indian Society for Applied Behavioral Sciences; behavioral testing from IP University; Certificate in guidance (CIG) an IGNOU- NCERT collaborative project. She has assisted various teams for individual growth to align the gap between educational institutes and industry expectations. She did her Ph.D. in management on topic "A strategy for identification of training needs and enhancing the effectiveness of middle-level bank employees: A comparative study of public and private banks".



**DR. VEENU
ARORA**



**DR. KAVITA
KHURANA**

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



**MR. VINOD
DHAR**

Mr. Vinod Dhar is presently working with Asian Business School as Assistant Professor in the field of Marketing. Vinod is PGDM with specialization in Marketing from IIM Ahmedabad and has a rich blend of about 20 years experience in Corporate as well as Academics. He started his career in the field of Sales and Marketing and worked for brands like Onida and Sanyo at various positions all over the country. After exploring himself in Corporate, he moved to Academics to follow his passion for teaching and training. Sales and Distribution Management, Advertising, Brand Management are his key areas of interest.



**MS. SHIPRA
SHRIVASTAVA**

Ms. Shipra Shrivastava is working as an Assistant Professor and Assistant - Program Convener at Asian Business School. She has done her MBA with specialization in Human Resource Management and Marketing. She possesses a rich experience of 12 years out of which she has worked in corporate for 3 Years. She has earned various accolades during her various job roles. Apart from teaching subjects; she has also acted as a student counselor. Her areas of interest are Human Resource Management, Organisation Behaviour, Change Management and Competency Mapping. Apart from publishing research papers in Journals, she has also attended various workshops and presented papers in several National and International conferences in Institutes of repute including IIMs.

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



MS. BUSHRA

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



MS. GARIMA MALHOTRA

Ms. Preeta Rajiv Sivaraman is currently associated with Asian Business School as Assistant Professor and Head - Examinations in the Department of Information Technology. She has about 10 years of experience related to teaching in Engineering and Management institutions in Delhi and Mumbai. She is a graduate in Science, Master of Computer Applications from Barkatullah University, Bhopal and is M.Tech (Computer Science) from Dr. A.P.J Abdul Kalam Technical University, Lucknow. She has attended various workshops, seminars, FDP's and published research papers in National/International Journals/Conferences.



MS. PREETA R SIVARAMAN



**DR. SWATI
BHATIA**

Dr. Swati Bhatia is working as Associate Professor and Convener - RDC at Asian Business School. She is a HR professional with rich experience of more than 16 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. ARIF
ANWAR**

Dr. Arif Anwar is currently working with Asian Business School as Assistant Professor. His thrust area is Marketing and Entrepreneurship. He has considerable amount of experience in teaching with subjects like Marketing, Entrepreneurship and Business Research Methods at different institutes of learning. Dr Anwar has earned his degree of PhD (Business Administration) from Aligarh Muslim University, Aligarh. He holds the degree of MBA (Marketing & Operations) from Jamia Millia Islamia, New Delhi and B. Tech (Electrical & Electronics) from GGS Indraprastha University, Delhi. Moreover, he has qualified UGC-NET in Management. Dr. Anwar has publications in journals of International repute and has a few under review. He has been participating in Conferences, Workshops and FDPs for continuous learning and intellectual development at various institutes in India and abroad including IIM Calcutta; IIM Indore; Harvard University, USA; University of Applied Sciences, Germany; NIT Srinagar and BITS Pilani. Dr. Anwar has been mentoring the students and professionals for their start-ups, innovation and incubation activities since 2018. He also has hands-on experience in software like SPSS- Statistics & AMOS.



**MR. MADHUR
OZA**

Madhur Oza is an Assistant Professor in the Faculty of Management at ABS. He has a Post-graduate Diploma in Management from IMT Ghaziabad, and has obtained the NET certification for the discipline. Going forward, he wishes to make contributions to the field of economics by engaging in research on sustainable and equitable development. Prior to joining ABS, he was involved in training students for higher education entrance tests such as CAT, GRE, GMAT, and conducting communication skills workshops for corporate clients. Previously, he has worked in the field of financial operations, co-founded a content writing startup and been a restaurateur.

Ms. Neha Thakur is currently associated with Asian Business School as an Assistant Professor in Finance. She has done Bachelors of Commerce (Honours) from University of Delhi and Masters of Commerce from University of Delhi and was the topper of B.Com (Honours) Batch of her College. She is also UGC-NET qualified and has more than 6 years of rich teaching experience, where she has taught students from various backgrounds of MBA, BBA, M.COM and B.Com (Honours). To her credit, she has published research papers in UGC approved Journals and attended various workshops, Faculty Development Programs and National Level Seminars and Conferences. Financial Management, Mergers & Acquisitions, Financial Modeling, Security Analysis & Portfolio Management and Derivatives are her key areas of interest.



**MS. NEHA
THAKUR**

Dr. Aakanksha Kishore, is currently associated with Asian Business School as an Assistant Professor in Operations Research. She has completed her Ph.D. in Inventory Management from Department of Operations Research, University of Delhi. She completed her M.Sc. in Operations Research from Hindu College, University of Delhi. Also, she is a graduate in Mathematics Honors from University of Delhi. She is also CSIR-NET qualified in Mathematical Sciences with AIR-45. She has served as a Research Assistant in NISTADS – Lab of CSIR for five years. Her areas of interest are Inventory Management, Supply Chain Management, Mathematics, Statistics. She has a total of 11 International Research Publications in SCI/ SCIE/ SCOPUS indexed journals. She is also a recipient of best paper awards for two of her publications.



