



# INDIA'S TOP-10 RANKED B.SCHOOL

As ranked by various B- Schools Survey published in **The Times of India**, as well as **Economic Times & Business Today**

**Times School**

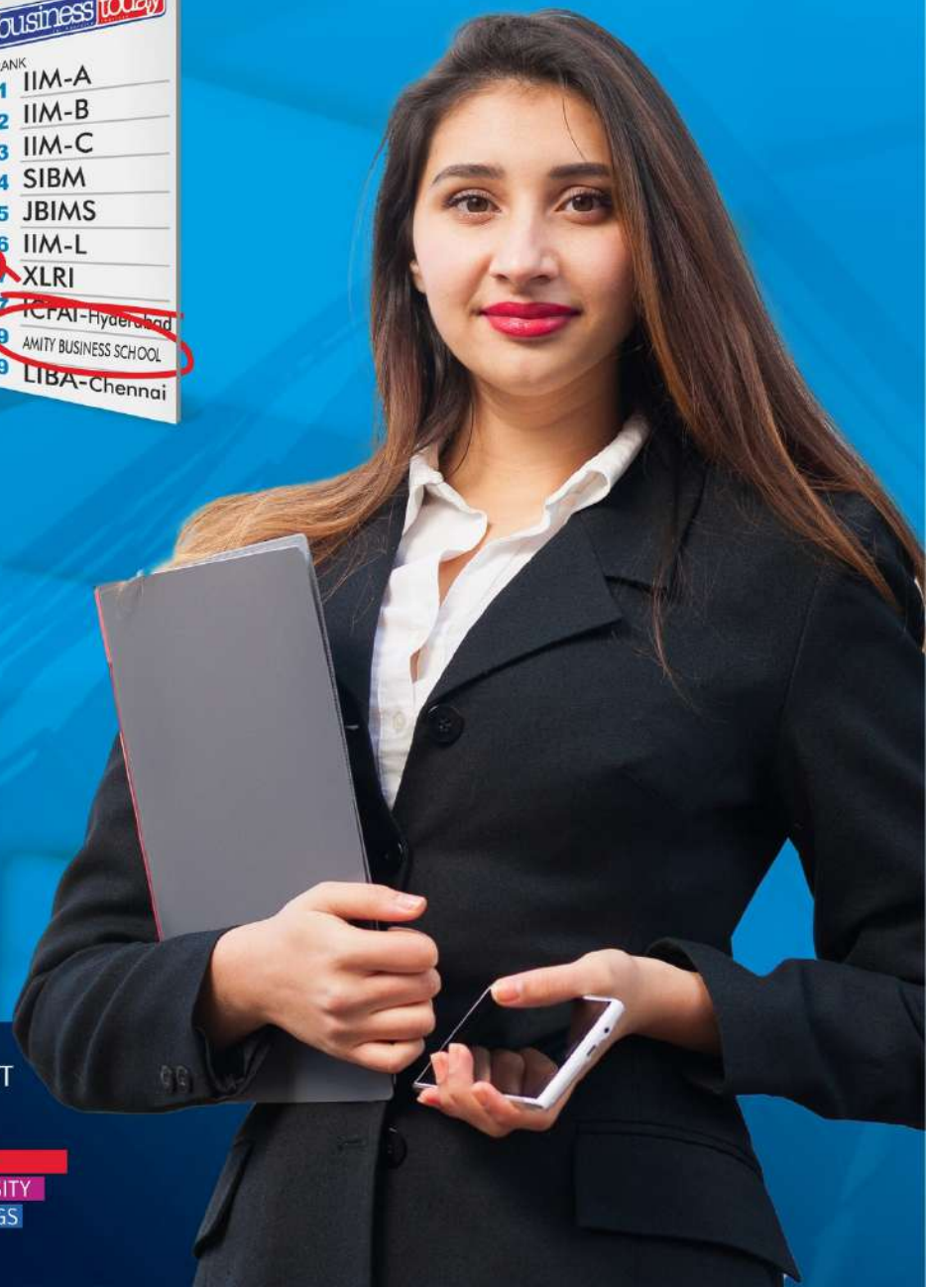
RANK	SCHOOL
1.	IIM Shillong
2.	IIM Raipur
3.	IIM Udaipur
4.	IMT Ghaziabad
5.	KJ Somaiya
6.	MDI Gurugram
7.	<b>AMITY BUSINESS SCHOOL</b>
8.	IIM Kashipur
9.	IIT Kharagpur
10.	SCMHRD Pune

**THE ECONOMIC TIMES**

1.	IIM-B
2.	IIM-A
3.	SIBM
4.	IIM-C
5.	IMT
6.	<b>AMITY BUSINESS SCHOOL</b>
7.	IIM-L
8.	XLRI

**business today**

RANK	SCHOOL
1	IIM-A
2	IIM-B
3	IIM-C
4	SIBM
5	JBIMS
6	IIM-L
7	XLRI
8	ICFAI-Hyderabad
9	<b>AMITY BUSINESS SCHOOL</b>
9	LIBA-Chennai



PART OF AMITY UNIVERSITY RANKED AMONGST  
THE TOP 3% UNIVERSITIES GLOBALLY BY





# AMITY EDUCATION GROUP

Amity is India's leading Global Education Group established over 3 decades ago.

Today it is home to over 175,000 brilliant students across Pre-nursery to Ph.D levels pursuing more than 400 Programmes in 60 diverse disciplines ranging from Management to Law, besides future focussed areas like Renewable Energy, Nuclear Science & Nanotechnology.

The Group is driven by its vision of building up a Global Knowledge Network providing globally-benchmarked education. Today the Group comprises of 16 international campuses across London, Dubai, Singapore, New York, San Francisco, Abu Dhabi, Mauritius, Sharjah, South Africa, Amsterdam, Nairobi and Tashkent besides India.

**175000**  
STUDENTS

**6000+**  
FACULTY & SCIENTISTS

**1200**  
ACRES OF CAMPUSES

**11**  
UNIVERSITIES IN NOIDA, GURUGRAM,  
LUCKNOW, JAIPUR, GWALIOR, RAIPUR,  
KOLKATA, MUMBAI, PATNA, RANCHI &  
MOHALI

**16**  
OVERSEAS CAMPUSES IN LONDON,  
NEW JERSEY, CALIFORNIA, DUBAI, ABU DHABI,  
MAURITIUS, AMSTERDAM, SAN FRANCISCO,  
TASHKENT, SOUTH AFRICA, SINGAPORE,  
NEW YORK, DUBAI, ABU DHABI, SHARJAH,  
CHINA AND ROMANIA

**13**  
B.SCHOOLS IN CITIES OF INDIA

**28**  
SCHOOLS & PRE-SCHOOLS

**150+**  
INSTITUTIONS & CENTRES

**400**  
CAREER ORIENTED PROGRAMMES

**2000**  
PATENTS FILED

AMITY

# RANKING AND ACCREDITATIONS

THE ONLY UNIVERSITY IN INDIA

RANKED AMONGST THE TOP 3% UNIVERSITIES GLOBALLY



AND

WITH THE HIGHEST US AND UK ACCREDITATIONS



RANKED AMONG THE TOP UNIVERSITIES GLOBALLY FOR PRODUCING THE MOST EMPLOYABLE GRADUATES



IN A SURVEY CONDUCTED AMONG 9,000 EMPLOYERS WORLDWIDE

LISTED AS ONE OF THE TOP UNIVERSITIES WITH INNOVATION ACHIEVEMENTS IN INDIA BY



RANKED INDIA'S #1 PVT. UNIVERSITY FOR THE TENTH YEAR



ACCREDITED WITH 'A+' GRADE BY



**NAAC**  
NATIONAL ASSESSMENT AND ACCREDITATION COUNCIL



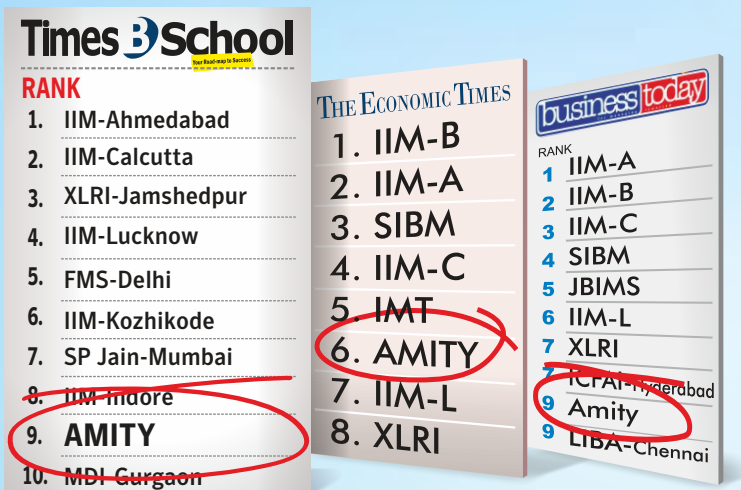


# AMITY BUSINESS SCHOOL

- Established in 1995, a flagship Institution of higher education of Amity University.
- Selected as the winners of The Palmer Group Innovative Learning among Private Business Schools Award.
- The first to initiate Ph.D Programmes and also the first to publish Journals-Amity Business Review.
- Adjudged as "Best B-School" by the prestigious Indian Education Awards during Indian Education Congress 2015.
- Ranked amongst the top 10 B.Schools in India including IIMs as per Times B.School rankings in successive 7 Years till 2020.
- Conferred with WASC - Senior College and University Commission, USA - The Gold Standards of Accreditations Globally.
- Accredited by NAAC with A+ Grade.
- Ranked 28th in NIRF Ranking, June 2023.
- Ranked 8th by Outlook ICARE MBA Ranking 2023.
- Ranked 9th in India & 2nd in Uttar Pradesh by Education World 2022-2023.
- Ranked 5th position in Ranking of Top Leading B-Schools of Super Excellence 2022 by Competition Success Review –CSR-GHRDC B-Schools Survey Nov, 2022.
- Amity Business School, Amity University Uttar Pradesh is in top rankings by Times B-School Ranking for last eight consecutive years.

## PRESTIGIOUS RANKINGS

THE AMITY BUSINESS SCHOOL  
HAS BEEN CONTINUOUSLY RANKED  
AMONG TOP-10 IN INDIA



As ranked by B.School survey published in The Times of India, as well as Economic Times and Business Today for 7th time in succession



Also, conferred the prestigious Palmer Award by Wharton Business School and QS in Philadelphia, USA.

Amity Business School, Amity University is ranked 9th position in top 10 B-Schools by 13th Chronicle's All India B-School Survey 2023

It was selected out of 427 B.Schools / Universities from 43 countries.



## MAJOR HIGHLIGHTS OF AMITY BUSINESS SCHOOL

### **FLEXIBLE CREDIT RATING SYSTEM -**

A diverse choice of several credit courses, which facilitates cross-functional learning

### **PROVEN RESEARCH RECORD**

with valuable research publications

### **STUDY ABROAD PROGRAMMES,**

to reputed International Universities (Dual Degree) and to Amity Campuses of London, California, Singapore, Dubai, New Jersey and Mauritius

### **EXPERIENTIAL LEARNING**

with focus on live projects, case studies, consulting assignments and collaborative learning

### **FOUR-TIER MENTORING SYSTEM**

where mentors are assigned from the Faculty, Industry, Alumni and Parents

### **EMPLOYABILITY SCORE FOR STUDENTS -**

A multi-stage process of appraisal involving a bi-annual review by the industry advisory board and the academic committee

### **1000+ STRONG ALUMNI NETWORK MENTOR-MENTEE PROGRAMMES**

to help students embark on a successful career.

### **INDUSTRY INTERACTION -**

Friday Fortnight Series providing a platform of interaction with Real Entrepreneurs.

### **AMITY INNOVATION INCUBATOR**

to nurture your entrepreneurial dreams. E-Cell to support students in funding, infrastructure, legal, marketing support for their startups.



# VICE CHANCELLOR MESSAGE

**Prof. (Dr.) Balvinder Shukla**  
Vice Chancellor  
Amity University Uttar Pradesh



**A**MITY Business School, Noida has been the frontrunner Institution of Amity University Uttar Pradesh since its inception in 1995. It has excelled in all fields of imparting management education and nurturing business leaders for the future. In its pursuit of excellence, it has added many laurels by way of coveted rankings and accreditations. Amity Business School has been striving to develop knowledge, skills and values, that support responsible commitment to human rights and sustainable development. The School has been introducing path breaking innovations such as choice based credit system, experiential leaning based pedagogy, active industry-academia collaboration and international exposure to its students. The quality and caliber of its industry ready students have been attracting reputed companies across diverse sectors and functions for campus placements. A vast network of well-placed alumni of the School is a testimony to the quality of education and grooming provided by Amity Business School.



