TRAINING, CONSULTANCY, PROJECTS AND MANAGEMENT DEVELOPMENT PROGRAMS

INDIA'S TOP-10 RANKED B.SCHOOL

As ranked by Times B.School survey published in The Times of India on 28th Feb. '19, Economic Times and Business Today.

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

QS UNIVERSITY RANKINGS

QS 2018 Ranking

THE WORLD UNIVERSITY RANKINGS

THE 2018 Ranking
TRAINING, CONSULTANCY, PROJECTS AND MANAGEMENT DEVELOPMENT PROGRAMS

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AMITY EDUCATION GROUP

Amity is India’s leading Global Education Group established over 2 decades ago.

Today it is home to over 150,000 brilliant students across Pre-nursery to Ph.D. levels pursuing more than 300 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 14 international campuses across London, Dubai, Singapore, New York, San Francisco, Abu Dhabi, Mauritius, Sharjah, South Africa, Amsterdam, Nairobi, Tashkent besides India.

150,000 Students
6,000 Faculty
10 Universities
14 Global Campuses
26 Schools & Preschools

Campuses spread across 1,200 acres
1,100 Patents filed by faculty
15,000 Papers written by faculty
150 Global Universities as Research Partners
25,000 Scholarships awarded
150,000 Alumni worldwide

UNIVERSITY CAMPUS IN 9 INDIAN STATES

NOIDA (NEW DELHI NCR)
JAIPUR
GWALIOR
KOLKATA
RAIPUR
PATNA
GREATER NOIDA (NEW DELHI NCR)
GURUGRAM (NEW DELHI NCR)
LUCKNOW
MUMBAI
RANCHI
Amity University, the flagship institution of Amity Education Group, is India’s no. 1 ranked not-for-profit private University with a strong focus on research and innovation. It has been recognised as ‘India’s Best Research University’, ‘India’s Best Pvt. University’ and ‘Best University for Placements’ by the Indian Education Awards 2014, 2015 & 2016 respectively and was also ranked among the top 3% universities globally by QS & THE (World’s leading Global University Rankings Organisations).

Amity has set a new standard of academic excellence in India by becoming Asia’s only not-for-profit university to be awarded US Regional Accreditation by WASC Senior College and University Commission, USA – considered the Gold Standard of Accreditations globally.

Amity University Noida Campus, spread over 85 acres, houses over 400 AC classrooms, on-campus hostels for 8,000 students, a central library spread over 56,000 sq. ft. with 200,000 books & 17,000 online journals. It also has a 15-acre sports complex with Basketball, Squash, Tennis Courts and Indoor Shooting Range, besides facilities like L’Oreal Salon, Tekson’s Bookstore, Bank, ATM, multi-cuisine food courts like Domino’s, Subway and Café Coffee Day.
MESSAGE OF FOUNDER PRESIDENT

It has been a matter of great satisfaction for me that Amity Business School (ABS), AUUP with its global vision coupled with emphasis on importance for human values and understanding of behavioural science, has nurtured students to become global leaders, who have been playing key roles in the organizations across the globe.

I firmly believe that our students should have global exposure to understand the dynamics at international level and therefore, ABS has introduced various programmes to expose the students to culture of different countries through various Study Abroad Programmes and 3-Continent Programmes. Besides, ABS has prestigious international accreditations giving an edge to its students at international stage.

It is at the core of Amity Business School that besides providing best academic environment, a lot of emphasis is being given on imbibing valuable virtues and traits such as integrity, intuition, instinct, flexibility, creativity and absolute dedication as well as commitment amongst its students. It is only the combination of these qualities which greatly help our students to create a distinguished identity for themselves both nationally and internationally.

I am thankful to all the corporate world leaders, industry guides and mentors and all others from the corporate world whose all-time help, motivation, guidance and advice has always been a source of encouragement to the success of ABS students and ABS alumni. I feel immensely satisfied to see that through their hard work, dedication and honesty, and unparalleled virtues and traits, they would march ahead in the journey of their professional career and would always contribute for the growth of any organization they serve and would make all of us feel proud with their exceptional achievements.

I appreciate Dr. Sanjeev Bansal, Director, Amity Business School & Dean, Faculty of Management Studies, AUUP, the dedicated faculty members, Research Scholars, the brilliant students and staff of ABS, who under the able leadership of Prof. Balvinder Shukla, Vice Chancellor, AUUP, have been making untiring efforts for achieving and maintaining such high standards of quality and merit and imbibing all virtues, qualities and traits to the students in enabling them to become the pride of any organization that they join. The exceptional visionary leadership of our Hon’ble Chancellor & President, Ritnand Balved Education Foundation (RBEF) Dr. Atul Chauhan has given valuable impetus in making the environment, the inspiration and the encouragement for all the students and faculty members to prove that Amity Business School is counted amongst the best Business Schools of the world.

My blessings and good wishes would always remain with the students for reaching the pinnacle of success in their professional career.

Dr. Ashok K. Chauhan
Founder President, Ritnand Balved Education Foundation
(The Foundation of Amity Institutions and the sponsoring body of Amity Universities)
Chairman, AKC Group of Companies
MESSAGE OF CHANCELLOR

It is only when we set out to challenge our limits that we realize our true potential. Amity Business School (ABS), Noida, has always set the bar high, in everything that it encompasses, from the caliber of the brilliant students to the achievements of the faculty. Amity Business School is led by world-class faculty who have developed over 2,200 business case studies that have been bought by leading institutions across 62 countries. It offers MBA graduates a highly evolved learning environment, enhanced through leading edge infrastructure and an ecosystem of overall excellence. The curriculum is dynamically aligned with the current needs of the industry, and is mapped to regular corporate feedback that reflects the latest global trends.