**DR. AAKANKSHA
KISHORE**

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



**MS. SHIVALI
VERMA**



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.

RESEARCH & DEVELOPMENT CELL

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

VISION

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.

COMPONENTS

Students will learn the fundamentals of entrepreneurship in a comprehensive course that includes classroom lectures as well as exams and exercises. With the help of a hands-on practical workshop for idea generation, scanning the environment as well as preparation of documentation for availing loans and assistance under various government schemes as well as developing proof of concept for angel investors or venture capitalists to attract funding to the startup.

A series of guest lectures with 3 first generation entrepreneurs who have made it big starting from the scratch for creating awareness among the students; how young generation has achieved their entrepreneurship dreams will be organised. Workshops related to Marketing, Finance and HR requirement in Entrepreneurial ventures will be given to students, also a space is provided to them to incubate and develop their business idea.

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

with Certificate in Simulation from AIMA Bizlab

Objective of this programme 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.

AEC **ASIAN BUSINESS SCHOOL** **ABS**
(Affiliated by AICTE Council for Technical Education (AICTE), Ministry of Education)

YOUNG ASIAN ENTREPRENEURIAL CHALLENGE - 2021

PROVIDE A KICKSTART TO YOUR **BUSINESS IDEA**

ASIAN BUSINESS SCHOOL
HIGHLIGHTS

Rohini (PGDM 2020-22)
Receiving MacBook for Winning Young Asian Entrepreneurial Challenge - 2021

EXCITING PRIZES

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

Organized by: Entrepreneurship Development and Incubation Centre (EDIC)

EDIC

ENTREPRENEURSHIP DEVELOPMENT & INCUBATION CENTRE

EXPERIENTIAL LEARNING

Experiential learning is made a priority in the education of all EDIC students. To which end The Young Asian Entrepreneurial Challenge is an annual event put on by EDIC for students who have been accepted to ABS but have not yet begun their academic careers. Student learning should begin even before they arrive on campus for the academic session.

The prize for the winner of the Challenge is an Apple Macbook, which serves as an added incentive for the student's efforts. It's also possible to earn Rs. 5 Lacs as seed funding for your project from ABS if you win EDIC's annual Road Not Taken competition, which takes place every year at the EDIC Annual Event.

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.





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

MESSAGE FROM DEAN - CRC

Mr. Ravi Sharma

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

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

ABOUT

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

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

KEY RESPONSIBILITIES OF CRC

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

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

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

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

- ▶ Counseling of students for career development.

- ▶ Conducting Skill Development Programs.