# HEAD OF THE INSTITUTION MESSAGE

**Dr. Sanjeev Bansal, Ph.D, D.Litt**

Professor of Decision Sciences  
Dean - Faculty of Management Studies  
Director - Amity Business School  
Amity University Uttar Pradesh



**A**MITY Business School, Noida founded in 1995, is the first institution of higher education of the Amity Education Group. In its glorious journey of 28 years, ABS has set many quality benchmarks and is proud to have several of its illustrious alumni heading reputed global companies.

ABS is driven by its vision of nation building through providing integrated transcultural quality education and emerge as a global front runner in management education by nurturing talent.

ABS has been striving to impart quality education in all domains of business management to meet the growing demand for competent managers equipped with modern outlook and technology yet well-grounded in Indian ethos and culture. At ABS, students are encouraged to develop a balanced outlook and personality through integration of academics research and extracurricular activities of their choice.

Course curricula and the teaching pedagogy are regularly reviewed and revised to incorporate latest developments and innovations for attaining the desired outcome.

The Class of 2024 has gathered many accolades and has done a variety of wonderful projects and internships in spite of numerous challenges due to the pandemic. We are sure the legacy and reputation established by our Alumni will be carried forward by these students.

ABS would like to invite your esteemed Organization for Campus Recruitments of MBA Class of 2024. A brief profile of the batch is there for your kind perusal.

# HEAD- CORPORATE RESOURCE CENTRE MESSAGE

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It gives me immense pleasure to take this opportunity to invite you for the campus placement process at Amity Business School for MBA Class of 2024. This is the time of the year, where you may witness and interact with the blend of talents we have, who are industry ready. I am confident that our students are capable to deliver on your expectations.

The gamut of our corporate collaborations has traversed Amity Business School to be ranked as one of the top B.Schools in the country. Based on research, feedback and expectations of the industry, we fine-tune our programme not only in terms of the structure and curriculum, but also in terms of pedagogy. The curriculum helps the budding managers in drawing the synergy from such defined programmes to equip themselves with core management and soft skills. We are looking forward to build a strong bond of association with you to navigate through unidentified areas of excellence. We welcome you to the ABS Family!

**Kritika Dasgupta**

Assistant Director & Head, CRC  
Amity Business School



# COLLABORATIONS TIE-UPS

The objectives of the International Division are to ensure Study Abroad Programmes, Exchange Programmes, Internship Programmes, Faculty Development Programmes, Short Courses & Scholarly Meetings, Lectures, Conferences, Workshops, Collaborative Research, and Knowledge Exchange with University partners. It also initiates joint projects with diverse businesses and industries.

Amity Business School has one such international collaboration with National Yunlin University of Science & Technology, Taiwan. Apart from regular Student Exchange programmes, the MoU also enables Academic and Faculty Exchange between the Management School of National Yunlin University of Science and Technology and ABS.

## SOME OF THE INTERNATIONAL UNIVERSITIES WITH WHICH AMITY HAS PARTNERED

COUNTRY	INSTITUTION
Canada	Carleton University, Canada
USA	California State University, San Bernardino
USA	Clafin University
USA	College of Business, Delaware State University
USA	NJIT
USA	NYU Poly
USA	University of Indianapolis
France	International School of Management
Germany	ISS International Business School
Italy	Link Campus University of Malta
Northern Ireland	Queen's University Belfast, Northern Ireland
Scotland	Napier University
UK	Newcastle University, UK
UK	Nottingham University, UK
Taiwan	Feng Chia University
Taiwan	National Tsing Hua University

## INTERNATIONAL TIE-UPS WITH UNIVERSITIES



# GLOBAL EXPOSURE FOR STUDENTS



## STUDY ABROAD PROGRAM

ENABLES AMITY STUDENTS TO GAIN VALUABLE INTERNATIONAL EXPERIENCE AT AMITY CAMPUSES IN NEW YORK, SINGAPORE, LONDON & DUBAI.

.....

This unique programme spanning 6-8 weeks adds real value to students in the form of international experience and imbibes a global perspective & also enhances their resume for better career opportunities.

## 3 CONTINENT PROGRAM

DURING THIS UNIQUE PROGRAM, AMITY STUDENTS STUDY ONE YEAR AT AMITY IN INDIA AND ONE SEMESTER EACH IN USA AND UK. STUDENTS THUS ADD INTERNATIONAL EXPOSURE TO THEIR RESUME AND PREPARE FOR THE GLOBAL CORPORATE CULTURE.

# INDUSTRY INTERACTION

At Amity University Noida, industry leading interaction with business leaders and marketing gurus, empowers students with insights and knowledge far beyond the ordinary. Amity students regularly interact with heads of the industry through CEO Forums, the CEO Dinner Series and Corporate Mentoring Programmes. Regular interactions with Global Marketing Gurus and industry leaders from around the world expose students to the latest global trends and practices in Science, Technology, Research, and Communication amongst others.

Name	Designation	Company Name
Mr. Jayant Chandra	Director	PWC
Mr. Dev Motla	People Advisor	Accenture
Ms. Hifza Javed	Data Privacy Advisor (Senior Analyst)	Infosys Ltd.
Mr. Rakesh Mehta	Director	Champions of Change in Education Director
Mr. Sanjeev Asthana	VP-HR	Triveni Engineering & Industries Ltd.
Mr Pradeep Pandey	Mr Pradeep Pandey	Grant Thornton
Mr. Kailash R. Gandhi	Director & Principal Consultant	KRG Strategy Consultants Pvt. Ltd.
Mr. Bal Krishna Mishra	Founder President	Vedant Vidya Sansthan Trust
Mr. Sankalp Chabbra	Director, Product Management & Digital, Marketing Team	Snapdel
Mr. Jayant Chandra	Director	PWC
Mr. Jeetesh Lingam	Associate GM-Global Service Delivery Manager	HCL America
Dr. Neeti Saxena	CHRP	Accurate Group of Companies
Mr Dharesh Nair	AGM - HR	TCS
Mr. Binod Chaturvedi	Regional Director - Client Services	TCS
Ms. Richa Bajoria	Sr. Manager-HR,	IndiGo
Mr. Saurabh Bathla	General Manager in EV Business	Reliance JIOBP Mobility Ltd.
Ms. Pragya Chaturvedi	Head-Talent Acquisition	Reliance JIOBP Mobility Ltd.
Mr. Sandip Singh Tuggar	Manager	HCL Technologies

Name	Designation	Company Name
Dr. Meenakshi Davar	Chairperson (Academics)	World e University
Dr. Damodar Sahu	Head of New Age SaaS	Wipro Limited, USA
Mr. Shubham Jain	Associate Director- Govt., BFSI & Compulsive Payment Business	Razorpay
Mr. Venkatesh Krishnamurthy	Founder & CEO	Wharf Street Strategies
Mr. Rohit Pathak	CEO	Birla Copper (Hindalco Industries Ltd.)
Mr. Saurabh Pandey	CEO	DotConverse Digital
Ms. Sharmila Sahai	Former Managing Director	Timex Group India Limited
Mr. Vishwanadh Raju	Head-India Talent Acquisition, Talent Strategy, Talent Branding and Early Talent Program	Dun & Bradstreet
Mr. R Venkatesh	Head of IT, Operations and HR	DCB Bank
Ms. Vibhuti Love,	Founder Director	Vistaar Designers Pvt. Ltd.
Mr. Amit Arora	Director	Tactwise Solutions Pvt. Ltd.
Mr. Nitin Arora	Associate Director, Content Customer Service Team	S&P Global
Mr. Anil Bhasin	Former Managing Director	Havells India Ltd.
Mr. Gومتेश्वर Jain	MD	Rasberrie Designs Pvt. Ltd.
Mr. Varun Yadav	CEO	Varuna Chemicals Pvt. Ltd.
Mr. Aakash Arora	Sr. Consultant	Capgemini Services India Pvt Ltd
Mr. Nirmallya Roy Chowdhury	Founder & CEO	Radicle Advisors
Mr. Nishant Goel	Co-Founder	Gizmore
Ms. Nidhi Goel	Sr. Manager	Retail Automation Indian Oil Corporation
Mr. Pushpendra Singh Indolia	GM	Tata Motors Ltd.
Mr. Abhishek Verma	Head CEO's Office	Rezo.ai
Mr. Manoj Sharma	Founder & Director	HuQuo Consulting Pvt. Ltd.
Mr. Rajit Sikka	Regional Head-Academic Interface Program – India North	TCS
Mr. Jayant Kwatra	Founder	Sanguine Capital Financial Institution
Mr. Sanjay Singh	Gr.Head, Strategic Sourcing	Hero Motors Group
Mr. Anshumali Dwivedi	Managing Director	Sacred River Agri Technologies Pvt. Ltd.

# HOLISTIC PERSONALITY DEVELOPMENT



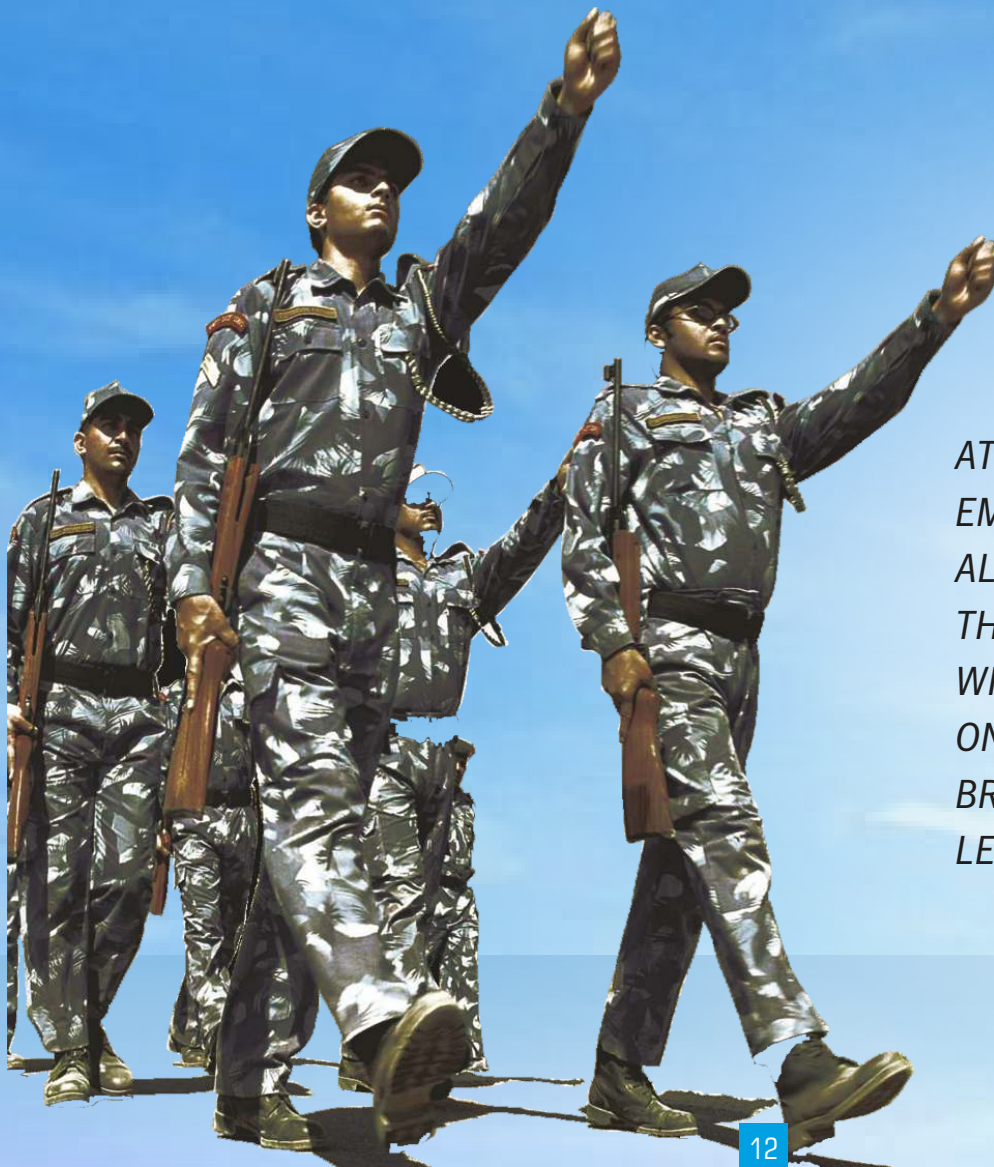
MILITARY TRAINING TO DEVELOP LEADERSHIP, DISCIPLINE AND TEAMWORK SKILLS



PERSONALITY ENHANCEMENT MODULES TO IMPART COMMUNICATION AND SOFT SKILLS



FOREIGN LANGUAGES TO GIVE THE GLOBAL EDGE



AT AMITY UNIVERSITY NOIDA, EMPHASIS IS GIVEN ON ALL-ROUND DEVELOPMENT. THIS IS ONE OF THE REASONS WHY STUDENTS ARE NOT ONLY ACADEMICALLY BRILLIANT, BUT ALSO TRUE LEADERS AND TEAM PLAYERS.