With extensive interactions with corporate leaders and global management gurus, there is a clear focus on providing real-world insights to the students. The Study Abroad Programme, the Outcome-based Education System and the Personality Enhancement modules, further hone the domain as well as soft skills of the MBA graduates. A very strong and highly engaged worldwide alumni network adds another dimension to learning and networking.

Besides being groomed to be excellent professionals, our students are nurtured to be responsible global citizens, who are good human beings as well. They are encouraged to develop a sharp sense of right and wrong and have the courage of conviction.

I am certain that each one of the professionally accomplished Management Graduates will make a mark for themselves in diverse domains spanning Marketing, Finance, HR, Retail and Entrepreneurship.

My best wishes to the entire team and the students.

Dr. Atul Chauhan
Chancellor, Amity University
President, Ritnand Balved Education Foundation
CEO, AKC Group of Companies
MESSAGE OF VICE CHANCELLOR

Amity Business School has been the frontrunner institution of Amity University Uttar Pradesh since its inception. It has been at the helm in all spheres of imparting business education and nurturing leaders for the future. To reach such a level of success the path traversed has been long but steady and in its pursuit of excellence, it has added many laurels and coveted accreditations like International Assembly for Collegiate Business Education (IACBE) conferred by a US based organization offering accreditation services to business programs focused on teaching & learning.

The growing influence of Amity Business School is fast attracting the corporate world to our fold by not only refining the skills of its faculty, but also by shaping and making the bright youth industry ready in all possible disciplines. It is to the credit of Amity Business School that it constantly keeps tapping the force lying dormant among India’s confident new generation and raises them on a value system based on ethics, integrity and sincerity.

Prof. (Dr.) Balvinder Shukla
Vice Chancellor, Amity University Uttar Pradesh
MESSAGE OF
HEAD OF INSTITUTION

Esteemed Friends from Industry,

“Future ready value driven managers and Innovative Entrepreneurship are the outcomes of Management Programmes at AUUP”

Amity Business School, Noida founded in 1995 is the first school of higher education of the Amity Education Group and is now entering its 25th year of establishment. ABS has set quality benchmarks in its humble journey and now proudly has numerous alumni heading reputed global companies. Also, a large number of startups have been created by ABS students. It has been conferred with the prestigious “Palmer” award by Wharton and is ranked amongst the top 10 B-Schools by Times of India for the last 6 years.

ABS has management faculty members, who have the right research acumen and passion for student development. With many case studies, books and research papers being written every year; innovative teaching pedagogies being followed for the right learning experience and industry partnerships for curriculum development, consulting and training; ABS maintain its stature in providing world-class education in management domain with the right values and ethos.

The curriculum is industry-centric and is vetted by consulting and practicing experts. The teaching pedagogy is constantly innovated to enhance the learning satisfaction and attaining the desired outcome as an effort to make our students Industry ready. MBA 4.0 is initiated this year and all the programmes are overhauled in sync with expectations of Industry 4.0.

The Class of 2020 has achieved a lot of accolades and has done a whole host of wonderful projects and internships. We are sure the legacy and reputation established by our Alumni will continue by these students. We feel proud of our Alumni who are leading the reputed organizations and are now globally placed.

Dr. Sanjeev Bansal, Ph.D, D.Litt
Professor of Decision Sciences
Dean - Faculty of Management Studies
Director - Amity Business School
Amity University Uttar Pradesh
AMITY UNIVERSITY AT A GLANCE

The Group since its inception, about 2 decades ago, has established 10 Universities and 26 schools with campuses across London, Dubai, Singapore, New York, San Francisco, Abu Dhabi, Mauritius, Sharjah, South Africa, Amsterdam, Nairobi, Tashkent, besides India and is home to over 150,000 students pursuing world-class education from Pre-nursery to Ph.D.—the highest number filed by any Indian University.

The Amity faculty has filed over 1,100 patents. It has also developed over 2,600 case studies, bought by leading institutions across 106 countries.

Amity has instituted an extensive Scholarship Programme benefitting over 25,000 students so far and facilitated 5,100+ campus placements for 2018-19 batch... and counting.

This pursuit of excellence has also resulted in Amity Institutes being ranked among the top-10 in India in areas of Management, Engineering, Biotechnology, Hospitality, Law, Mass Comm, Insurance and Telecom in various prestigious surveys.

ASIA’S ONLY NOT-FOR-PROFIT UNIVERSITY TO GET US REGIONAL ACCREDITATION

INDIA’S FIRST UNIVERSITY TO BE REVIEWED BY QAA

UK’s QUALITY ASSURANCE AGENCY IN HIGHER EDUCATION
AMITY BUSINESS SCHOOL AT A GLANCE

• Established in 1995, a flagship Institution of higher education of Amity University.
• Named the winners of The Palmer Group Innovative Learning among Private Business Schools Award.
• The first to initiate Ph.D Programmes and was also the first to start Journals.
• Adjudged as ‘Business School of the year’ - The Prestigious Indian Education Award during Indian Education Congress 2015.
• Ranked amongst the top 7 B.Schools in India including IIMs as per Times B-School rankings 2019.
• All Programmes of Amity Business School Accredited by International Assembly for Collegiate Business Education (IACBE) since 2016.
• Ranked 9th in top B-School in Delhi by the Week Magazine, in 2018.
• Ranked 14th Overall and 6th in Marketing in Economic Times Survey 2018.
• Awarded “Business School of the year” by Franchise India during the 8th Indian Education Congress 2018.
• Constituent unit of AUUP, accredited by WASC, QAA.
• NAAC - Accredited by NAAC with A+ Grade.