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

STAR PLACEMENTS

PGDM 2016-18



AKSHAY DESHMUKH
Specialization
- Marketing -



AKASH KUMAR SINGH
Specialization
- Marketing -



RAVI PANDEY
Specialization
- Marketing -



ANISH KUMAR
Specialization
- Marketing -



GAUTAM DHAWAN
Specialization
- Marketing -



ANKIT SHARMA
Specialization
- Marketing -



SHUBIKA ARORA
Specialization
- Marketing -



ANTARYAMI SAHOO
Specialization
- Marketing -



MOHMMOD AZAD KHAN
Specialization
- Marketing -



ASHUTOSH BARAI
Specialization
- Marketing -



ADIL RAZA KHAN
Specialization
- Marketing -



BAGISH MISHRA
Specialization
- Marketing -





HITESH BATRA
Specialization
- Marketing -



ADITI SHRIVASTAVA
Specialization
- Finance -



MAHIMA JAISWAL
Specialization
- Marketing -



AKANSHA JAIN
Specialization
- Finance -



VIBHANSHU VATS
Specialization
- Marketing -



HITESH KUMAR
Specialization
- Finance -



MOHD. SHAIRAF
Specialization
- Marketing -



NIMESH SHARMA
Specialization
- Finance -



SHUBHANSHUMAN P. SINGH
Specialization
- Marketing -



YUDHISTHIR SHARMA
Specialization
- Finance -



VISHAL SINGH SISODIA
Specialization
- Marketing -



KAVITA BHARATI
Specialization
- HRM -





ABHINAV PRAKASH
Specialization
- Marketing -



ABHISHEK SHARMA
Specialization
- Marketing -



ABIR NAYAK
Specialization
- Marketing -



AMAN SAROHA
Specialization
- Marketing -



AMBRISH RAWAT
Specialization
- Marketing -



ASHISH RANJAN
Specialization
- Marketing -



ASHUTOSH K. SINGH
Specialization
- Marketing -



AYUSHI GARG
Specialization
- Marketing -



DEEPAK CHAUDHARY
Specialization
- Marketing -



DINI DHAWAN
Specialization
- Marketing -



DIVYA PULAST
Specialization
- Marketing -



GEETIKA ARORA
Specialization
- Marketing -





KARAN SINGH RAUTELA
Specialization
- Marketing -



KOUSIK SINGH
Specialization
- Marketing -



KUNDAN K. GANGULY
Specialization
- Marketing -



PANKAJ KUMAR YADAV
Specialization
- Marketing -



PRIYANKA DANG
Specialization
- Marketing -



RUDRA RAKSHIT SINGH
Specialization
- Marketing -



SANDEEP KUMAR SINGH
Specialization
- Marketing -



SAYED RAZA ALI
Specialization
- Marketing -



SPARSH KESHRI
Specialization
- Marketing -



ABHISHEK K. PANDEY
Specialization
- Finance -



DEEPKANT SHUKLA
Specialization
- Finance -



DIVYA GOLCHHA
Specialization
- Finance -





JUHI CHAUHAN
Specialization
- Finance -



NEHA PERVEEN
Specialization
- Finance -



RUCHI JAIN
Specialization
- Finance -



SAKSHI GUPTA
Specialization
- FINANCE -



SHIKHIL SHARMA
Specialization
- Finance -



YASH PRADHAN
Specialization
- Finance -



APOORVA PANDEY
Specialization
- HRM -



ARJUN S. TOMAR
Specialization
- HRM -



GITIKA MARWAHA
Specialization
- HRM -



KRIPA SARA SAJI
Specialization
- HRM -



NIKITA MEENA
Specialization
- HRM -



POMPI DUTTA
Specialization
- HRM -





ABHIJEET KUMAR RAI
Specialization
- Marketing -



ABHISHEK KUMAR SINGH
Specialization
- Marketing -



ADARSH GULATI
Specialization
- Marketing -



AGRIM SINGH
Specialization
- Marketing -



AKSHAY TANWAR
Specialization
- Marketing -



NIKHIL DHIMAN
Specialization
- Marketing -



GAURAV KUMAR
Specialization
- Marketing -



MANJEET SINGH
Specialization
- Marketing -



N SRI HARI RAO
Specialization
- Marketing -



NISHANT SINGH
Specialization
- Marketing -



PRERAK GABA
Specialization
- Marketing -



RAJU KUMAR YADAV
Specialization
- Marketing -





SHEIKH MAHIN MEHRAJ
Specialization
- Marketing -



TWINKLE BHARGAVA
Specialization
- Marketing -



AAKASH KAPOOR
Specialization
- Finance -



AASHIMA MALHOTRA
Specialization
- FINANCE -



AKSHAT MEHTA
Specialization
- Finance -



AKSHAY ARORA
Specialization
- Finance -



GEETIKA BANSAL
Specialization
- Finance -



MOHD UZAIR
Specialization
- Finance -



MOHIT
Specialization
- Finance -



SHRUTI SINGLA
Specialization
- Finance -



NAVNEET KAUR
Specialization
- HR -



SHRESTHA SRIVASTAVA
Specialization
- HR -





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 -





SOURAV KUMAR
Specialization
- Marketing -



SRIшти DHANKAR
Specialization
- Marketing -



YASH RAJPUT
Specialization
- Marketing -



ANANYA GHOSH
Specialization
- HRM -



NAVYA VATS
Specialization
- HRM -



SHIVANGI SHARMA
Specialization
- HRM -



INDUSTRY TESTIMONIALS

I have been associated with Asian Business School for the past 4 years for campus recruitments. The students are very well groomed and have active participation in the process. Special thanks to the management for managing the recruitment process so well.



Renu Bhat, ITD - HR (North)
ITC Ltd.

Our association with ABS has been for more than 5 years now with ABS students working with us for more than 4 years from now. The hard work students put in is really appreciated. Full of knowledge and passion.



Hemant Kumar, Human Resources
ICICI Securities Ltd

The association with ABS has been really long. Overall the students have good knowledge about their specialization and are very hard working. The passion and the dedication of the students is greatly appreciated. Always grateful and thankful for your continued support.



Puneet Chandel, Campus Head - HR
Mahindra Comviva

ABS students is a team full of talented, strong and intelligent leaders. We are really happy with the association and looking forward to your continued support. Students are full of enthusiasm and have excellent communication. The management always ensures the smooth process.



Meghna Prasad, Cluster HR Manager
Aditya Birla Capital Ltd



OUR PLACEMENT & TRAINING ASSOCIATES

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



Aditya Birla Capital Ltd.



ITC Ltd.



& many more...



Khimji Ramdas



HDFC Bank Ltd.



Spandana Spourty Financials Ltd.

Future Group



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



Ritu Gupta
Country Director -
Marketing
DELL Technologies



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



Vikas Bagaria
Founder & CEO
PeeSafe



Mohit Sadaani
Co-Founder & CEO
The Mom & Co.