# INDUSTRY VISITS



Exide Visit



Suzuki Motorcycles Private Limited



Hero Motocorp



Siegwerk India



Carlsberg



Gracure Pharmaceuticals



xWestin Hotels Gurugram

## OTHER IMPORTANT VISITS

- PEPSICO
- MARUTI SUZUKI
- HERO MOTOCORP
- LUMAX INDUSTRIES
- EICHER TRACTORS
- YAMAHA MOTORS
- PARLE
- MITSUBISHI
- ARCHIES
- RELAXO FOOTWEAR
- SIEGWARK INDIA
- ESCORTS LTD.
- EXIDE INDUSTRIES

# AMITY EXCELLENCE AWARD

Corporate leaders, Groundbreaking researchers and Responsible individuals & organizations play a significant role in providing a trusted forum for ideation, best practice sharing helping to drive businesses forward. They play a vital role in shaping the world economy, developing industries, creating theories and ensuring nation building. At Amity, we undertake extensive research to identify such achievers and contributors for conferring them with

the 'Amity Excellence Awards'. We are happy to announce the proud and deserving recipients of the Amity Excellence Award for 2022:

- **Mr. Devendra Sura**, Treeman of Haryana
- **Mr. Manish Patel**, Messenger of Nature
- **BIG FM**, award received by Ms. Neha Kapoor, 'Lead-Talent Acquisition & HR Business Partner-North



**Dr. Ashok K. Chauhan**      **Dr. Atul Chauhan**

**Prof. (Dr.) Balvinder Shukla**      **Prof. (Dr.) Sanjeev Bansal**

**BIG FM**  
dhun badal ke toh dekho

INDUSTRY PARTNERS: IndianOil, Apollo, TORETO, NIRL

PUBLICATION PARTNERS: International Journal of Life Science & Pharma Research

RADIO PARTNER: RED FM

MEDIA PARTNER: businessline.

SUSTAINABILITY PARTNER: Bisleri

# CONDUIT

## Research Paper / Case Study Competition

Conduit is a platform to the students and research scholars to gain rich insights of the developments in the business world against the backdrop of a post pandemic world which not only sees managers redesigning their business models with new strategies but also sees a complete change in the way that organization's function and aims to provide broad coverage and dissemination of foundational research, where participants will have opportunities to present and publish their original research cases, exchange their views and also network in the forum

The Conduit 2022 was organized by Amity Business School, Noida on 1st September 2022 which was held in 3 different tracks attended by 41 students and 8 faculties and having Dean FMS Dr. Sanjeev Bansal as the Chief Guest of the day.

The event began with the blessings of the almighty by the SARASWATI VANDANA then a welcome address by Dr. Sanjeev Bansal for the audience which was further followed by a BROCHURE LAUNCH by Dr. Kritika Das Gupta. The presentations were held in three different tracks, each of which had two jury members.

**Track 1** was head by Dr. Anupama Rajesh and the external jury Dr. Alka Maurya from Amity International School of Business. The winners of the track were as follows :

- 1st position held by Keerat Kaur Khalsa and Prapti Swaroop Kumar
- 2nd Position held by Namya Sethi

**Track 2** was headed by Dr. Sumeet Singh Jaiswal and the external jury was Dr. Manita Arora from Amity School of Business. The winners of the track were as follows:

- 1st position held by Ravisha Nautyal
- 2nd Position held by Ruchi Jain

**Track 3** was headed by Dr. Ritu Wadhwa and the external jury was Dr. Ruchi Jain from Amity School of Business. The winners of the track were as follows:

- 1st position held by Riju Ghosh
- 2nd Position held by Dhanush Karthik

### ORGANISING TEAM

#### Faculty Organizers:

- Dr. Sunetra Saha
- Dr. Ruchika Nayyar

#### Student Organizers:

- Akash Kumar Singh
- Mehak Jain
- Kanika Arora
- Ipsita Sood
- Srishti Johari
- Parnika Mittal





# 8<sup>TH</sup> GLOBAL LEADERSHIP RESEARCH CONFERENCE 2023

DATE : 13th-15th March, 2023  
VENUE : Amity Business School, Amity University Campus  
Amity University Uttar Pradesh, Noida

## THEME: ARCHITECTING NEW TENETS FOR FUTURE OF BUSINESS

With the pandemic behind us, commerce and industries are returning to business as quickly as they fell. They are trying to adapt to pivot swiftly refocusing on giving much attention to solving difficult challenges in the coming years. Talent shortfalls, digital innovations, and proof of remote work's efficacy have exposed a discomfiting reality: businesses, by and large, are relying on obsolete models and outdated ways of working.

The pandemic has accelerated the change that was already reshaping the workplace, including digitization, remote working, distributed workforces, asynchronous and virtual collaboration, and reskilling and upskilling. In this environment, companies are fighting multiple battles: to attract and retain talent, keep up with the ever-accelerating pace of change, and meet customers' needs.

Companies must keep the momentum going - there is an opportunity now to boldly design a future of work that's based on what the work requires and what talent needs. A June 2021 study from Future Forum, assessed more than 10,000 knowledge workers in six countries and found that 93% want a flexible schedule, 76% want flexibility in where they work from, and 56% are open to a job change.

**'Yesterday's models cannot handle today's challenges. Businesses won't survive without a bold new approach for tomorrow.'**

The conference was attended by academicians, business leaders, policymakers, consultants, and researchers from across the globe. One of the key goals of the event was to provide a forum for academia-research-industry interaction to identify ways for developing and benefitting by establishing mutually beneficial institutional collaborations and institutional partnerships.

There were different areas and sub areas which were part of tracks, Forum deliberation and research-based workshops. There were discussions starting with proud experience of G20 representation with speakers from G20 and Y-20. The youth chapter of G20 spoke about agenda and way ahead matched with environmental initiatives and awareness under UNSDG 3. Further initiatives for environmental conservation and right disposal of waste, developments in Aviation, Medical, entrepreneurship, financial developments, contemporaries in the functional area of marketing, emerging facets in Human resource developments, different strategies, and initiatives for building operational excellence, varied IT developments in all functional areas of business was also talked by experts and industry practitioners.

Another important uniqueness which the conference was deliberation by top women leaders as benchmark and representation from medical practitioners on the importance of Mental Health. Thus, every aspect that shapes the present and future of business was emphasized.

## A FEW EMINENT SPEAKERS

- Mr. George Angelo, CEO, Bisleri International
- Dr. Meena Mahajan, Founder of Siddhi Foundation powered by Humanity
- Mr. Suhaib Ilyasi, Editor-in-Chief, Bureaucracy Today
- Prof. Naresh Gupta M.D., Medical Consultant MAMC, Delhi & Advisor for Haemophilia, Lok Nayak Hospital, President Health Environment Foundation & former Director-Professor, Maulana Azad Medical College, Delhi
- Ms. Vishakha Yaduvanshi, Director, MoEA, Govt. of India
- Dr. Sapna Popli, Professor, IMT Ghaziabad
- Mr. Amit Mishra, CEO, MSL Group
- Mr. Ram Panwar, APAC Marketing Leader, IBM Consulting
- Mr. Manik Mahajan, Director - Digital Marketing and E-Commerce, Philips Home Appliances
- Dr. Adesh Jain, Chairman, i2P2M & Founder, World Project Management
- Mr. Anil Juhari, former CEO of the National Accreditation Board for Certification Bodies (NABCB) - Quality Council of India (QCI)
- Dr. A V Singh, Member of Board of Directors and Chief Sustainability Officer of Bajaj Group of Companies
- Mr. Rakesh Zutshi, Managing Director, Halonix Technologies
- Ms. Namita Tiwari, Marketing Director, Wipro
- Mr. Tanmoy Saha, Associate Director, PwC India
- Mr. Pankaj Dubey, Founder, DSPIN Consulting
- Dr. R.K. Singh, Chief General Manager, SIDBI
- Dr. Aseervatham Achary, National Coordinator of Documentation & Library Department, Bharatiya Janata Party
- (CA) P C Tulsian, Former Principal, Ramjas College, University of Delhi
- Ms. Jayasree Madassery Gopi, Deputy Director General, Ministry of Finance, Government of India
- Mr. Sushil Kumar Singh, Dy. General Manager, State Bank of India
- Dr. Ritu Gupta, President, Academy of Paediatricians
- Dr. Sanjeev K. Singh, Medical Director, Amrita Hospital
- Dr. Mohit Gupta, DM (Cardiology), Professor of Cardiology, G.B. Pant Hospital
- Dr. Rajdeep Singh, Professor, Maulana Azad Medical College
- Mr. Vinod Chaturvedi, CHRO- Mineral Resources & Mining, Head- Noble Ferro Alloys Business, Group Head - Employee Relations at Aditya Birla Group
- Ms. Vivian Cruz, Chief Organization Capability Officer, i-LEAP PHL
- Mr. Suman Rudra, Vice President Human Resources, BYJU'S, Bangalore
- Mr. Rajiv Kumar, Vice President & Head – HR, ElectrifiAi, Noida
- Mr. Barttanu Das, Head- Human Resource - HO, Corporate HR, L&T
- Prof. Ivan Coste Maniere, Skema Business School, France
- Dr. Yeliz Karaca, Senior Researcher, University of Massachusetts
- Dr. Harpreet A. De Singh, Executive Director, Air India Limited
- Ms. Neha Sharma, Reserve Bank of India
- Ms. Shilpi Kapoor, CMO, Airtel Payments Bank

# GLIMPSES OF EVENT



# DOCTORAL CONCLAVE

Amity Business school, Amity University Uttar Pradesh organized its 3rd Doctoral Research Conclave on “The Power of Research in Changing Global Scenario” using MS Teams on 1st and 2nd December 2022. The conclave intended to understand and share the state of management research among Doctoral Scholars and its primary objective was to provide a dynamic platform for knowledge sharing to the Research Scholars to interact and enhance their knowledge and generate ideas for their research endeavours.

Subsequently, in the second phase of the conclave, management research scholars were invited to share their highlights of thesis and social contribution of their work, status of level of implementation and the presentations were evaluated by esteemed jury further winner was awarded.

## **THE CONCLAVE AIMED TOWARDS THE FOLLOWING OBJECTIVES:**

- To provide a digital platform wherein Corporate and Academia collaborate to share exponential value of Research to scale up for Innovation.
- To set a ground where distinguished academicians shall emphasize upon the nuances of Research process and guide to foster knack of Research in congruence with relevant research practices and methodologies.
- To provide a platform for research scholars for sharing their research ideas to the panel of distinguished experts.

- To provide a platform for researchers, experts, organizational members and consultants for networking and learning from each other.

## **THE CONCLAVE ENABLED PARTICIPANTS TO GAIN LEARNING OUTCOMES:**

- To think diversely after gaining real time experience from Distinguished Speakers and Laureates
- Create research models & Frameworks which will be useful to business and society at large
- To create a focal forum and stage for the participants to inculcate collaborative learning to motivate the Research Scholars to write Research Articles
- Incorporate constructive feedback received from the expert panel to enhance the quality of their research work
- Gain an insight on how to use R in their Research Analysis
- Learn to publish their research work in high quality journals and publications

## **PARTICIPATION**

PhD. Research scholars from Noida Campus, Lucknow Campus, Delhi University, Dubai Campus were invited to participate in the conclave. 121 research scholars were registered for the event.

## **EVENT DETAILS**

The event comprised of 4 sessions where discussions and deliberations were successfully completed, a workshop and thesis presentation competition.

## PANELISTS

The following panelists engaged in the deliberations across the different sessions.