PRESTIGIOUS RANKINGS

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


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

It was selected out of 427 B.Schools / Universities from 43 countries.
PRESTIGIOUS RECOGNITIONS & ACCREDITATIONS

NATIONAL ACCREDITATIONS
Member of the Association of Indian Universities (AIU)

INTERNATIONAL ACCREDITATIONS
Accredited by Chartered Institute of Management Accountants (CIMA), UK

Accredited by Accreditation Services for International Colleges (ASIC), a UK Government approved agency

Accredited by Foundation for International Business Administration Accreditation (FIBBA), Germany for Service Marketing Programme

Ranked among Top 20 Excellent B-Schools by Eduniversal, a French Consulting Company and a rating agency specialized in higher education

Received 3-Palms Rating by Eduniversal

Member of Association of Commonwealth Universities

ACCREDITATIONS

WASC
Senior College and University Commission, USA

IACBE
International Assembly for Collegiate Business Education

NAAC
National Assessment and Accreditation Council
VISION & MISSION

Vision
Building the nation and the society through providing total, integrated and trans-cultural quality education and to be the global front runner in value education and nurturing talent in which Modernity Blends with Tradition

Mission
To provide education at all levels in the management disciplines of modern times and in the futuristic and emerging frontier areas of knowledge, learning and research and to develop the overall personality of students by making them not only excellent professionals but also good individuals, with understanding and regard for human values, pride in their heritage and culture, a sense of right and wrong and yearning for perfection and imbibe attributes of courage of conviction and action.

Graduate Attributes
- Knowledge & Expertise of a Discipline
- Research and Enquiry
- Information & Digital Literacy
- Problem Solving
- Communication
- Behavioral Skills, Teamwork and Leadership
- Global Citizen
- Ethical, Social and professional understanding
- Employability, Enterprise & Entrepreneurship
- Lifelong Learning

BROAD-BASED STUDENT LEARNING GOALS

- Students will demonstrate experiential knowledge of the application of management principles in a professional work setting
- Students will integrate theory and practice, as well as expertise across functional areas in making effective decisions by understanding the relationship of business to global environment
- Students will develop and sustain effective individual and organizational performance by leveraging Research skills, Information and Technological competencies in the given management framework
- Students will identify when and how to use assertiveness and influential skills
- Students will demonstrate effective communication skills that support and enhance managerial effectiveness
- Students will develop positive perspectives and skills that create productive managerial leaders and business networks
- Students will act ethically and responsibly
- Students will critically evaluate and reflect learning and development throughout their career
INTERNATIONAL TIE-UPS

Amity has relationships with universities across the globe, from Canada to Taiwan, USA to France. These relationships enable Amity Business School students to study abroad, benefit from global peers and mentors, and faculty to engage with students and colleagues around the world in teaching/advising relationships and collaborative research projects.

The objectives of the International Division are to have student study abroad programs, student and faculty exchange programs, Internship programs, Faculty development programs, short courses & scholarly meetings, lectures, conferences, workshops, collaborative research, exchange of information, documents, publications and teaching materials with respect to each University, and to have joint projects with business and industries.

These international collaborations allow students, visiting scholars and faculty from partner universities around the world to spend time at Amity in ways that have deepened and broadened teaching, research, supervisory relationships etc.

Amity Business School (ABS) has an international collaboration with National Yunlin University of Science & Technology, a flagship national university in Taiwan. Under the agreement, both institutes regularly send their students to each other’s campuses under the Students Exchange Programme. The MOU also covers academic and faculty exchange between the Management School of National Yunlin University of Science and Technology and ABS.

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<th>Country</th>
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<td>Taiwan</td>
<td>National Tsing Hua University</td>
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SOME OF THE INTERNATIONAL UNIVERSITIES WITH WHICH AMITY HAS PARTNERED
PERFECT LEARNING ENVIRONMENT

AMPHITHEATRE STYLE AIR-CONDITIONED CLASSROOMS
The spacious, amphitheatre style & air-conditioned classrooms provide the most conducive atmosphere for dynamic and focused discussions. They have been designed to bring together analysis with action and are augmented with integrated audio-visual teaching aids for lectures, presentations etc.

SYNDICATE ROOMS TO CULTIVATE TEAM - SPIRIT
Ability to work as a team is a critical skill in the corporate work-place which ABS students learn to master in Syndicate Rooms. The Syndicate Rooms provide the perfect setting to acquire team skills through exercises like brain-storming sessions, group discussions, role-plays etc.

AUDITORIUMS WITH A COMBINED SEATING CAPACITY OF OVER 3,500
State-of-the-art Auditoriums with a combined seating capacity of over 3,500 act as a common ground for students, faculty and corporate personalities for regular interfaces, conferences and other events.

LIBRARY WITH OVER 1.25 LAKH BOOKS & 17,000 ONLINE JOURNALS
Library plays a very crucial role in supporting the very purpose of its existence, providing knowledge. Amity University Central Library is one of a kind. The aim of the Central Library is to develop it as a unique library for academics, researchers, faculty, staff and students of Amity University to access digital resource material as well as get books and information related to the curriculum taught in the University.
PERSONALITY ENHANCEMENT

CONFIDENCE TO MOVE AHEAD
Personal grooming, special sessions are held on business etiquettes, negotiation skills and effective communication. Special classes are held on leadership, teamwork and analytical skills.

FOREIGN LANGUAGES FOR THE LINGUISTIC ADVANTAGE
Amity provides an international perspective to the students through the various Foreign Language Programmes. The foreign language course has been integrated into the curriculum. The students have choice to select one of the foreign languages from French, German, Spanish, Japanese and Chinese.

MILITARY TRAINING TO DEVELOP LEADERSHIP, DISCIPLINE AND TEAMWORK
At Amity, emphasis is placed on not only making the students academically brilliant, but creating the leaders and team players. The seven day compulsory Military Training Camp is an integral part of the personality Enhancement Module.

MANAGEMENT GAMES
The students from various disciplines like Finance, Marketing, HR, IB, IT and others, organize various simulation games, quizzes and seminars at the Intra-Institute level which form the essence of Management Games. Such events are useful in developing their academic insight and managerial skills.