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

EXPERTS AT ABS

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



Shriyans Bhandari
Co-Founder
Greensole



Pritika Mehta
Founder
SockSoho.com



Anjali Singh
Managing Director
Deutsche Bank



Swati Bhargava
Co-Founder
Cashkaro.com,
Earnkaro.com



**Sanjeev
Bhikchandani**
Founder
Info Edge India Ltd.



Ashutosh Garg
Founder
Guardian Pharmacy



Shruti Mishra
Lead - People &
Organization Partner
PUMA Group



Megha Gupta
Human Resource
Director
Fiserv



**Jaswanth
Sharanarthy**
Head - Human Resource
Cavinkare



Peyush Bansal
Founder & CEO
Lenskart.com



R. Gopalkrishnan
Executive Director
TATA Sons Ltd.



Nick Vujicic
World Renowned
Motivational
Speaker



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



Rene Deceunick
Master Coach in
Body Language



Ananya Birla
An Entrepreneur &
Song Writer



Dr. Binish Desai
The Recycle Man of
India



Dr. Kiran Bedi
Lieutenant Governor
of Puducherry



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



**Arunachalam
Muruganatham**
Social Entrepreneur &
Founder
Jayashree Industries



Suresh P. Prabhu
Member of
Parliament, Rajya
Sabha



Mr. Dilip Cheno
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



Aman Gupta
Co-Founder & CMO
BOAT



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



CENTRE FOR SKILL DEVELOPMENT

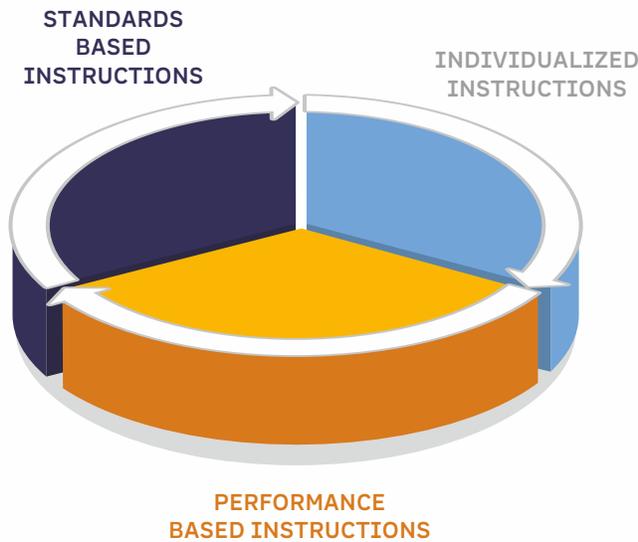
CSD

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

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

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

‘Crafting Prodigy’



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

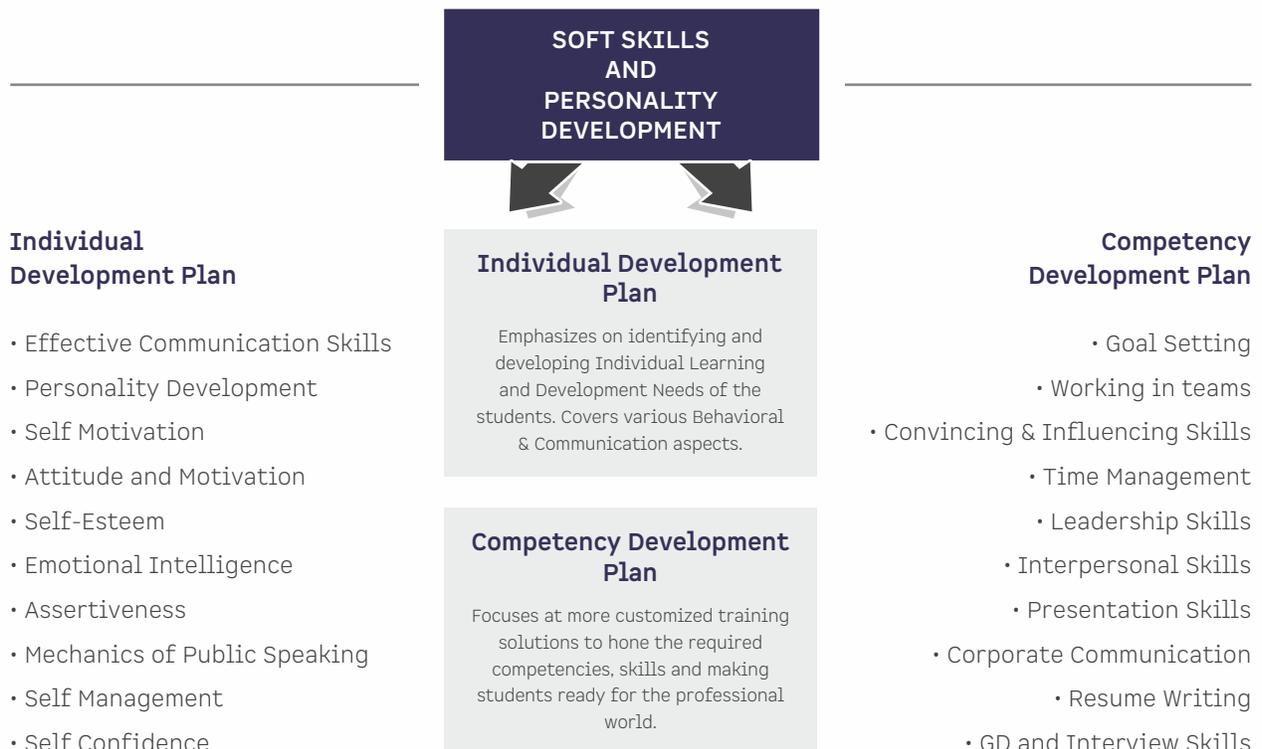
- Focus on Case Studies, Role Plays & Project Handling

- Usage of Audio Visual & Simulation Techniques

- Formation of Literary Clubs

- Corporate Interface Visits

- Guest Lectures by eminent corporate professionals



ACADEMIC LINKAGES

INTERNATIONAL ACADEMIC ASSOCIATES



College / University



Oxford Business College

Area of Collaboration



Student & faculty exchange program, research projects.



