NURTURING COMPETITIVE INTELLIGENCE PROFESSIONALS WHO CRAFT WINNING STRATEGIES IN TODAY'S UNCERTAIN WORLD
With over two decades of academic excellence, Amity Education Group has come to be recognised for pioneering a global culture in education in India. Presently the Amity Education Group comprises of 5 universities, 17 schools & pre-schools, 150+ institutions and 10 international campuses across London, Singapore, New York, California, Dubai, Abu Dhabi, South Africa, Mauritius, China and Romania. The Group is home to over 100,000 students pursuing 250 Programmes in over 50 diverse disciplines, across pre-school to Ph.D.

AMITY UNIVERSITY CAMPUSES IN INDIA

AMITY'S INTERNATIONAL CAMPUSES

Amity Global Business Schools in India
Ahmedabad, Bangalore, Bhubaneswar, Chandigarh, Hyderabad, Indore, Kolkata, Mumbai, Noida, Chennai, Cochin, Patna and Pune.
Amity University Noida is India’s top ranked non-profit private university established through state legislature, with powers to award degrees as per the sections 2f and 22(1) of the UGC Act.

As a leading University of the Country, Amity Management, Law, Engineering, Biotechnology, Insurance, Telecom etc., have been ranked amongst the top in India’s most respected surveys by India Today, Business Today, Economic Times, Outlook etc. What’s more, Amity has also got prestigious national and international recognitions & accreditations including ‘Grade A’ by NAAC, by IET (UK) for B.Tech degrees’ & Management degrees’

**RECOGNITIONS & ACCREDITATIONS**

**INTERNATIONAL**
- IET U.K. Accreditation for B.Tech Programmes (First University in India)
- First University in India to get the prestigious ACBSP(USA) Accreditation for its Management Programmes
- ‘Premier Status’ Accreditation from ASIC, UK (First University in India)
- Listed in United Nations list of Global Universities
- Member of Association of Commonwealth Universities

**NATIONAL**
- Accredited with Grade ‘A’ by National Assessment & Accreditation Council (NAAC)
- Member of Association of Indian Universities
- Recognized by Department of Science & Technology, Govt. of India as Scientific & Industrial Research Organisation
- Law Programmes accredited by Bar Council of India
- Architectural Programmes accredited by Council of Architecture
- Educational Programmes accredited by National Council of Teachers Education
- Distance Education Programmes accredited by Distance Education Council
- Pharmacy Programmes accredited by Pharmacy Council of India
- M.Phil. (Clinical/Rehabilitation Psychology) Programmes accredited by Rehabilitation Council of India

Conferment of INDIAN EDUCATION AWARD 2012
(National Awards on Excellence in Education) for being THE BEST NON-PROFIT PVT UNIVERSITY
After interacting with businessmen and scientists from virtually every country of the world, I came to a conclusion a long time back that the Indian brain has no match in the world.

We set up the Amity Institutions with the aim to provide world class education and the most dedicated teachers to some of the brightest and motivated students of our country. By giving them an industry-oriented practical teaching with a focus on personality enhancement and imbibing of values and sanskar and a sense of responsibility towards the people around them, Amity students have been groomed to be assets to any organization they join.

I am confident that with the world class environment of a company like yours, and with the guidance of distinguished people like yourself, our students will fulfill all the expectations and also win the hearts of everyone around them with their knowledge, positive attitude, proactive and self-oriented approach.

There can be no better way for both of us to build or continue a long-lasting relationship than through absorbing an Amitian in your organization.

I wish you all the success in all the missions you have set for yourself and your organization.

Dr. Ashok K. Chauhan
Founder President, Ritnand Balved Education Foundation
Chairman, AKC Group of Companies
Amity Institute of Competitive Intelligence and Strategic Management (AICISM) was raised by Dr Ashok K. Chauhan, the Founder President, on 1st May 2003. It completed one decade of its existence on 1st May 2013. Both the Founder President and the Chancellor, Mr Atul Chauhan, have ensured that it runs diverse courses for students.

The two programmes being run by the Institute – MBA (Competitive Intelligence and Strategic Management) with additional specialisation in Marketing and Sales; and BBS-Business Development – are designed for the current and future business environment. They will assist all those who seek to work in conditions of volatility, uncertainty, complexity and ambiguity.

Students who pass out from AICISM are bound to influence the future landscape of Indian business and industry and to triumph in it.

Maj. Gen. Ashok Krishna, AVSM (Retd.)
Advisor, Amity Institute of Competitive Intelligence and Strategic Management
Indian industry, in its march towards true globalisation, has clearly understood the significance of being competitive. The need for getting trained in the basic techniques of Competitive Intelligence and Strategic Management would now emerge as a necessity as India reinforces its efforts to become a great power, challenging the global competitors.

Towards this endeavour, Amity Institute of Competitive Intelligence & Strategic Management was established in 2003. The first programme MBA (Competitive Intelligence and Strategic Management) was started under the guidance of Dr. Ashok K Chauhan, Founder President, who realised the need of a specialised course to meet the challenges of cut-throat competition existing today.