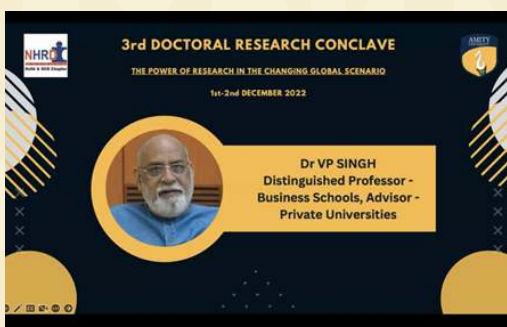
- Dr Madhu Vij, Professor, Faculty of Management Studies.
- Dr V P Singh, Distinguished Professor-Business Schools, Advisor-Private Universities
- Dr. Aquil Busrai, CEO Aquil Busrai Consulting
- Dr H S Sharma, Vice Chancellor, Himalayan University Arunachal Pradesh
- Dr Pramod Pathak, Former Professor, ISM Dhanbad
- Dr Murali Sivaramakrishnan, Former Professor Pondicherry Central University
- Dr Shailendra Kumar, Professor, IIIT Allahabad

- Dr Kavita Mathad, Professor, Dean Faculty of Management Studies GIBS Bangalore
- Dr Rajeev Sijariya, Dean Special Center for E-Learning, JNU
- Dr B C Das, Chairman & H. G. Khorana Chair Professor AIMMSCR, Dean Health & Allied Sciences Amity University Uttar Pradesh
- Dr D K Bandopadhyay, Chief Advisor FPO & Chairman ALSs

## SESSION CHAIR

Along with the panelist, plenary sessions were moderated by following session chairs:

- Dr Sanjeev Bansal, Dean FMS & Director ABS
- Dr K M Soni, Professor, ECE Department – ASET Deputy Dean, Domain - Engineering & Technology
- Dr Ashok Chopra, Professor Amity University Dubai



# INFINITY 2022

INFINITY-2022, The Annual Technology Conference of Amity Business School, was on the transformative influence of technologies like AI, Automation, and Machine Learning in reshaping industries, driving leaders to optimize efficiency.

**The following distinguished experts, carefully selected, shared their insights:**

Mr. Vijay Bahadur Pathak, Member of Legislative Council- Government of Uttar Pradesh, Mr. Jayant Chandra, Associate Director, PwC, Mr. Amit Dubey, National Security Expert, , Radio Host RedFM “Hidden Files” and TedX Speaker, Dr. Triveni Singh, Former Superintendent of Police- Government of Uttar Pradesh, Mr. Sunil Singh, CEO- UnivLabs, Mr. Gorav Goyal, ,Zenon Technologies, Mr. Anil Bhasin, Former President- Havells, Mr. Ajay Shekhawat, Founder and Director-ANSecure Pvt Ltd,

Dr. Rakesh Jha, CEO-Pricoris Ventures Ltd, Mr. Raj Kamal, CEO-Hitachi Systems India Pvt Ltd and more Invited for their disruptive tech domain expertise, they introduced 750+ students to post-pandemic strategies, industry needs, and transformative tech insights. Sessions spanned customer services, operations, and finance.

Ministry support adorned certificates, showcasing tangible gains for Amity's academic community. The event cemented collaborations for research, internships, and seminars, aligning with 'Mission: Connect' and 'Mission: Synergy of Brains'. Future involves leveraging these connections for guest lectures and projects, amplifying students' learning experiences.

This Conference fostered knowledge exchange, industry insights, and valuable partnerships



# ALUMNI MEET 2023

The Alumni Reunion 2023 was organized by Amity Business School, Amity University on 13th May 2023. Amity Alumni Reunion was a Signature event. Amity brings these Brand Ambassadors outstanding people together on a single platform to reconnect with their classmates, faculty members and mentors, to cherish the relationship and rejuvenate the bond with their alma mater.

Interacted with various alumni members, who are very cooperative and would like to associate more with their Alma mater in various ways for Institution's productive learning environment, develop synergistic plans to have strong continued association for mutual exchange of knowledge and resources. The following were the key features in the event:

- Reminisce and Cherish old memories with batchmates and faculty members
- Alumni Achievers Awards
- Network and collaborate for future growth
- Cultural program
- Fun game for kids

Sixty Six Alumni members participated in the Alumni Meet. During the event Amity Alumni Achiever Awards were presented to the following distinguished Alumni members for their contributions to the industry, society and Alma mater.

- Mr. Anshul Garg, Group Managing Director, Mohan Electro-Casting Pvt Ltd
- Mr. Deepak Sharma, Head Marketing & Seller, Fintech & Payments Group, Flipkart Internet Pvt. Ltd., Bangalore.



# DISTINGUISHED FACULTY

AMITY'S INTELLECTUAL CAPITAL IS THE SCHOOL'S MOST VALUED RESOURCE. THE CORE FACULTY COMPRISES OF DISTINGUISHED ACADEMICIANS FROM THE BEST INSTITUTIONS AND LEADING PROFESSIONALS OF THE CORPORATE WORLD WITH RICH INDUSTRY EXPERIENCE.

Amity University Noida has over distinguished faculty members, coming from all over the sub-continent. With diverse and rich experience in academics and industry, in areas such as Stem Cell, Aeronautical Engineering, Laser Technology, Robotics, Management, Optometry, Orthodontics, Nursing and Behavioural Sciences, they have been creating new milestones in quality education since the beginning. Most of the faculty members are Ph.D. holders and some are involved in guiding the students and faculty in their areas of expertise.

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## MENTOR-MENTEE PROGRAMME

Amity has instituted the Mentor-Mentee Programme to help students make the right career choice. The high student-teacher ratio ensures that each faculty member has a group of students under him whom he can guide through regular career counselling, just like a true mentor.





# INTELLECTUAL CAPITAL

## **Dr. SANJEEV BANSAL**

Dean, FMS & Director, ABS  
Professor, Decision Science; Ph.D & D.Litt  
Lifetime Achievement Award by GBIT and  
SIBF. He has also won Dr. Sarvepalli  
Radhakrishnan Lifetime Achievement  
National Award by IRDP. “Rashtra Ratan  
Award 2019” for the outstanding excellence  
and remarkable achievements in the field of  
Teaching, Research and Publications by IRDP.

## **Dr. RAMESH KUMAR BAGLA**

Professor- Marketing & Sales MA (Economics),  
PGDBA, Ph.D

## **Dr. JAYA YADAV**

Professor -HR, MBA, Ph.D

## **Dr. HARMINDER KAUR GUJRAL**

Professor-HR, Psychology & Behavioural  
Science MA, M.Phil, Ph.D (Psychology)

## **Dr. SANDEEP MATHUR**

Professor-Decision Sciences,  
Ph.D, M.Tech, MBA & B.Tech from NIT Jaipur

## **Dr. ANITA VENAİK**

Professor- Information Technology, Economics  
Ph.D, MSc, PGDIM, PGDCA

## **Dr. PARITOSH MISHRA**

Professor-HR, Psychology & Behavioural Science  
Ph.D, M.Phil. & M.A. Politics (International  
Studies) and PG Diploma in Personnel  
Management from National Institute of  
Personnel Management, Kolkata.

## **Dr. VIJIT CHATURVEDI**

Professor-HR, Psychology & Behavioural  
Science Ph.D, M.Phil, Diploma in Training and  
Development from ISTD approved by MHRD,

Diploma in Labor Laws, Certification in NLP  
(First level), Foundation course in Strategic  
Management from IIM Indore

## **Dr. ANURUPA B. SINGH**

Associate Professor-Marketing & Sales; Ph.D

## **Dr. JAIDEEP KAUR**

Associate Professor-HR, Psychology & Behavioural  
Science; Ph.D, PG (HRL), PG (Psy)

## **Dr. PUJA SAREEN**

Professor- HR, Psychology & Behavioural  
Science; Ph.D

## **Dr. SHIKHA MISHRA**

Associate Professor-HR, Psychology & Behavioral  
Sciences, PhD, MBA-Human Resources,  
Certified Organization Development Expert,  
Tata Institute of Social Sciences, Mumbai  
Certified ‘Performance & Competency Developer,  
CAMI, USA, Behavioral & Communication Trainer

## **Dr. RICHA SHARMA**

Associate Professor-HR, Psychology &  
Behavioural Science, Ph.D

## **Dr. SUMEET SINGH JASIAL**

Associate Professor-Decision Sciences, Ph.D

## **Dr. RUCHIKA NAYYAR**

Associate Professor-Marketing & Sales MBA  
(Marketing & HR), Ph.D

## **Dr. RAHUL GUPTA**

Associate Professor-Marketing & Sales MBA,  
Ph.D, FDPM IIM Ahmedabad

## **Dr. AMIT KUMAR PANDEY**

Associate Professor- Marketing & Sales, MBA,  
Ph.D

**Dr. LAKHWINDER KAUR DHILLON**

Associate Professor - Finance & Accounting,  
MBA, M.Phil, Ph.D

**Dr. RITESH DWIVEDI**

Associate Professor - Marketing & Sales,  
MSW, NET, Ph.D

**Dr. RITU WADHWA**

Associate Professor - Finance & Accounting,  
NET, MBA, Ph.D

**Dr. VINAMRA JAIN**

Associate Professor - Marketing & Sales  
MBA, Ph.D

**Dr. SHWETA AWASTHI**

Associate Professor, Business Communication,  
Ph.D

**Dr. ASHIMA AGARWAL**

Associate Professor-Finance & Accounting, NET-  
JRF, MBA, Associate Company Secretary, Ph.D

**Dr. PRIYANKA AGARWAL**

Associate Professor-HR, Psychology &  
Behavioural Science; Ph.D, MBA

**Dr. SONALI P. BANERJEE**

Asst. Professor -Marketing & Sales, MBA, Ph.D

**Dr. SUNETRA SAHA**

Asst. Professor -Marketing & Sales, MBA  
(Marketing Management), MA (Economics), Ph.D

**Dr. ANSHU YADAV**

Assistant Professor - HR, Psychology &  
Behavioural Science; MBA, Ph.D

**Dr. SWATI UPVEJA**

Asst. Professor- Economics,  
Ph.D in Economics and MA (Economics)

**Dr. NITENDRA KUMAR**

Asst. Professor  
Decision Science, Ph.D

**Dr. ANSHU SINGH**

Associate Professor- HR  
Psychology & Behavioural Science,  
MBA, Ph.D

**Dr. PALLAVI SHARDA GARG**

Asst. Professor-IT, MCA, MBA, Ph.D

**Dr. SAMARTH SHARMA**

Asst. Professor – Decision Science, Ph.D

**Dr. PRIYANKA NAHUSH**

Asst. Professor-Marketing  
Ph.D (Digital Marketing)  
MBA (Mktg. & Business Analytics)

**Dr. ARCHANA SINGH**

Asst. Professor-Marketing & Sales  
M.Com, Net, Ph.D

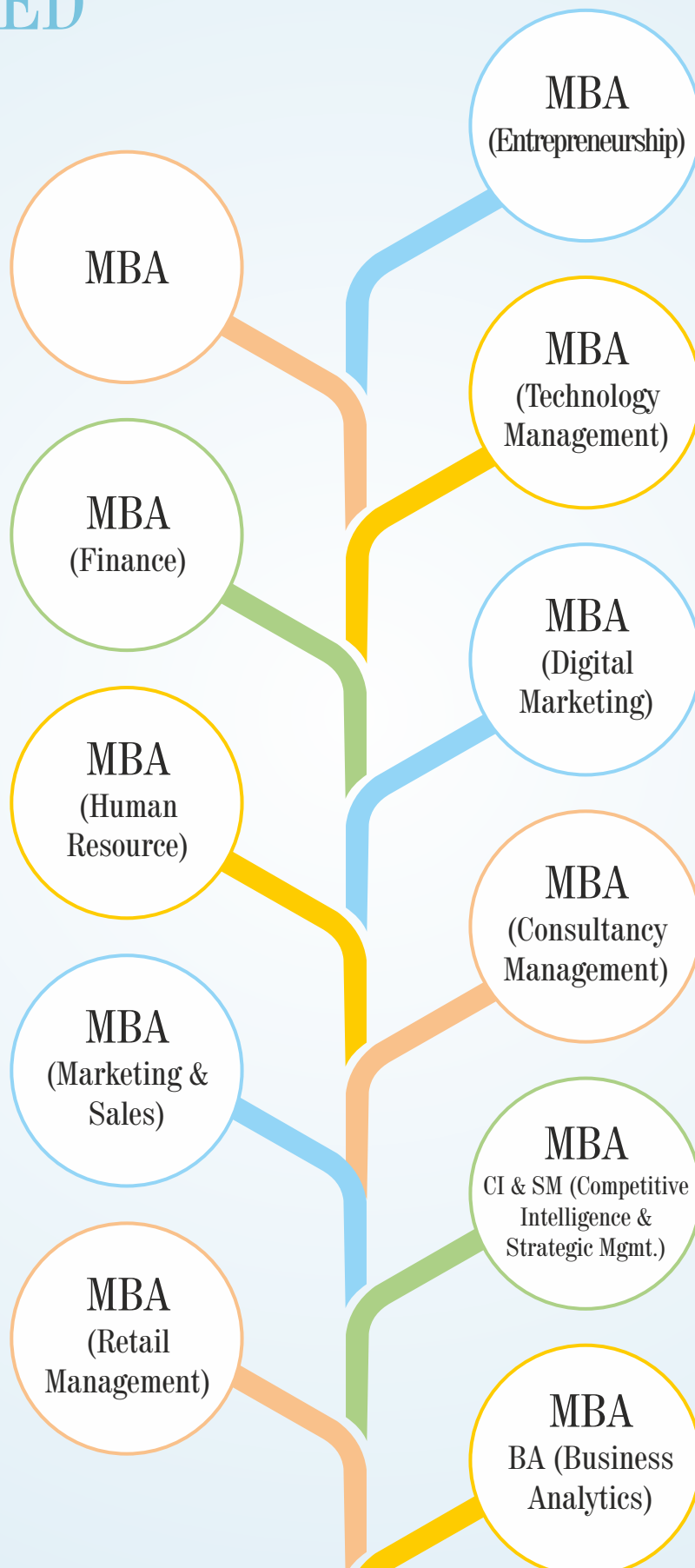
**Dr. MANISHA BHARDWAJ**

Asst. Professor – IT, Ph.D. (IIT Roorkee),  
M.Tech (IT)