COLLABORATION WITH INTERNATIONAL INSTITUTES OF HIGHER EDUCATION

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

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

Over the years, the College has also been approved to offer courses awarded by ICM, OCR, Edexcel and AQA. In the 1990s, the college was successfully accredited by the British Accreditation Council (BAC).

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

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



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

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



ACADEMIC STRENGTHS

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

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

LOCATION

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

OXFORD (U.K.)

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





EXECUTIVE DIPLOMA IN INTERNATIONAL BUSINESS

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

Asian Business School along with the Post Graduate Diploma in Management, also provides its students an additional Executive Diploma in International Business which is conferred by the Oxford Business College, Oxford, UK. The diploma provides an insight on aspects such as

International Business & Trade and International Marketing, Finance, HR, and Global Information System that play a critical and important role in the development of an international outlook among the students.

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

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



PROSPECTUS 2022-23

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



Oxford
Business
College

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

ITINERARY

Day 1

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

Day 2

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

Day 3

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

Day 4

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

Day 5

Sight seeing at London

Day 6

Learning Outcome Evaluation and Departure from Heathrow Airport, London

Day 7

Arrival at New Delhi Airport



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



TRIP DETAILS

Includes:

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

Excludes:

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

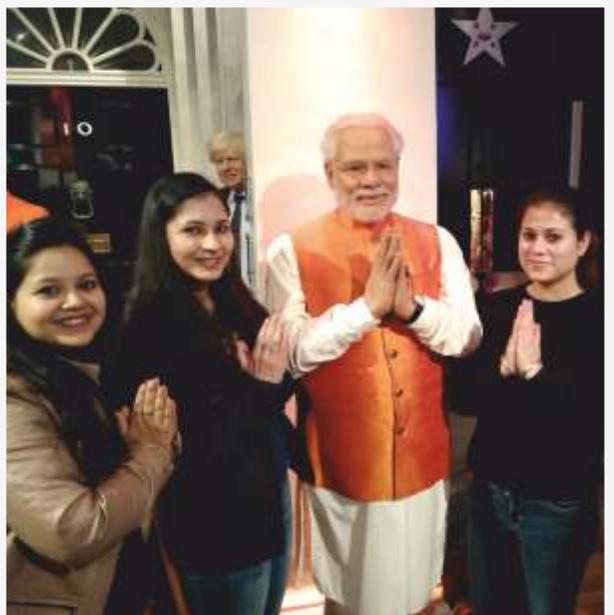
Sight Seeing:

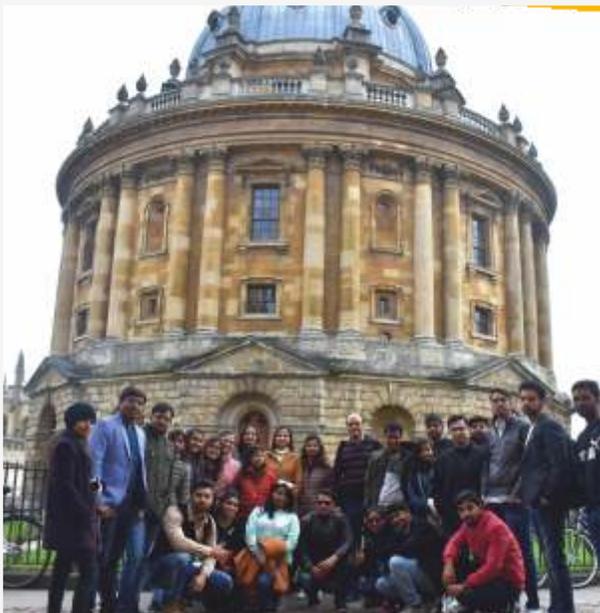
Oxford is famous for Museums and Galleries, Ashmolean Museum, Britain's oldest museum, Pitt Rivers Museum, Museum of Natural History, home of (the remains of) the Oxford Dodo, Oxford University Press, The Bodleian Library, The Radcliffe Camera (one of several institutions named after John Radcliffe),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

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

*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.













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

CSR Club aims to develop a sense of compassion and sensitivity in students towards our fellow country-men and contribute as responsible citizens for maintaining harmony and peace in order to encourage amicable existence among everyone. The broader vision behind this club comprises of reaching at outcomes of the importance of team-work towards completion of any task and to develop an attitude of tolerance towards everyone in our society.