OTHER DEVELOPMENT PROGRAM

A UNIQUE 4 - TIER MENTOR MENTEE CONCEPT
- A unique concept, introduced by any B-School in India for the first time
- Industry mentors provide the mentees with insights essential to face corporate realities
- Alumni mentor's familiarity with the institute and corporates makes them excellent guides to students who can openly discuss their personal and professional needs Faculty mentor guides and counsels students on issues pertaining to academics and their personal lives

PARTICIPATIVE MANAGERIAL EFFECTIVENESS (PME)
At Amity Business School, students are encouraged to take initiatives, conceive ideas and organize various activities. A unique approach summed up in three words- Participative Managerial Effectiveness

Structured Techniques for Enhancing Professional and Personal Skills (STEPPS)
The students are equipped with the requisite skills to work in teams, to lead, and to react in unfamiliar settings, besides learning effective communication, time management and conflict management skills. The module also imparts skills which enable an individual to know self, see oneself in relation to the organisation one works for, and then in relation to larger environment and the society.
ABS USPs

Outcome Based Education System

Choice Based Credit System

Producing 'Fit-to-requirement & Competent' Professionals

MBA 4.0

Research and Development Cell
Amity University Uttar Pradesh is proud to be a pioneer in strategizing and implementing outcome-based education system in India. Under this system, for each programme, a comprehensive Outcome Assessment plan is followed. Outcome assessment plan is a systematic, evaluative process that is implemented to secure learning experiences that are congruent with original goals and objectives; thereby providing a basis for the effectiveness and continuous quality improvement of the academic unit.

In this approach, education can be summed up as outcome-oriented thinking which is the opposite of input-based education where the emphasis is on the educational process rather than on the actual learning.

Amity University Uttar Pradesh is proud to be a pioneer in strategizing and implementing outcome-based education system in India. Under this system, for each programme, a comprehensive Outcome Assessment plan is followed. Outcome assessment plan is a systematic, evaluative process that is implemented to secure learning experiences that are congruent with original goals and objectives; thereby providing a basis for the effectiveness and continuous quality improvement of the academic unit.

Outcome-based education system is an approach to education in which decisions about the curriculum and its delivery are driven by the exit learning outcomes that the students should display at the end of the course and the programme.
At Amity Business School, the curriculum structure of various MBA & MBA - Specialised programmes have been formulated under Choice Based Credit System (CBCS).

CBCS offers a wide range of courses for students to choose from and complete their course credits based on their aptitude and career goals. It also gives students the freedom of flexible time table. To pass a two year full time MBA programme, 117 is the minimum number of Credit Units (CU’s) a student needs to earn.

All the students across MBA Programmes need to complete 38 CU’s as core courses and rest of the CU’s in combinations from Specialisation Electives (SE), Domain Electives (DE), Open Electives (OE), Non-teaching Credit Courses (NTCC) and Value Addition Courses (VAC).

**Specialisation Electives (SE)** represents the list of courses that are relevant to the chosen specialisation/branch of particular programme.

**Domain Electives (DE)** courses are the courses a student can choose from the list of courses available within all the Management Domain Institutions.

**Open Electives (OE)** courses are those offered by departments/institutions other than Management domain.

**Non-teaching Credit Courses (NTCC)** are self exploratory courses for professional development of students as well as to allow them to pursue their interest. They include Summer Training, Dissertation, Term Paper, Seminar and/or Minor project.

Amity Business School also offers **Value Addition Courses (VAC)** which includes Behavioural Science, Business Communication and 7 Foreign Languages, besides Sanskrit.
MBA 4.0

Keeping in pace with the demand of Industry 4.0 and Amity university mission of providing Education 4.0, MBA 4.0 initiative started at ABS with lots of enthusiasm.

The continuously evolving business environment required relevant and impactful knowledge and Industry requirement led curriculum necessitating critical review of all the existing courses and their syllabi to be Industry 4.0 compliant with multi-disciplinary focus. Thus, increased industry academia interface, inclusion on new topics/courses, primarily on impact of new technology (AI, IoT, Blockchain, Big Data etc.), Societal needs (Environmental Regulations, Corporate Governance and Ethics, Self-learning and Innovation through project assignments was considered.

The courses after internal reviews, were referred first for feedback and comments/suggestions to industry and academia. Thereafter, planned Area Advisory meetings were organized where industry experts, external academic members and selected alumni had one to one interaction with concerned Chief Course Coordinators and the revised structure of various courses finalized. Wherever required, non-relevant topics have been dropped and new ones included.
As part of a valuable learning outcome attained from the Summer Internship experience in the real-world setting, the students of Amity Business School have developed and submitted more than 500 case studies which will soon be compiled and published in renowned journals and peer-reviewed books.

Case Study Development Exercise helps the students to develop the following skills:

• Identify and recognise real-world problems/challenges
• Understand, interpret and analyze data
• Recognise assumptions and inferences, as opposed to the concrete facts
• Think analytically and critically and finally
• Identify solutions and defend decisions

CASE STUDY COMPETITION

Conduit is an initiative taken by Amity Business School to showcase the talent of students under the guidance of their respective faculty and corporate mentors.

Renvoi is a case study competition that provides a platform focusing upon Organizational ethic culture consumer behavior and various other prospects.
CONFERENCES ORGANISED

• Global Leadership Research Conference
• International Conference and Entrepreneurs Leadership and Infinity launching in 2018
• Infinity

PUBLICATIONS

• More than 100 Scopus Indexed papers published and 27 books published.
• Amity Business Review
• RENVOI – ABS Case Study Publication
• Amity Journal of Energy and Environmental Studies
• Amity Journal of Entrepreneurship and Leadership
• ANUKRITI - ABS Magazine
• COMMUNIQUÉ - ABS Newsletter
• RETAILER - A Retail Bulletin
• A large number of copy rights & case studies
AMITY
YOUTH FESTIVAL

Amity Youth festival is a 3-day annual event organized by the students of Amity University, Uttar Pradesh.