The school’s Master’s Degree in Competitive Intelligence is regarded as one of the best. EISTI is located both in Cergy Pontoise, in Val d’Oise 35 kms from Paris and in Pau in the Atlantic Pyrenees, in south west France.

In order to facilitate international academic exchange, to develop academic relationships and in support of collaborative activities, Amity had entered into a collaboration with EISTI- Ecole Internationale Des Sciences du Traitement de l’information in April 2008.

AICISM had signed an MOU with EISTI for a period of 5 years in April 2008. This led to enriching academic engagements between AICISM and EISTI’s Intelligence school, that is, Mastere Specialise en Intelligence Economique.

A team comprising Madam Nicole Beauvais-Schwart and Professor Loic Lucas from EISTI visited Amity University from 15th April 2013 to 18th April 2013 to explore the possibilities for enhanced cooperation. As a result of this visit a fresh MOU was signed for a further period of 5 years. In this MOU a clause regarding the student exchange was added. Consequently two French students, Mr. Gavin Bauer and Ms Clamentine Baillon, had joined us for training from 14th Aug 2013 till 21st Dec 2013.

Foreign Collaboration with EISTI of France, world’s premier institute for competitive intelligence

In more than 25 years, Ecole Internationale Des Sciences De L’Information (EISTI) has become a key player for professionals in the field of Information Technology and Management.
PROGRAMME ADVANTAGES

- The course is distinctive and at present the only one of its kind in the country.
- It is designed to make the students well-versed not only in the general and normal management subjects but also with special emphasis on the art of collection, collation, analysis and dissemination of data in all relevant spheres so as to aid strategy formulation.
- The course covers subjects like:
  - Human Resource Management
  - Financial Management
  - Marketing and Sales
  - Managerial Economics
  - Quantitative Techniques
  - Business Strategy
  - CRM
  - Business Environment
  - Law
- Students are given training in the art and science of Competitive Intelligence and Strategic Management as a specialisation.
- Besides, Competitive Intelligence and Strategic Management, the other area of specialisation is Marketing and Sales wherein subjects like Brand Management, Retail Management, Global Marketing etc, are taught.

FOCUS AREAS

- Functional areas of Management (Marketing and Sales, Brand and Retail, Advertising and Public Relations)
- Generating Competitive Intelligence
- Strategies and Tactics: Corporate Warfare
- Logistics and Supply Chain Management
- Competitive Early Warning and Risk Control
- Financial Forensics
- Industry Analysis and War Gaming
- Scenario Planning
- Change Management
- Strategic Competitive Intelligence
- Scanning the environment for informed decision making
PROGRAMME ADVANTAGES

- Mini-MBA, designed to offer a creative and innovative syllabus which apart from usual management subjects, encompasses competitive intelligence, corporate warfare, skills for success, digital marketing analytics, leadership, governance and the like.
- Aims to groom executives and effective future managers for business and industry and as entrepreneurs.
- Prepares students for pursuing higher studies; and for joining civil services.
- Enables students to deal with the ubiquity of information, changing and challenging business situations and environments and thus gain the competitive advantage for their organisation.

CAREER PROSPECTS

- The BBS Degree, provides triple advantage. A candidate can look forward to middle order jobs in the corporate sector, or, he/she can complete for the civil services.
- The candidate may also opt for an MBA degree. BBS in Business Development will open exciting options in e-Business Management, Competitive Intelligence and related fields, Marketing and Sales, HR Management, Law, Economics, Finance and Advertising Media.

FOCUS AREAS

- Fundamentals of Competitive Intelligence
- Business Information System
- Global Sourcing for Business Development
- Skills for Success
- Competitive Intelligence from Analysis to Dissemination
- Digital Marketing Analytics
- Business Strategy
- National Preparedness
- Competitive Intelligence- Applications in Business
- Database Management System
- Corporate Warfare: Strategies & Tactics
- Electronic Commerce & Business
- Advertising & Public Relations
- Entrepreneurship Development
PERSONALITY DEVELOPMENT MODULES

PERSONALITY ENHANCEMENT

Personal grooming and special sessions are held on business etiquettes, negotiation skills and effective communication for all aspiring students. Special workshops are held on leadership, teamwork and analytical skills. An important part of personality development also involves key aspects of preparation, dressing, body language and public speaking skills.

FOREIGN LANGUAGES FOR THE GLOBAL EDGE

Amity provides students with an international advantage through their foreign language programmes. Students have the choice of selecting one of the many world languages including French, German, Spanish, Japanese and Chinese.

MILITARY TRAINING TO DEVELOP LEADERSHIP, DISCIPLINE AND TEAMWORK

Emphasis is also placed on not only making students academically brilliant, but also transforming them into true leaders and team players. Accordingly, a 7-day compulsory Military Training Camp is an integral part of the Personality Enhancement Module at Amity.
Benchmarking only against the best universities around the world, Amity provides the right ambience to stimulate interactive learning. Amity's faculty and senior team members travel all over the globe to imbibe the best practices so that students get the best environment to pursue their dreams, resulting in world-class infrastructure with state-of-the-art facilities.