Entrepreneurial Club is committed to impart academic excellence coupled with pragmatic approach by organizing number of activities that make the students understand the current day expectations of the society. Aim of the Club is to create an atmosphere that is conducive for budding wannabe entrepreneurs so that we as Indian society become more of job creators rather than job seekers. This club organises Saturday club activities based on various entrepreneurial themes

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



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

ENTREPRENEURIAL CLUB

SEED



MARKETING CLUB

MARK-TECHOS

THE FINANCE CLUB

BULLS & BEARS



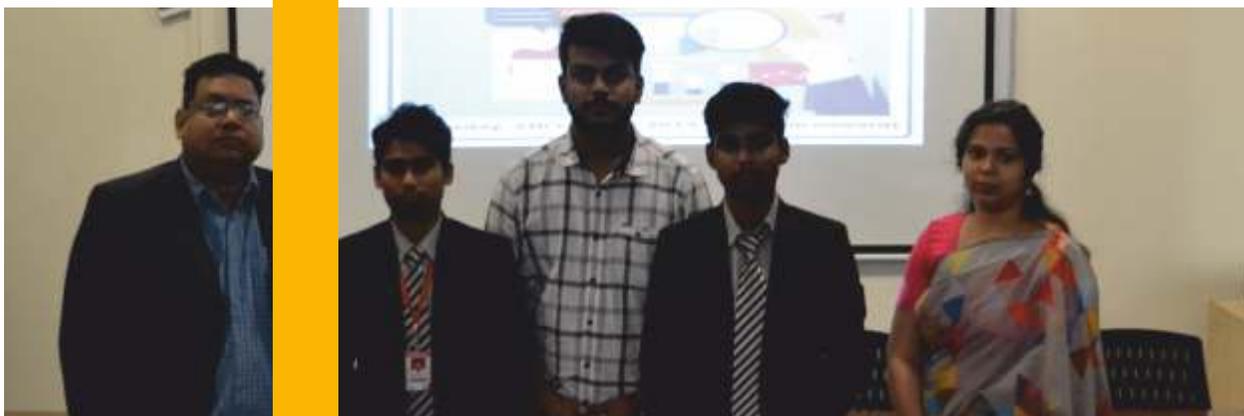
THE HR
CLUB
SYNERGIZE

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
CLUB
TECHNOCRATS

With business going global and digital, a keen understanding of Information Technology can provide managers an extra edge that would enable them and their businesses to achieve exceptional results. This Club endeavors to provide the students good technological knowledge through innovative activities and events. Activities undertaken by the IT club center around Cyber Club Activity, IT Games, Role plays to highlight importance of Information Technology in real world.



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. The club through their 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.

ENVIRONMENT CLUB **PRAKRITI**



ORIENTATION PROGRAM





VISIT OF HON'BLE
**SHRI RAVI
SHANKAR PRASAD**



VISIT OF HON'BLE
**SHRI PRANAB
MUKHERJEE**

EVENT CALENDAR

2022-23

JUL 2022	Orientation Program 2022-24 Batch	Industrial Visit	INDUSTRY EXPERT TALK: Guest Lecture	
AUG 2022	INDUSTRY EXPERT TALK: Guest Lecture	Specialization Club Activities	Extra-Curricular Club Activities	Independence Day Celebration
SEPT 2022	INDUSTRY EXPERT TALK: Guest Lecture	Freshers' Party 2021	Industrial Visit	Management Development Program (MDP)
OCT 2022	INDUSTRY EXPERT TALK: Guest Lecture	Specialization Club Activities	Extra-Curricular Club Activities	National Seminar
NOV 2022	INDUSTRY EXPERT TALK: Guest Lecture	Specialization Club Activities	Extra-Curricular Club Activities	PROMULGARE 2022
DEC 2022	INDUSTRY EXPERT TALK: Guest Lecture	Specialization Club Activities	Extra-Curricular Club Activities	Management Development Program (MDP)
JAN 2023	Republic Day Celebrations	Specialization Club Activities	Annual Fest : Kesshet	Entrepreneurship Development Program (EDP)
FEB 2023	INDUSTRY EXPERT TALK: Guest Lecture	Specialization Club Activities	Extra-Curricular Club Activities	Annual Sports Meet : Athleema
MAR 2023	INDUSTRY EXPERT TALK: Guest Lecture	Specialization Club Activities	Extra-Curricular Club Activities	International Conference
APR 2023	INDUSTRY EXPERT TALK: Guest Lecture	Industrial Visit	MAY-JUN 2023	Summer Internship & Industrial Projects