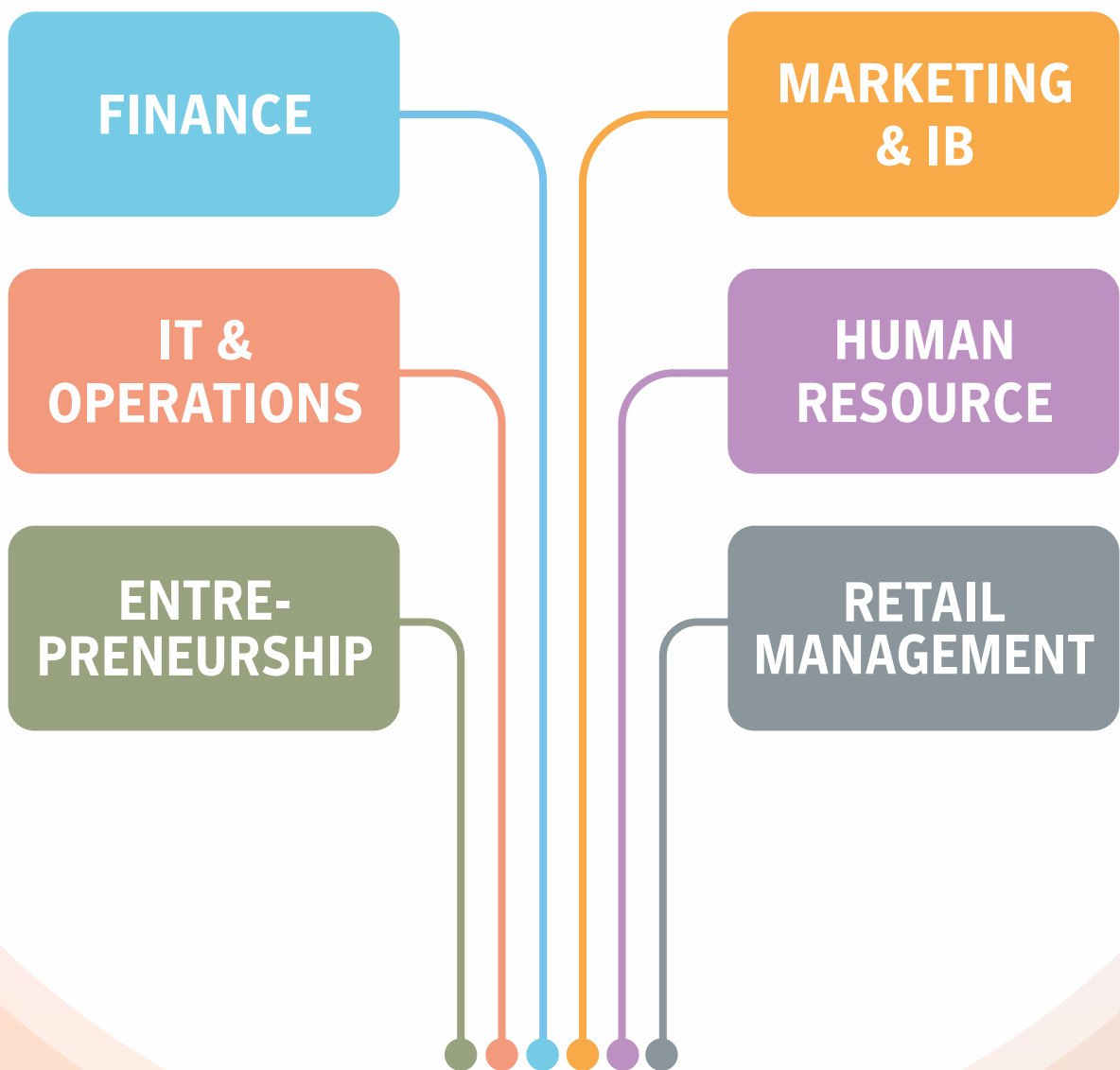
**Dr. GARIMA AGARWAL**

Asst. Professor-ACED,  
Phd, M.Phil, MMM, PGDB

# PROGRAMMES OFFERED



# SPECIALIZATIONS OFFERED



# MBA & SPECIALISED COURSES CURRICULUM

*The two year full time MBA Programme prepares students with the knowledge, analytical, ability, and management perspectives and skills needed to lead, to motivate and to manage diversified workforce, rapid technological change and competitive marketplace while considering the principles of ethical, legal and corporate governance fundamentals.*

## SEMESTER-I

- Accounting for Managers
- Applications of Disruptive Technologies in Business
- Managerial Economics
- Entrepreneurship and New Venture Creation
- Organizational Behavior
- Marketing Management
- Statistics for Management
- Business Communication for Managers

## SEMESTER-II

- Financial Management
- Human Resource Management
- Legal Aspects of Business
- Business Research Methods
- Operations Management
- Business Research Methods
- Financial Management
- Human Resource Management
- Operations Management
- Legal Aspects of Business
- Financial Management
- Human Resource Management
- Business Research Methods
- Operations Management
- Small Business Management
- Business Analytics and Modelling
- Creating and Leading Entrepreneurial Organization
- Small Business Management
- Social Entrepreneurship
- Financial Modeling
- Management Control System
- Neuro Linguistic Programming
- Sales Management
- Consumer Behaviour
- Industrial Relations and Labour Laws
- Direct Marketing
- Decision Science
- Principles of Retailing
- Franchising in Retailing
- Fundamentals of Rural Management
- Consultancy Practice
- Organization Change and Development
- Decision Science
- Advanced Excel and Powerpoint
- Creating and Leading Entrepreneurial Organization
- Financing New Ventures and Businesses
- Creativity and Innovation in Business and Entrepreneurship
- Business Analytics and Modelling
- Marketing of Services
- Principles of Retailing
- Direct Marketing
- Retail Selling
- Shoppers Behavior
- Franchising in Retailing
- Foundations of Technology Management
- Digital Innovation, Transformation and Creativity
- Organization Change and Development
- Negotiation and Conflict Management
- International Business and Practice

# ELECTIVE COURSES OF SEMESTER-III & SEMESTER-IV

## CORE COURSES

- STRATEGIC MANAGEMENT (PG)
- MANAGEMENT IN ACTION - SOCIAL ECONOMIC AND ETHICAL ISSUES (PG)

## MARKETING & SALES AND RURAL MARKETING

### SEMESTER-III

- Family Business Management
- Enterprise Growth and Succession
- Building Entrepreneurial Culture and Team
- Creating and Managing New Businesses in Emerging Markets
- Corporate Crisis and Strategic Restructuring
- Product and Brand Management
- Industrial Marketing
- Digital Marketing
- Bottom of The Pyramid Marketing
- Marketing Channel Management
- Marketing of Health Care Services
- Marketing Analytics
- Summer Internship
- Visual Merchandising and Space Planning
- Merchandising and Category Management
- Technology in Retailing
- Sourcing and Vendor Management
- Retail Supply Chain and Logistics Mgmt.
- Franchising in Retailing
- Rural Retail
- Rural Poverty and Livelihoods Promotion
- Rural Micro Finance Management
- Rural Development and Administration
- Rural Marketing
- Strategic Management

### SEMESTER-IV

- Managing Innovation Process
- Managing a Growing Business
- Leading Change in Family Business
- Managing Creativity and Building
- Learning Organizations
- Management in Action - Social Economic and Ethical Issues
- Advanced Sales Management
- Advertising and Sales Promotion
- Customer Relationship Management
- Pricing Strategies
- International Strategic Marketing
- Marketing of Financial Services
- Social Marketing
- Marketing Strategies
- Dissertation
- Retail Store Operations
- International Retailing
- Mall Management
- E-retailing
- Luxury Retail
- Rural Project Planning and Management
- Rural Entrepreneurship and Development
- CSR Practices in Rural Areas
- Cooperative Management

## ▣ HUMAN RESOURCE (HR)

### SEMESTER-III

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- Recruitment Selection and Retention(PG)
  - Strategic Compensation Management(PG)
  - Training and Development - Systems Strategies and Practices(PG)
  - Strategic Human Resource Management(PG)
  - HR Analytics (PG)
  - Performance and Competency Management(PG)
- Workplace Psychology (PG)
  - Leading Change in Organizations (PG)
  - Emotional Intelligence for Managers (PG)
  - Organization Design and Structural Processes(PG)
  - Resource Based Strategy(PG)

### SEMESTER-IV

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- Human Resource Outsourcing (PG)
  - Transactional Analysis (PG)
  - Organizational Development and Effectiveness (PG)
  - Managerial Counselling (PG)
- Corporate Image Building (PG)
  - Power, Politics and Leadership (PG)
  - Global Human Resource Management (PG)
  - Psychological Testing for HR Professionals (PG)

## ▣ FINANCE

### SEMESTER-III

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- Strategic Management
  - Corporate Tax Planning and Management
  - International Finance and Forex Management
  - Behavioural Finance
  - Wealth Management
  - Project Planning Appraisal and Control
- Principles and Practices of Banking
  - Cost and Management Accounting for Decision Making
  - Mutual Funds Management
  - VAC

### SEMESTER-IV

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- Management in Action - Social Economic and Ethical Issues
  - Financial Engineering
  - Corporate Restructuring, Mergers and Acquisitions
  - Advanced Corporate Accounting
  - Strategic Financial Management
- Financial Analytics
  - Risk Management
  - Private Equity and Venture Capital
  - VAC
  - Dissertation

### SEMESTER-III

- Cost and Management Accounting for Decision Making(PG)
- Corporate Tax Planning and Management(PG)
- I.T. Project Management(PG)
- Business Intelligence and Data Analytics(PG)
- Predictive Analytics using R(PG)
- Data Mining and Data Warehousing(PG)
- Internet of things Fundamentals(PG)
- Contemporary Information Systems and Knowledge Management.(PG)
- Business Process and Enterprise Management(PG)
- Networks Security(PG)
- Safeguarding Information in Cyber World(PG)
- Management of Technological Innovations and Changes(PG)
- Business Incubation(PG)
- Mentored Study in Entrepreneurship(PG)
- Enterprise Planning Appraisal and Financing(PG)
- Family Business Management(PG)
- Entrepreneurial Marketing(PG)
- Enterprise Growth and Succession(PG)
- Building Entrepreneurial Culture and Team(PG)
- Creating and Managing New Businesses in Emerging Markets(PG)
- Creativity and Innovation in Business and Entrepreneurship(PG)
- Corporate Crisis and Strategic Restructuring(PG)
- Behavioural Finance(PG)
- International Finance and Forex Management(PG)
- Management of Financial Services(PG)
- Project Planning Appraisal and Control(PG)
- Security Analysis and Portfolio Management(PG)
- Wealth Management(PG)
- Recruitment Selection and Retention(PG)
- Compensation and Reward Management(PG)
- Strategic Human Resource Management(PG)
- HR Analytics (PG)
- Performance and Competency Management(PG)
- Workplace Psychology (PG)
- Leading Change in Organizations(PG)
- Emotional Intelligence for Managers(PG)
- Organization Design and Structural Processes(PG)
- Global Sales and Channel Management(PG)
- Legal Environment of International Business(PG)
- Global Marketing Communication(PG)
- Economics of Emerging Markets(PG)
- Managing Business in Asia Pacific Region(PG)
- Global Strategic Brand Management(PG)
- WTO and International Trade Law(PG)
- Risk and Insurance in International Trade(PG)
- Principles and Practices of Banking(PG)
- Sales Management(PG)
- Product and Brand Management(PG)
- Industrial Marketing(PG)
- Digital Marketing(PG)
- Bottom of The Pyramid Marketing(PG)
- Marketing Channel Management(PG)
- Marketing of Health Care Services(PG)
- Marketing Analytics(PG)
- Summer Internship(PG)
- Technology Management and Innovation(PG)
- Supply Chain Management(PG)
- Product-service System Design(PG)
- Capacity Planning and Management(PG)
- Operations Planning, Scheduling and Control(PG)
- Theory of Constraints Linked Management(PG)
- Service Operations Management(PG)
- Visual Merchandising and Space Planning(PG)
- Merchandising and Category Management(PG)
- Technology in Retailing(PG)
- Sourcing and Vendor Management(PG)
- Retail Supply Chain and Logistics Management(PG)
- Franchising in Retailing(PG)
- Rural Retail(PG)
- Rural Poverty and Livelihoods Promotion(PG)
- Rural Micro Finance Management(PG)
- Rural Development and Administration(PG)
- Rural Marketing(PG)
- Strategic Management(PG)