Amity Youth Festival was organized keeping in mind the significance of innovation, interaction, information, communication and technology.

For the seventh consecutive year, was being organized with an even bigger and better line-up of inter-institutional competitions, technical workshops, expositions, national & international performers, cultural & other competitions, international food fiesta and endless amounts of entertainment.

The 2018 event saw over 20,000 participants from more than 300 colleges across the country showcasing their talent through a wide mix of:

- Quiz Contests
- Fashion Shows
- Choreography
- Dance Competitions
- Seminars
- Management Competitions
- Talk Shows
- Debates
- Paper Presentation
- Technical Competition
- Film Festival
- Short Plays
- Sports Competition

The highlight of the event was the “The Best Manager” Competition organized by Amity Business School, in search of the best manager.
Enablement is the key to success and has been recognized so in various initial theories of management in different ways. But the concept did not get much importance when different schools of thought focusing on efficiency, gained ground in the early 20th century. Later on, with the markets becoming fiercely competitive, corporates started looking for innovations in various areas of management. While going through this process of change, organizations observed that enablement works as a catalyst for innovations. With this realization, the process of enablement started gaining ground. While enabling their people to promote innovations, organizations frequently face a contradiction. While on one hand they are under pressure to cut costs by improving efficiency, the increasing pace of change demands a focused attention on enablement and innovation on the other. Resolution of such contradictions requires ambidexterity. Ambidexterity is an essential skill for operating in diverse and dynamic environments that require different approaches to strategy formulation.

Ambidexterity is crucial for organizations in the following situations:
- When operating in both emerging and developed markets
- When introducing new products and technologies and exploiting the existing ones at the same time
- When integrating start-ups into the existing business

In order to build ambidexterity, companies must understand the diversity and dynamism of their environments and accordingly choose the appropriate approach. Each approach requires a different set of organizational interventions and implies a different role for the center.

Transformational Power of Enablement

Companies with top-performing teams recognize the transformational power of enablement to stay ahead of their competitors through integration of innovation with efficiency. While there are differences between high performers and low performers, very few companies escape productivity conundrum - they all look for ways to increase revenue per person and narrow the gap between top-performers and the rest of the team. This requires a lot of enablement of the team and leaders for combining innovation and efficiency.

GLRC - 2019 focuses on the possible approaches to develop these skills in the organizations. We invite the thought provoking research papers, case studies and original articles on this theme for presentation and discussions in the Conference.
AMITY
EXCELLENCE AWARD

Corporate leaders play an important and key role in shaping the economy and in industrial development and growth of the Country. Amity Business School has been instrumental in recognizing efforts of these Corporate leaders through Amity Excellence Award since its inception in 1995.

A Research has been carried out every year across industry sectors to identify successful organizations for the conferral of the “Amity Excellence Award”. These awards acknowledge achievements of the organization w.r.t leadership, enterprise, innovation, strategy, CSR and business performance in creating value for stakeholders and nation.

Amity Excellence Award for the year 2019 have been conferred on following organizations during Global Leadership Research Conference 2019.

- Luminous Power Technologies Pvt. Ltd.
- Mail Today Newspapers Pvt Ltd
- IPG Mediabrands India
- Mahindra & Mahindra Financial Services Limited
- MakeMyTrip Ltd.
- HCL Technologies Ltd.
- Viniculum Solutions Pvt. Ltd.
- ZS Associates India Private Limited
- Radico Khaitan Ltd.
MBA CLASS OF 2020

MBA

MBA (ENTREPRENEURSHIP)

MBA (HUMAN RESOURCE)

MBA (MARKETING & SALES)

MBA (FINANCE)

MBA (EXECUTIVE FOR WORKING PROFESSIONALS)

MBA (RETAIL MANAGEMENT)

Ph.D IN MANAGEMENT

Ph.D IN RURAL MANAGEMENT

COURSES IN PARTNERSHIP WITH CHARTERED INSTITUTE OF MANAGEMENT ACCOUNTANTS (CIMA)

SHORT DURATION CERTIFICATE COURSES IN MANAGEMENT

- Strategic Management
- Risk Management
- Financial Strategy
- Project and Relationship management
- Advanced Management Accounting
- Advanced Financial Reporting
- Organisational Management
- Management Accounting
- Financial Reporting and Taxation

BSI PROGRAMS
EDPs, PROJECTS, TRAININGS & CONSULTANCY

ABS has been a pioneer in consultancy & training programme of B-schools and conducts many EDPs, workshops & training programmes.

**Women Entrepreneurs Development Program:** Women’s economic empowerment initiative powered by Walmart was conducted by ABS and ACED.

**Sleepwell:** Amity Business School provided its consultancy services to Sleepwell Foundation. The CSR arm of Sheela Foam Ltd. proactively works in the areas of wellness, skill development, Swachh Bharat and Education of girl child. The objective of the ongoing project is in assessing the impact of training provided by Children First, an organization working in the field of emotional well being of the community. The impact assessment was done at three tiers- At Teachers, Parents and Students level. The beneficiary is Prayatn Seth Vidyalaya. The objective of the consultancy was to identify gaps in learning and overall development of the beneficiary with Parents, Teachers, student with his background as major.

A number of Executive Development Programs (EDPs) and Certificate Courses have been successfully conducted by ABS in the year 2017 and 10 study programmes have been proposed for the year 2018 as of now.

**Passenger Satisfaction Survey:** The Department of Customs and Excise, Ministry of Finance, Govt. of India had approached Amity Business School for “Passenger Satisfaction Survey”. The team comprised of 12 faculty members and 15 students. The study was aimed to find ‘What went well’ and ‘What could be Better’ with respect to Information about Customs, the various procedures and process followed.