**GLOBAL
EDGE**
AT ABS



PHILIP KOTLER

The Father of
Modern Marketing



CHARLIE DUKE

The Lunar Module Pilot
of Apollo 16, 1972



Dr. THOR INDRIDASON

Saïd Business School,
Oxford University

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



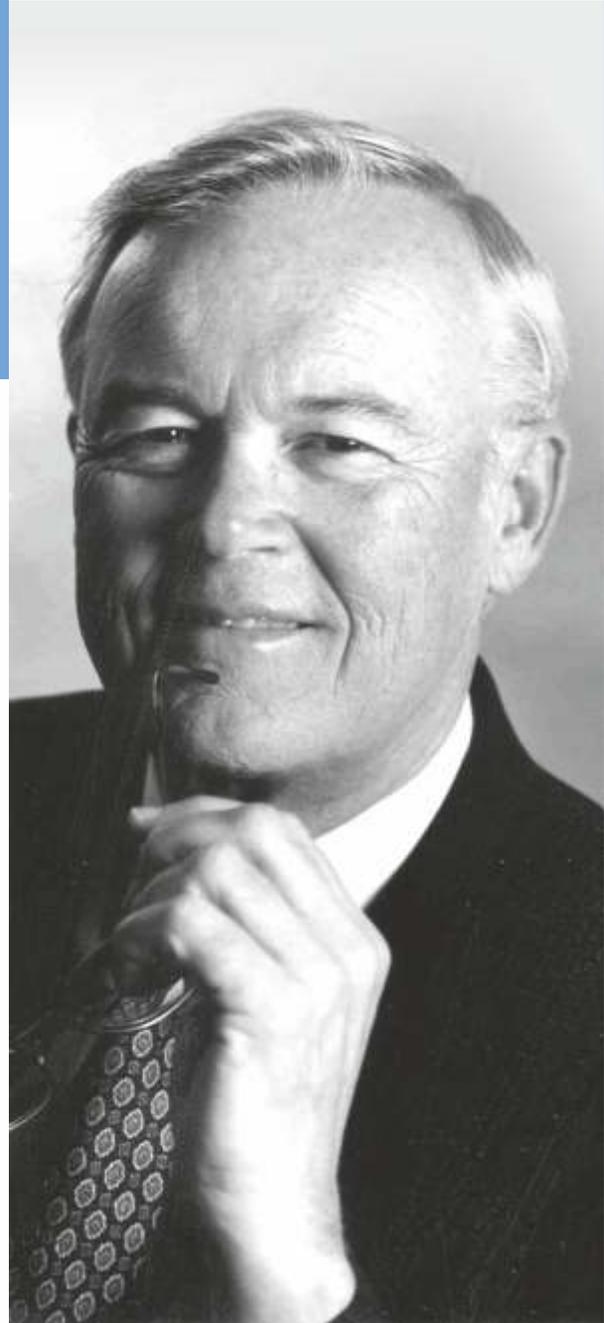
NICK VUJICIC

World renowned
motivational speaker



RENÉ DECEUNINCK

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



Dr. DAVID AAKER

Father of
Modern Branding

DIVERSE EXPOSURE

AT ABS



PEYUSH BANSAL

Founder & CEO
Lenskart.com



AMAN GUPTA

Co-Founder & CMO,
boAt Lifestyle



CHETAN BHAGAT

Renowned Author



SAGAR DARYANI

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



**SANJEEV
BHIKCHANDANI**

Founder
Info Edge India Ltd.



**ARUNACHALAM
MURUGUNANTHAM**

Social Entrepreneur & Founder
Jayashree Industries
The Real Padman of India



M. YESHWANT NAG

Founder
The Thick Shake Factory



SWATI BHARGAVA

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



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

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

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



ANIL BHASIN

President
Havells India Ltd.

DR. R. S. SODHI

Managing Director
Amul India

SHIV KHERA

Renowned Author



ANANYA BIRLA

Entrepreneur &
Song Writer

Dr. VIVEK BINDRA

Founder & CEO
Baba Business

R. GOPALKRISHNAN

Former Director
TATA Sons Ltd.



DR. BINISH DESAI

Social Entrepreneur
& Innovator
The Recycle Man of India

ANSHU GUPTA

Indian Social
Entrepreneur
Founder, Goonj

LAXMI AGARWAL

Founder
Laxmi Foundation

ALUMNI SUCCESS STORIES

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

DUBAI



RASHI
VERMA
20.00
LPA



PULKIT CHOWDHARY
20.00 LPA

AWANTIKA TIWARI
14.00 LPA

CANADA



CHANDAN
KUMAR
16.37
LPA



GEETIKA ARORA
9.00 LPA

BAGISH MISHRA
8.50 LPA

DUBAI



RISHAV
ANAND
13.31
LPA



SALONI SINGH
8.00 LPA

ASHIMA MALHOTRA
8.00 LPA

OMAN



SHWETA
SONI
18.00
LPA



KAVITA BHARTI
7.00 LPA

APOORVA PANDAY
5.50 LPA



I would describe ABS as exciting and dynamic. The finest part about being a student here is the abundance of industry exposure and opportunities. My journey revolved around ABS by having the ability to come up with new ideas and put them to the test. It was the place where I learned other facets of my strengths and how I can use them to go up in the ladder. I got placed in Mahindra Comviva through the e-placement program. I thank ABS for their zeal to impart their motto of growth with education.

SHAILJA PACHORI
CTC 7.10 LPA



Experience with ABS has been like a roller coaster ride but it was a journey worth taking. I have got opportunities to challenge myself and put my skills to test which I am more than thankful for. Now that I am placed at ITC from campus recruitment, I hope college continues to provide it's guidance and learning like always.

SIMRAN BANSAL
CTC 5.50 LPA



Being a part of Asian Business School has been a fantastic experience. I found the quality of academic teaching with hands-on learning experience and I feel that I have been developing in terms of knowledge and skills. I am thankful to the CRC department for providing me with a platform for my career. I continued to be very satisfied to be part of ABS.

CHETNA SAGAR
CTC 6.00 LPA



ABS provided me with a great launch pad for stepping into the corporate world, armed with tools and best practices critical for success. The depth and breadth of the PGDM program curriculum supplemented with regular cadence of industry interactions gave me a preview of what's to come and the confidence to excel both personally as well as professionally. I would like to specially thank the placement cell for guiding me and providing me a good platform/company for my career. I am glad to be a part of ABS.