### SEMESTER-IV

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- Advanced Corporate Accounting(PG)
- Block chain for Business(PG)
- Enterprise Cloud Computing(PG)
- Data Visualization: Tools and Techniques(PG)
- Artificial Intelligence and Robotic Applications(PG)
- Managing IT Products and Services(PG)
- Cyber security & Risk Management(PG)
- Managing Innovation Process(PG)
- Managing a Growing Business(PG)
- Corporate Entrepreneurship(PG)
- Leading Change in Family Business(PG)
- Managing Creativity and Building Learning Organizations(PG)
- Venture Capital and Private Equity(PG)
- Product Design, Development and Commercialization(PG)
- Business Turks(PG)
- Corporate Restructuring, Mergers and Acquisitions(PG)
- Financial Engineering(PG)
- Financial Analytics(PG)
- Private Equity and Venture Capital(PG)
- Risk Management(PG)
- Strategic Financial Management(PG)
- Training and Development(PG)
- Human Resource Outsourcing(PG)
- Transactional Analysis(PG)
- Organizational Development and Effectiveness(PG)
- Managerial Counselling(PG)
- Corporate Image Building(PG)
- Power, Politics and Leadership(PG)
- Global Human Resource Management(PG)
- India's Foreign Trade Analytics(PG)
- Strategic Global Outsourcing(PG)
- Microeconomics of Competitiveness(PG)
- International and Cross Cultural Business Negotiation(PG)
- Management in Action - Social Economic and Ethical Issues(PG)
- Advanced Sales Management(PG)
- Advertising and Sales Promotion(PG)
- Customer Relationship Management(PG)
- Pricing Strategies(PG)
- International Strategic Marketing(PG)
- Marketing of Financial Services(PG)
- Social Marketing(PG)
- Marketing Strategies(PG)
- Dissertation(PG)
- Management of Virtual Enterprises(PG)
- Managing Projects(PG)
- Green Operations Management(PG)
- Operations Strategy(PG)
- Manufacturing and Service Competitiveness(PG)
- Lean Sigma(PG)
- Psychological Testing for HR Professionals(PG)
- Retail Store Operations(PG)
- International Retailing(PG)
- Mall Management(PG)
- E-retailing(PG)
- Luxury Retail(PG)
- Rural Project Planning and Management(PG)
- Rural Entrepreneurship and Development(PG)
- CSR Practices in Rural Areas(PG)
- Cooperative Management(PG)

# ▣ TECHNOLOGY MANAGEMENT

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## SEMESTER-III

- IT Project Management(PG)
  - Contemporary Information Systems and Knowledge Management.(PG)
  - Management of Technological Innovations and Changes.(PG)
  - Technology Forecasting(PG)
  - Creating and Managing New Businesses in Emerging Markets(PG)
- Leading Change in Organizations(PG)
  - Emotional Intelligence for Managers(PG)
  - Digital Marketing(PG)
  - Summer Internship(PG)
  - Strategic Management(PG)

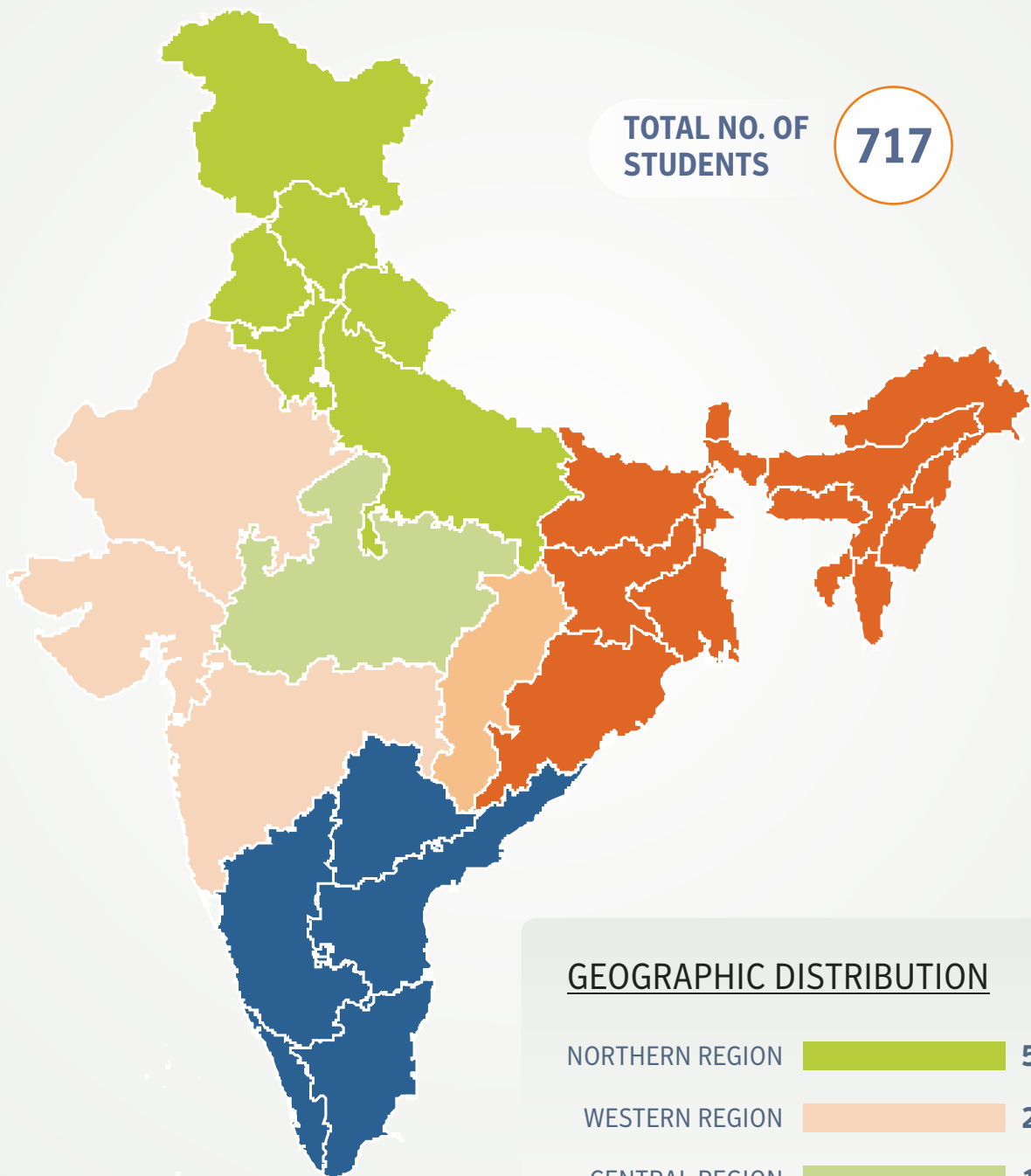
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## SEMESTER-IV

- Block chain for Business(PG)
  - Internet of things Fundamentals(PG)
  - Data Visualization: Tools and Techniques(PG)
  - Artificial Intelligence and Robotic Applications(PG)
  - Managing IT Products and Services(PG)
- Growth Management(PG)
  - Product Design, Development and Commercialization(PG)
  - Management in Action - Social Economic and Ethical Issues(PG)
  - Dissertation(PG)