**TATA Motors:** The training of 8th batch of Tata Motors was inaugurated on 11th June ’18. This is however the 7th batch of Tata Motors Works Managers program under UDAAN. Twenty six trainees from J&K region were trained for three months starting from 11th June ’18.

During 3 months these trainees were given more than 200 hours of lectures on more than 40 topics of Operations Management, Finance, Marketing and Sales, HR, BC, BS, Legal Aspects of Business, etc. More than 30 faculties were given the opportunity to interact with the trainees. All the facilities viz. a viz. Library, Computer Lab, Wi-Fi connectivity were provided to the trainees. Trainees were sent to one week MTC at Manesar. They were also sent to Tata Service Station four times during their tenure. Their Dissertation Viva-Voce was judged by 4 panelists (2 from Tata Motors and 2 from ABS).

The Valedictory session was held on 7th September 2018 and was attended by dignitaries from TATA Motors.
EDPs, PROGRAMS, TRAININGS & CONSULTANCY

**DGR PROGRAM**: Amity Business School conducted 37 Programs for DGR related courses on different management aspects.

**CORPORATE TRAINING**: ABS along with AITD has conducted training for Allahabad Bank, Union Bank of India, Election Commission and Dragon Oil Turkmenistan and other corporates.

**UDDAN SCHEME**: An MoU was signed with TATA Motors under UDAAN, an initiative of National Skill Development Corporation - Govt. of India. Under this scheme, 45 Works Manager Trainees from the State of Jammu & Kashmir are trained by Amity Business School for three-month Residential Management Training. ABS has conducted a number of such programmes.

**NCDEX INVESTOR AWARENESS PROGRAMME** was organized for awareness of the students regarding Investments.

**COMMODITY AWARENESS PROGRAMME**: A programme on Commodity Exchanges and Derivatives markets was organized under the collaborative MOU with MCX.
# ACTIVITIES IN THE ODD SEMESTER (2019-20)

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Date &amp; Month</th>
<th>Date</th>
<th>Faculty Co-ordinator</th>
<th>Topic</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>August 2019</td>
<td>3rd, 4th</td>
<td>Dr. Ashima</td>
<td>Hands on Business Analytics tools using case-lets (SERIES 1)</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>Dr. Priyanka</td>
<td></td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>Dr. Smrita</td>
<td></td>
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<td></td>
<td></td>
<td>Dr. Rajneesh</td>
<td></td>
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<td></td>
<td></td>
<td></td>
<td>Dr. Anitavenaik</td>
<td></td>
</tr>
<tr>
<td>2.</td>
<td>September 2019</td>
<td>20th</td>
<td>Dr. Supriti Agarwal</td>
<td>Health care marketing</td>
</tr>
<tr>
<td>3.</td>
<td>October 2019</td>
<td>12th, 13th</td>
<td>TBS Mumbai</td>
<td>2 Day Digital Marketing Workshop for Corporate</td>
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<tr>
<td>4.</td>
<td>November 2019</td>
<td>7th</td>
<td>Dr. Vijit Chaturvedi, Dr. Anshu Singh &amp; Dr. Priyanka Agarwal</td>
<td>Neuro Linguistic Programming and Life Excellence</td>
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<td>5.</td>
<td>December 2019</td>
<td>1st, 8th, 15th, 22nd</td>
<td>Dr. Vandana Ahuja</td>
<td>Gaining competitive edge through better marketing and sales planning</td>
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<tr>
<td>6.</td>
<td></td>
<td>10th</td>
<td>Dr. T V Raman &amp; Dr. Ruchi Arora</td>
<td>'Financial Planning and Budgeting for Women'</td>
</tr>
<tr>
<td>7.</td>
<td></td>
<td></td>
<td>Dr. Anjani K Singh</td>
<td>Family Business Set up</td>
</tr>
<tr>
<td>8.</td>
<td></td>
<td>1st, 8th, 15th, 22nd</td>
<td>TBS</td>
<td>3 months Digital Marketing program (Sunday only)</td>
</tr>
<tr>
<td>9.</td>
<td></td>
<td>14th Dec</td>
<td>Dr. Anurupa B. Singh</td>
<td>CRM Introduction and scenario building</td>
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<tr>
<td>10.</td>
<td></td>
<td></td>
<td>Dr. T V Raman</td>
<td>Essentials of Financial Modeling- December</td>
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## ACTIVITIES IN THE ODD SEMESTER (2019-20)