- Spacious, air-conditioned classrooms that provide the most conducive environment for dynamic and focused discussions
- Syndicate rooms that provide the perfect setting for acquiring team skills through exercises like brainstorming sessions, group discussions, role-plays etc.
- State-of-the-art computer labs with the latest technology, work-stations and facilities
- The 56000 sq. ft Central Library, along with the 11 department libraries, is stocked with over two lac books, periodicals, references, national and international journals, covering all aspects of academic studies and research materials. Amity library has over 17000 online journals.
- Amity also offers residential facilities for over 7,000 students along with modern sports facilities
- On-campus multi-cuisine restaurants like Café Coffee Day, Domino’s, Subway, Dosa-Plaza and Cocoberry. Moreover, the multi-cuisine food court offers diverse eating options
- The 15 acre sports complex has a olympic size swimming pool besides squash court, indoor shooting range and other sports facilities
Regular industry interaction form a very important part of the academic curriculum as it helps the students not only get industrial exposure also a chance to understand the global business practices. Industry leaders, top professionals, entrepreneurs, policymakers and global gurus are invited to share their wisdom, insight and experiences thereby facilitating practical learning. Such interaction helps students greatly in career development, developing leadership qualities & management skills and making them aware of actual industry functioning. Industry interaction also helps in updating the curriculum as and when changes occur in technology while teaching faculty get sensitized to the latest trends followed by the industry.
TOP CAMPUS PLACEMENTS

Leading companies across different sectors have come to prefer Amity for their on-campus recruitments. This achievement has been the result of a large team of dedicated members of the Amity Corporate Resource Centre that prepares students to secure the right placements and succeed at their work.
AMITY INSTITUTE OF COMPETITIVE INTELLIGENCE & STRATEGIC MANAGEMENT - TEAM MEMBERS

Maj. Gen. Ashok Krishna AVSM (Retd.), Advisor

Dr. S.B. Gaur
Assistant Professor

Dr. Renita Dubey
Assistant Professor

Ms. Sakshee Singh
Lecturer

Mr. Sachin Bhardwaj
Lecturer

Mr. Pradhuman Singh
Industry Mentor

Mrs. Neelam Kapoor
Professor and Industry Mentor

STUDENT-COORDINATORS

- Mr. Priyanker Kashyap
- Mr. Shubhanshu Dubey
- Mr. Safder M. A.
- Ms. Gunika Chabbra

For more information contact:
Amity Institute of Competitive Intelligence and Strategic Management
Amity University Campus, Sector-125, Noida (New Delhi NCR)
Tel.: +91-0120-4392513, +918800355988, +91-01204392118,
+919810392986, +91-0120-4392156, +919810799325
E-mail: avikramaditya@amity.edu, akrishna@amity.edu
Website: www.amity.edu/aicism
MBA – Class of 2014

Competitive Intelligence & Strategic Management
(with additional specialization in Marketing & Sales)

Educational Qualifications

- B.Tech/B.E. - 37%
- BBA - 25%
- B.Com. - 25%
- BCA - 13%
ATISH PANDA
- MBA-Competitive Intelligence & Strategic Management with additional specialization in Marketing & Sales
- B.Tech. - Electronics and Communication
- LIC India
- English, Hindi, Odia, Elementary French

DIVYA SHARMA
- MBA-Competitive Intelligence & Strategic Management with additional specialization in Marketing & Sales
- Bachelor of Computer Application.
- KwalityBazaar.com
- English, Hindi, Elementary French

GAURAV PATIDAR
- MBA-Competitive Intelligence & Strategic Management with additional specialization in Marketing & Sales
- Bachelor of Business Administration.
- Shakti Pumps India Ltd.
- English, Hindi, Elementary French.
- 1 Year in Automobile Sector

GUNIKA CHHABRA
- MBA-Competitive Intelligence & Strategic Management with additional specialization in Marketing & Sales
- B.Com
- Hero Cycles Ltd.
- English, Hindi, Elementary French
HARSHITA SINGH

- MBA-Competitive Intelligence & Strategic Management with additional specialization in Marketing & Sales
- BBA- Human Resource
- CMC Ltd.
- English, Hindi, Elementary French

PRIYANKER KASHYAP

- MBA-Competitive Intelligence & Strategic Management with additional specialization in Marketing & Sales.
- B.E.- Electrical and Electronics
- Spire Research and Consulting Pvt. Ltd.
- English, Hindi, Elementary French.
- 1 year in Electrical Sector.

SAFDER M.A.

- MBA-Competitive Intelligence & Strategic Management with additional specialization in Marketing & Sales
- B.Com.- Computer Application
- KwalityBazaar.com.
- English, Hindi, Malayalam, Elementary French

SHUBHANSHU DUBEY

- MBA-Competitive Intelligence & Strategic Management with additional specialization in Marketing & Sales
- B.Tech.- Information & Technology
- Mercedes Benz India
- English, Hindi, Elementary French
- 1 year in IT industry