# BATCH PROFILE






## MBA CLASS OF 2024



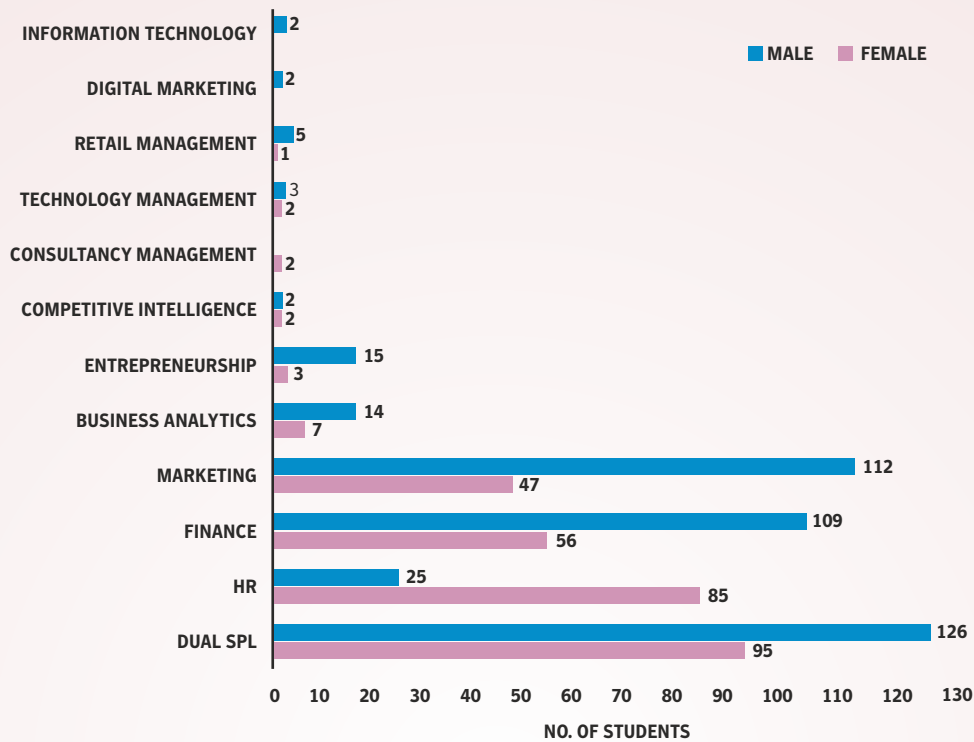
TOTAL NO. OF STUDENTS

717

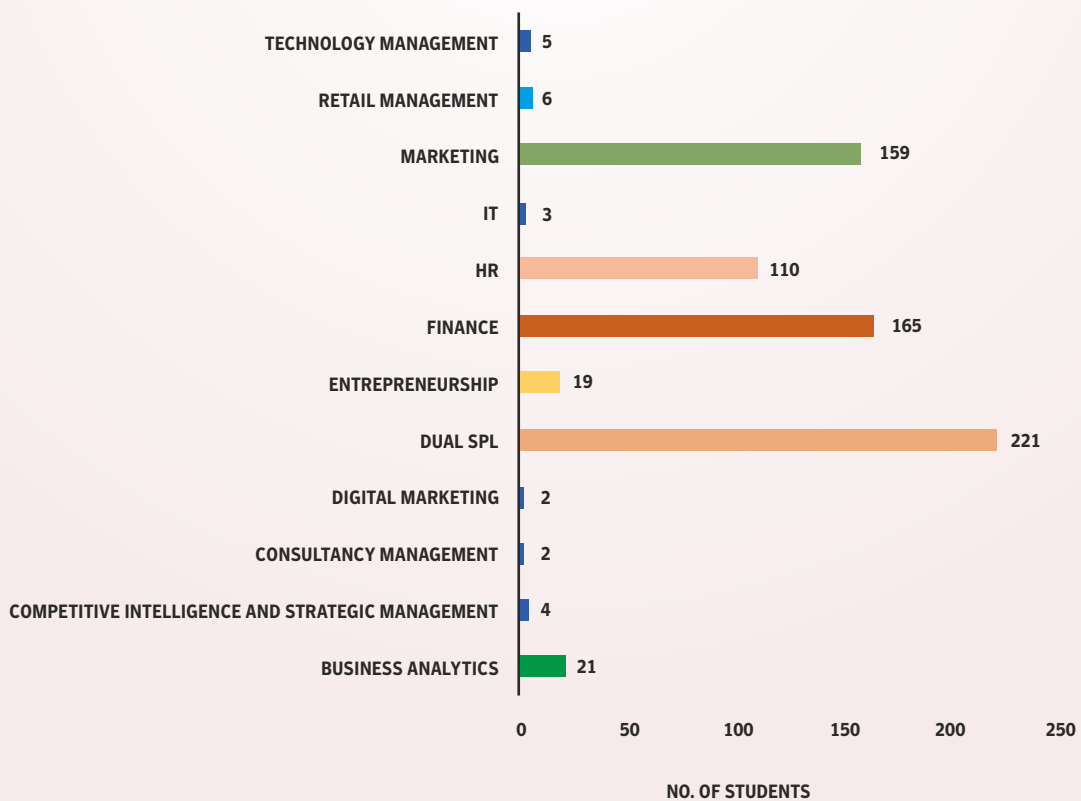
### GEOGRAPHIC DISTRIBUTION

NORTHERN REGION		573
WESTERN REGION		21
CENTRAL REGION		15
EASTERN REGION		93
SOUTHERN REGION		15

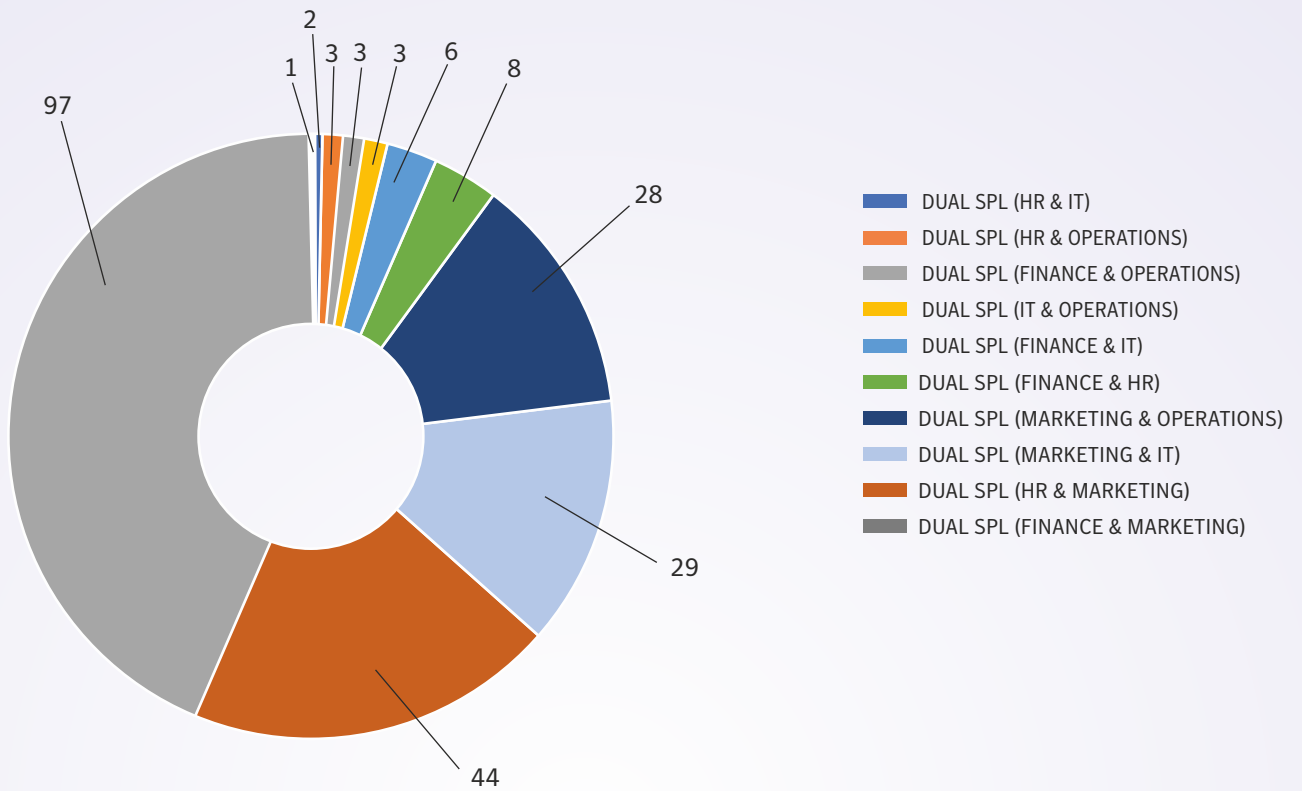
# SPECIALIZATION WISE GENDER DIVERSITY



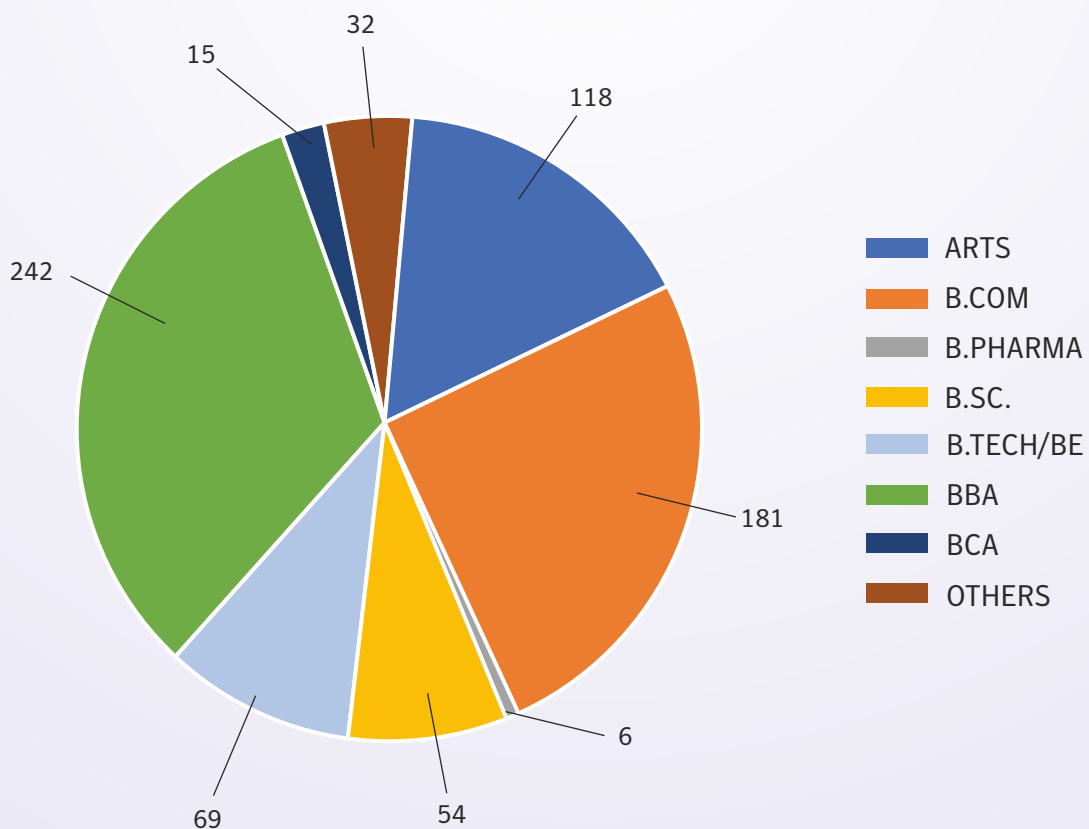
# SPECIALIZATION WISE NUMBER OF STUDENTS