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Date &amp; Month</th>
<th>Date</th>
<th>Faculty Co-ordinator</th>
<th>Topic</th>
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<tr>
<td>12.</td>
<td>January 2020</td>
<td>5th, 12th, 19th, 26th</td>
<td>TBS</td>
<td>3 months Digital Marketing program (Sunday only)</td>
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<td>13.</td>
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<td>22nd</td>
<td>Dr. Ashok Sharma</td>
<td>Digital Marketing for Small &amp; family business</td>
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<td>14.</td>
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<td>18th</td>
<td>Prof. Ramesh Baghla</td>
<td>Customer Relationship Manager for Bankers</td>
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<tr>
<td>15.</td>
<td>February 2020</td>
<td>2nd, 9th, 16th, 23rd</td>
<td>TBS Mumbai</td>
<td>3 months Digital Marketing program (Sunday only)</td>
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<td>16.</td>
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<td>22nd</td>
<td>Dr. Anupama R</td>
<td>Report writing in Research NLP/TA</td>
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<td></td>
<td></td>
<td></td>
<td>Dr. Harminder Gujral</td>
<td></td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>&amp; Dr. Jaideep</td>
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<td>17.</td>
<td>March 2020</td>
<td>14th, 15th</td>
<td>TBS</td>
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<td>18.</td>
<td></td>
<td>17th</td>
<td>Dr. Sumeet Jaisal</td>
<td>Operations Management</td>
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<td>19.</td>
<td></td>
<td>24th, 25th</td>
<td>Dr. Anita Venaik</td>
<td>Hands on Business Analytics tools using case-lets</td>
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<td></td>
<td></td>
<td></td>
<td>Dr. Ashima</td>
<td>(SERIES 2)</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>Dr. Priyanka</td>
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<tr>
<td></td>
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<td>Dr. Rajneesh</td>
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<tr>
<td>20.</td>
<td>April 2020</td>
<td>17th</td>
<td>Mr. Vinamra Jain</td>
<td>Using Digital Platforms to increase sales</td>
</tr>
<tr>
<td>21.</td>
<td>September 2019</td>
<td>3rd</td>
<td>Dr. Ashima</td>
<td>Hands on Business Analytics tools using case-lets</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>Dr. Priyanka</td>
<td>(SERIES 1)</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Dr. Smrita</td>
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<td></td>
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<td></td>
<td>Dr. Rajneesh</td>
<td></td>
</tr>
<tr>
<td>22.</td>
<td></td>
<td>20th</td>
<td>Dr. Supriti Agarwal</td>
<td>Health care marketing</td>
</tr>
</tbody>
</table>
ABS endeavours to be an institute committed towards innovation, knowledge sharing, openness and entrepreneurial skills for developing a new generation of global Managers. Various Consultancy and Training projects are undertaken from time to time. Amity Business School has a large number of Corporate trainings to its credit. We have been associated with Public/private sector organizations for conducting need-based training sessions. ABS Faculty Members are associated with the content development of various trainings conducted under Amity Banner.

**MAJOR AREAS OF TRAINING INCLUDE**

- General Management
- Organizational Behavior
- Finance
- Sales & Marketing
- Operations Management
- Human Resource Management
- Technical Programs
MAJOR CLIENTS
PUBLIC SECTOR

• ONGC
• SAIL
• INDIAN AIRLINES (NOW AIR INDIA)
• FOOD CORPORATION OF INDIA (FCI)
• CENTRAL WAREHOUSING CORPORATION
• IFFCO
• NATIONAL FERTILIZERS LIMITED
• KIRIBHCO
• NHPC LTD.
• NTPC LTD.
• DELHI TRANSPCO LIMITED ELECTRIFICATION CORPORATION LTD.
• GAIL (INDIA) LTD.
• ENGINEERS INDIA LTD.
• DELHI POSTAL CIRCLE
• ORIENTAL BANK OF COMMERCE
• KUDREMUKH IRON ORE CO. LTD.
• ONGC VIDESH LTD.
• ALLAHABAD BANK
• UNION BANK OF INDIA
• PUNJAB AGRO FOODGRAINS CORP.
• ELECTION COMMISSION (GOVT. OF INDIA)
MAJOR CLIENTS
PRIVATE SECTOR

• JINDAL STEEL & POWER LTD.
• STERIA INDIA LTD (XANSA)
• JUBILANT ORGANO SY S LIMITED
• POLYPLEX CORPORATION LTD.
• FEEDBACK VENTURES PVT. LTD.
• NESTLE
• METLIFE
• TEIJIN LTD. JAPAN
• METRO TYRES LTD.
• NIIT TECHNOLOGIES
• INTER GLOBE TECHNOLOGIES
• SHRIRAM PISTONS AND RINGS LTD.
• BERGER PAINTS
• BALCO
• SESASTERLITE LTD.
• ESCORTS LTD.
Amity Business School with its consistent endeavor towards research and innovation excellence aims at adding value for multi-sectoral development through research.

The institution has been since last many years has applied for several Funded projects from different Government and Non-Government agencies from different Ministries in multi-disciplinary fields.

With expertise in varied dimension within and from sister institutions theses multi-disciplinary proposals aids in research excellence.

Glimpse of few applied Projects in 2018-19

A Study for Linking Coal Production and Transportation requirement for both Power and Non power sector in the Country, NITI Ayog.


Business process Reengineering submitted for Indian Council for Forestry Research and Education.

HR excellence Framework at Central Electronics Limited.

Conducting Graduate Insolvency program applied to Insolvency and Bankruptcy Board of India.
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.

Till now more than 3000 companies have visited for campus recruitment and leading companies such as TVS Motors, TCS, Amazon, Make My Trip, Nestle, HDFC Bank, KPMG, Deloitte, Hyundai have recruited from ABS.

CRC also organises counselling sessions for students and helps them choose an appropriate career depending on their aptitude and interest. It encourages students to actively participate in formulating strategies for various events, industry interactions as well as summer and final placements. 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. Some of our regular industry interaction modules are:

- CEO’S FORUMS
- ALUMNI FORUMS
- WEEKLY CORPORATE FORUMS
- LIVE PROJECTS
- INDUSTRY VISITS
- GROOMING SESSIONS / WORKSHOP
- PRE-PLACEMENT TALK
- CAMPUS RECRUITMENT
- SUMMER INTERNSHIP
- ALUMNI MEET
- MDPs & CONSULTANCY
- MENTOR MEET & CORPORATE MEET
EXTENSIVE INDUSTRY INTERACTION