NAYAB CHOUDHARY
CTC 9.40 LPA



HOUSING



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



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



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



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

ADMISSION PROCEDURE

Programme
2 Year PGDM (Equivalent to MBA)
Recognition/ Approval
AICTE
Accreditation
NBA
Affiliation
AIU
No. of seats
180
Duration
2 years
Fee Structure (full course)
₹7.75 lacs
Registration fee
₹45,000
1st installment
₹1,80,000
2nd installment
₹1,80,000
3rd installment
₹1,85,000
4th installment
₹1,85,000

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

ELIGIBILITY

All the aspiring applicants should be graduate from a recognized University.

Candidate appearing in the final year is also eligible provided he/she furnishes the proof of having met the minimum eligibility criteria within 15 days from the date of publication of the result and latest before the start of the first term exam.

APPLICATION FORM

The prospectus and application form may be obtained from the Admission Office on payment of 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
5. Photocopy of passport
6. Four recent passport size photographs

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

SELECTION PROCESS

STEP 1

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

STEP 2

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

STEP 3

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

STEP 4

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

EDUCATION LOAN

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



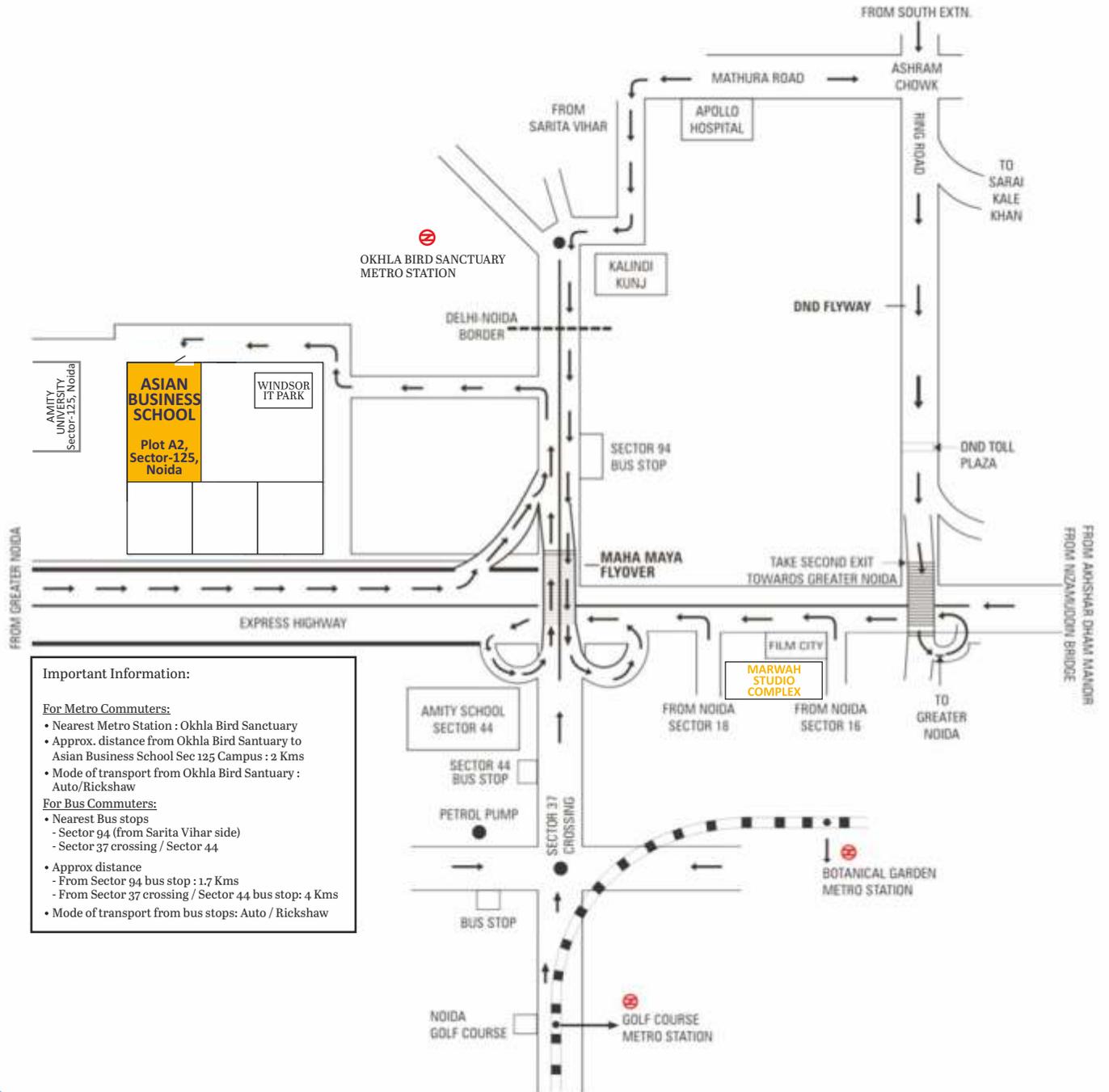
*Examination fee for reappear, supplementary and makeup examinations to be paid by the student.

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

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

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

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





ASIAN BUSINESS SCHOOL

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A Unit of **ASIAN EDUCATION GROUP**