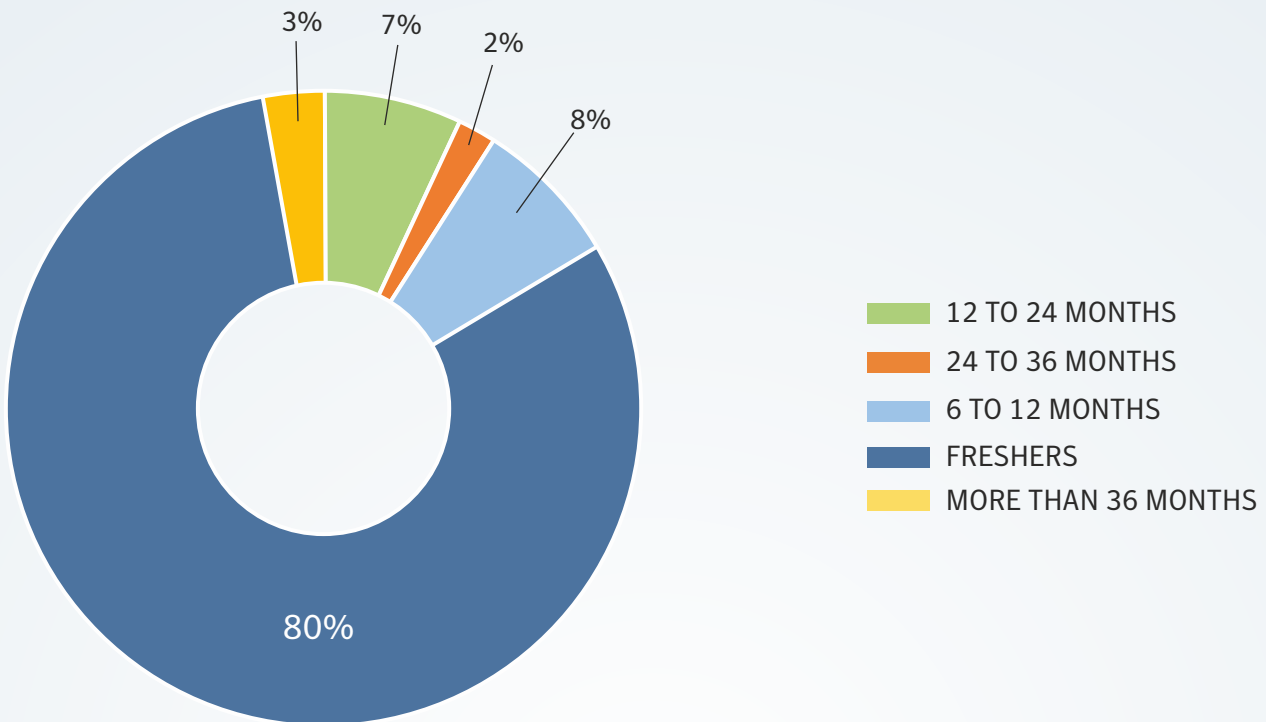
# DUAL SPECIALIZATION DISTRIBUTION



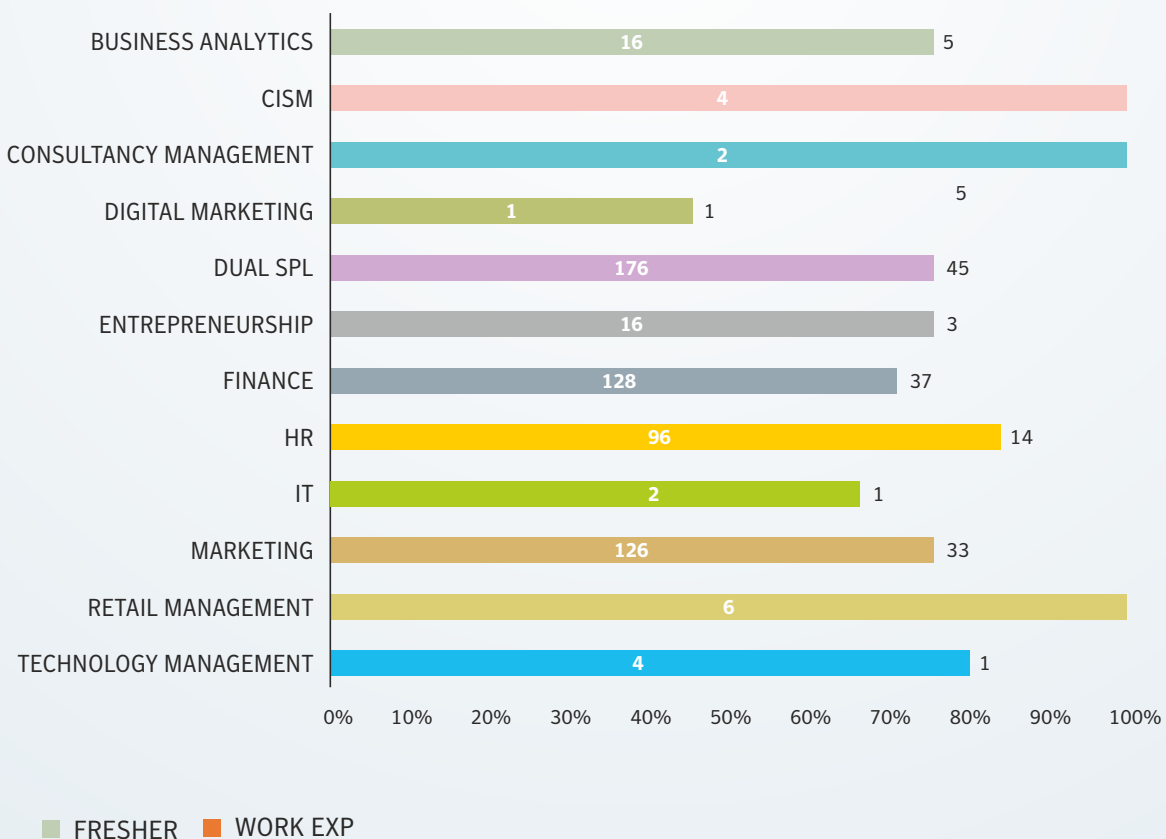
# GRADUATION DEGREE



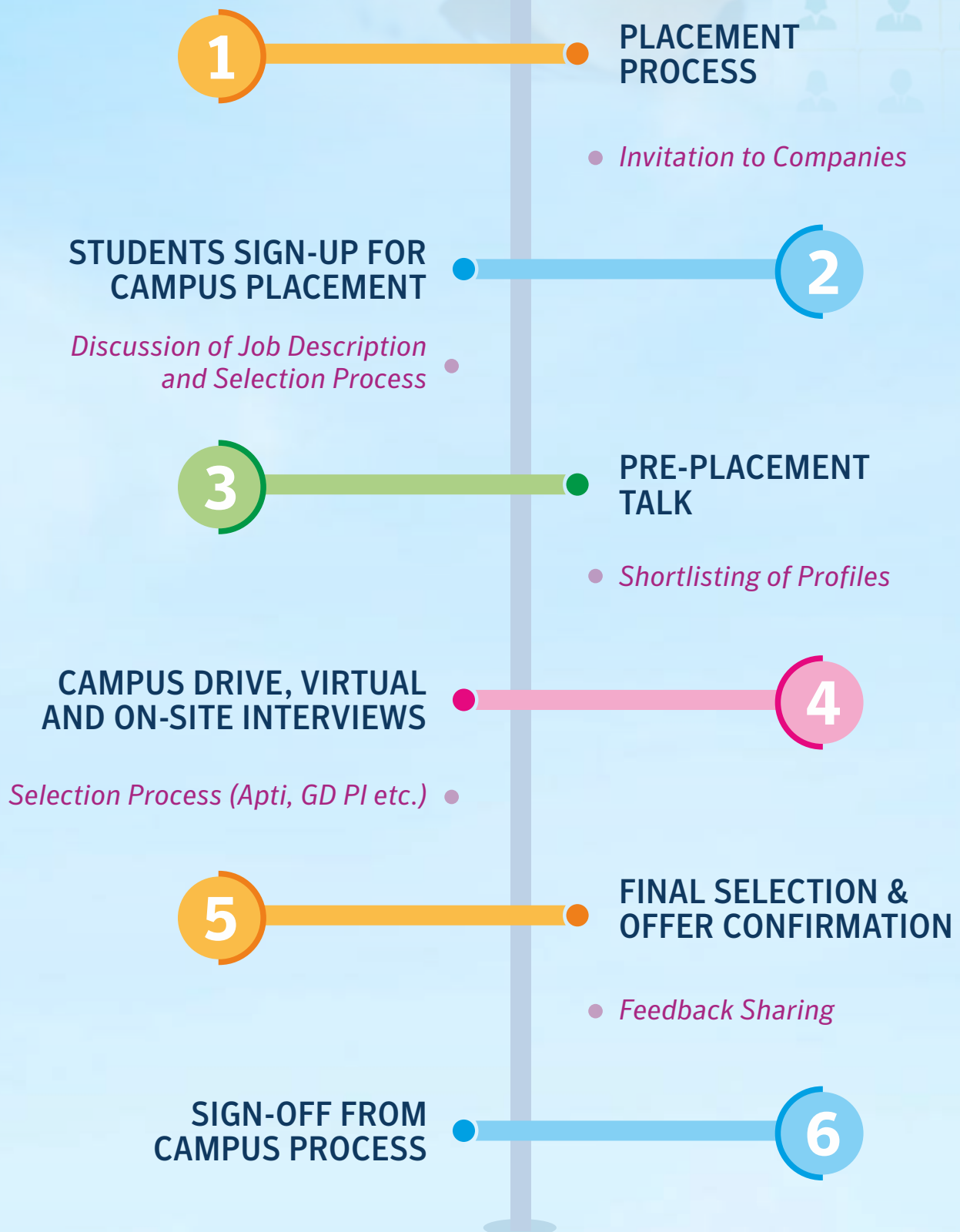
# WORK EXPERIENCE (IN MONTHS)



# SPECIALIZATION WISE FRESHER & WORK EXPERIENCE STUDENTS PROFILE



# CAMPUS PLACEMENT PROCESS



# CORPORATE SPEAK



*We have been running a campus placement program for Management Trainees and Graduate Interns from Amity and have had a long association with the institute. It has always been an enriching experience hiring students from Amity. The students have always shown positive attitude, eagerness and diligence to learn and grow. Even after placement, their enthusiasm keeps growing and we find them always interactive and engaged. Their continuous proactiveness to grasp every possible opportunity to learn new things is very commendable. The in-depth learning and professionalism these students have will definitely help them grow leaps and bounds in their respective careers. In the years of being associated with Amity, Prospecta has seen many a young mind chart their corporate success story with us. Wishing the new Batch of 2023 a bright career ahead.*

**Mr. Romit Mukerji**  
Managing Director – India  
Prospecta Software Pty Ltd.



*Dear students of MBA Class of 2024, Congratulations on embarking on this exciting journey at Amity Business School (ABS). As you step into the realm of business management, remember that success comes not only from knowledge but also from adaptability, collaboration, and a thirst for continuous learning. Having been associated with ABS in the past, I can attest to the institution's commitment to nurturing well-rounded and future-ready leaders. The foundation you receive here, coupled with your dedication, will undoubtedly propel you toward remarkable achievements. Embrace challenges, seize opportunities, and always strive for excellence. May your time at ABS pave the way for a dynamic and fulfilling career ahead. My best wishes are with you as you navigate the corporate landscape and make a lasting impact. Remember, the path to greatness is forged through determination and a passion for innovation. Wishing you all the very best for a bright and successful future.*

**Mr. Shirish Nigam**  
MD, EW Nutrition SA



*Amity's initiative of bringing leaders from corporate world shows the approach that has made Amity an institution. Amity practices what it preaches in the B.School and that's called leading by example. It was a pleasure speaking at the event in front of a talented and enthusiastic audience. The questions put forward to me were researched and apt and that made me optimistic about the future of India Inc.*

**Mr. Anurag Batra**  
Chairman & Editor in Chief,  
Business World



*We have hired Graduate Engineer Trainees (GETs) and Summer Trainees from Amity University, Noida and we have observed that Amity University has a unique style of developing their students which makes them Corporate fit. They also develop the students holistically by focussing on Behavioural aspects as well. We wish the students all the best in their future endeavours to make Amity proud by contributing to the Growth of the Nation. We look forward to working with Amity University in future.*

**Kamal Verma**  
CEO, Water Business Group  
Triveni Engineering & Industries Ltd.





# ALUMNI TALK



*ABS has been a wonderful budding ground for great talents. Equipped with the kind of experience you have gained in ABS, you are all set to enter & conquer the corporate world again. One of the things that I have learnt while in ABS is that our learning does not end when we pass out of your college; it is a continuous journey. As the classroom learning comes to an end, we start with learning through your experience while in the job. This requires us to be flexible, open to new ideas and most importantly, being honest to ourselves. You will encounter a lot of situations which you may not be experienced in your life. Your education through till now including the rich experience at ABS will provide you with a path towards managing each of these complex situations.*

*I wish you all the very best for your corporate roles. Make everyday count for yourself.*

**Biswapriya Bhattacharjee**  
Director – B2B & Technology  
Insights Division, Kantar  
PGDM 2000



*As the journey in Corporate World starts, it is as good as landing with a boat and an oar in a water body; some of you will be following a stream, some might face the turbulence of rapids, some will row across in calm waters of a big river and some of you will land up in an ocean. So it is time to tighten up your life jackets that include your knowledge gained and life experiences and embark on this wonderful journey ahead of you! Wishing the very best to all of you.*

**Nishant Solanki**  
Vice President  
SGN Software Private Limited  
(Amity Business School; PGDM Class of 2003-2005)

# ALUMNI TALK



*My two years at ABS were extremely fruitful in terms of the learning experience, knowledge I gained here and the friends I made. I am fortunate to have received extensive support from my professors and friends, who were not only instrumental in helping me succeed in my academic endeavours, but also helped me learn life lessons and evolve as an individual. Two words, sincerity and perseverance, sum up my advice to my friends, colleagues, and peers. It is through honest and persistent devotion to work, that one can aim to excel not just here but even long after in the greater play of life. In this journey of self-discovery, both challenges and opportunities help shape one's trajectory. We can sustain as a good leader only if we Learn, Un-learn and Re-learn.*

*I would like to wish you all a very successful professional life ahead.*

**Pushendra Singh Indolia**

General Manager- Tata Motors Limited  
MBA 2009



*Talent is cheaper than table salt. What separates the talented individual from the successful one is a lot of Hard work. You all deserve better, One take home point, DO BE A DOER in your Personal and professional upfront. It's not from where you start, It's about where you finish.*

*Some reach the destination pretty soon, While some journey forever". Keep patience and faith.*

**Anshul Garg**

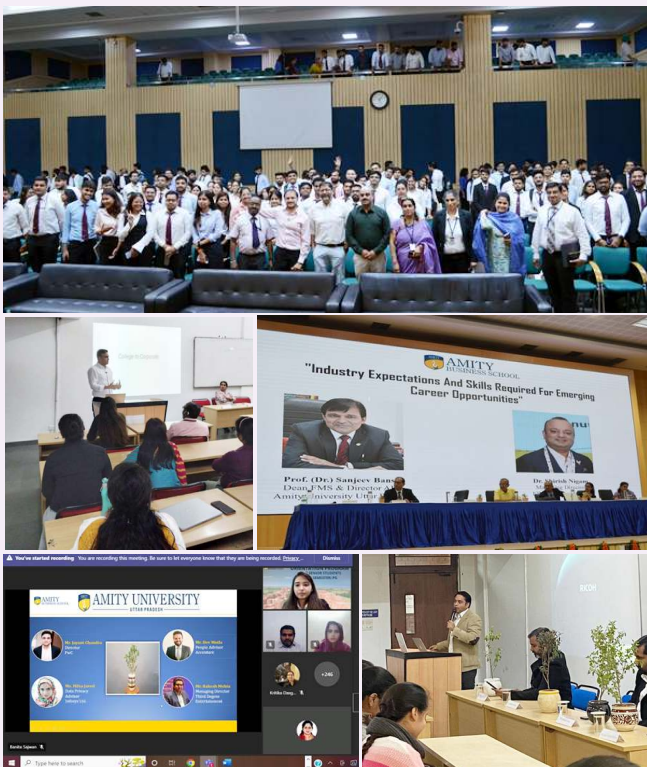
Group M.D. Mohan Electro-Casting (P) Ltd.  
MBA 2006

# FEW OF OUR RECRUITERS



# CORPORATE RESOURCE CENTRE

The Corporate Resource Centre (CRC), established in 1995, works with the objective of bringing the industry and academia close to each other to facilitate holistic student development. It encourages students to actively participate in various events wherein they can indulge themselves with formulating strategies, provides them with industry interactions and facilitates their summer internship and final placements. CRC also organises counselling sessions for students and helps them choose an appropriate career depending on their aptitude and interest. Some of the sessions are- CEO Forums, Alumni Forums, Live Projects, Industry Visits, & Pre placement Talks among others. The students work closely with the CRC team in securing placements for their batch. The placement activity is managed by the students under the guidance of the CRC team.



CEOs FORUMS

ALUMNI FORUMS

LIVE PROJECTS

INDUSTRY VISITS

PRE-PLACEMENT TALK

CAMPUS RECRUITMENT

ALUMNI MEET

MDPs & CONSULTANCY

WEEKLY CORPORATE FORUMS

GROOMING SESSIONS / WORKSHOP

SUMMER INTERNSHIP

CORPORATE MEET

# CRC TEAM



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**Note:** For any information and queries related to Guest Lectures, Internships, Live Projects, Final Placements, please contact CRC Team.

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2024

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