CEOs TALK

Mr. Abhijeet Mukherjee, CEO, Monster.com
Mr. Dhruv Khanna, CEO, Data Resolve Technologies Ltd
Dr. Gautam Mukherjee, Co-Founder & CEO, Sportify Sports
Mr. Ketan Dewan, Co-Founder, Talocity Instasolutions Pvt Ltd
Ms. Rohini Walla, Co-Founder & Director, Envent Worldwide Ltd
Mr. Harpreet Singh Kohli, CEO & Founder, Untrodden Labs
Mr. Alok Kumar Agarwal, Founder & CEO, ASC Group
Mr. Ashok Mittal, Founder & CEO, Prest Loans
Mr. Sandeep Srikumar, MD, Media Moments
Mr. Kewal Kishan, Co-Founder, Zillion Analytics Pvt Ltd
Dr. Shikha Sharma, Managing Director, Dr. Shikha’s NUTRIHEALTH
Mr. Rahul Chauhan, Founder RoomsXpert.com
Mr. Rajesh Malik, Co-Founder & CEO, WorkEdge Coworx
Ms. Dimika Bhatia, CEO, DRB Foods Pvt. Ltd.
Mr. Shubhender Sharma, Co-Founder/Director – Client Services, Mindforce Research
Mr. Arpan Banerjee, Founder, Content Advisory Group
Mr. Narendra Marwah, Principal CFO, CFO Centre UK
Mr. Tarun Dutt, CFO Royal Bank of Canada
Ms. Tarandeep, Founder & Director, UPLIFTO
EXTENSIVE INDUSTRY INTERACTION

CORPORATE TALK

Ms. Preeti Das, Global Head, Sutherland Global Services
Mr. R.K. Gupta, General Manager, IFCI Ltd.
Mr. Manek Narang, Associate Director, CARE Ratings
Ms. Anu Agarwal, Manager, Mecamidi HPP India Pvt. Ltd.
Mr. Manoj Chauhan, Sr. VP, Spectrum Metro
Mr. Saikat Basu, Sr. GM, JK Paper Ltd.
Mr. Amulya Sah, Sr. Director – HR, Samsung R&D Institute
Mr. Manish Mohan, AVP-HR, Hero Corporate Services
Mr. Sandeep Das, General Manager, HR, Aditya Birla Payments Bank
Mr. Pawan Kumar Sharma, VP & Head-HR, Quality Ltd.
Mr. Sanjeev Asthana, VP, Triveni Engg & Industries Ltd.
Ms. Ritu Bajaj, Former HR Head, Samtel Ltd
Mr. N.P. Desai, Chief Consultant, Growth Idea Lab
### ALUMNI TALK

- **Mr. Ashim Mathur**, Sr. Regional Director-Marketing, Emerging Markets, Dolby Laboratories
- **Ms. Iti Jain**, Founder & Director, Alpha Orion Consultants
- **Ms. Kanika Bakshi**, Director Marketing, Oracle India Pvt. Ltd.
- **Ms. Shruti Kaul**, Amity Online
- **Mr. Nishant Solanki**, Sr Application Specialist, Accenture
- **Ms. Nidhi Sharma**, Consultant, GLG Group
- **Mr. Manbir Singh**, Country Manager, India, getCAKE.com
- **Mr. Anand Chako**, Global Transitions HR, HCL Technologies Ltd.
- **Mr. Naveen Bajaj**, Zonal Sales Manager, HDB Financial Services Ltd
- **Mr. Prakash Tholia**, Director, Eminence Events Pvt Ltd
- **Mr. Abhinav Johary**, Co-Founder, i2i Funding.com

### EXTENSIVE INDUSTRY INTERACTION
HUMAN VALUES QUARTER

To instill the prime virtue of human values amongst the youth in tandem with academic excellence, Amity University annually observes the Amity Human Values Quarter spread over four months (January – April) with the aim to provide holistic education to its students for them to grow up as value-driven, principled and complete human beings of tomorrow.

Every year ABS has always ensured to make the best use of the concept and has organized numerous activities to ensure maximum participation by students.

Some of the activities organised included:

- Amity Business School Visited an NGO ‘Dream Girl Foundation’
- Amity Business School organised Aarambh 2018 (Diwali Mela) on the 25th OCT
- Amity Business School organized a lunch for the class four employees of ABS
- Amity Business School visited an orphanage
You are lucky to be at Amity. Work twice as hard to make it count and do something good for humanity.

Dr. Edward De Bono  
Lateral Thinking Guru

Late Nobel Laureate Professor Sir Harry Kroto, FRS  
Francis Eppes Professor in the Department of Chemistry and Biochemistry at Florida State University, USA

Prof. Werner Arber  
Nobel Laureate & Honorary Professor of Biotechnology at Amity University

Nobel Laureate Prof. (Dr.) Yuan T. Lee  
President Emeritus at the University of California

Sir Richard John Roberts  
Nobel Laureate and Honorary Professor at Amity University

Amity students are the most exciting that I have ever met.

I am very impressed with Amity University.

In Amity students I found the perfect chemistry between intelligence, dedication and hard work.
Amity has been regularly inviting heads of leading Indian companies. They offer insights into latest issues concerning the economy to stimulate and enhance the intellectual climate of the University.

1. **Mr. B.C. Tripathy**  
The then CMD, GAIL

2. **Mr. Naveen Soni**  
Vice President, Toyota Kirloskar Motor

3. **Mr. Akhil Gupta**  
The then Vice Chairman, Bharti Enterprises & Executive Chairman, Bharti Infratel

4. **Mr. Prem Ojha**  
The then COO, Videocon Connect

5. **Mr. Sunil Kant Munjal**  
The then Jt. Managing Director, Hero MotoCorp

6. **Mr. S.K Saini**  
Vice President, Tata Powers Ltd

7. **Dr. Tapan Sahoo**  
The then Senior Vice President (R&D), Maruti and Chair, Frontier Technology Group of SIAM

8. **Mr. Sandeep Girotra**  
The then Country Head, Nokia Networks Ltd

9. **Mr. R S Sharma**  
Chairman, Telecom Regulatory Authority of India
INTERACTION WITH GLOBAL GURUS

To create a forum for discussion, knowledge and idea sharing among the Indian corporate world and Amitians, Amity has facilitated interaction with more international experts than any other institution. Some of them are:

1. Mr. Tom Peters
   Management and Innovation Guru

2. Dr. Philip Kotler
   Marketing Management Guru

3. Mr. Verne Harnish
   Growth Guru

4. Dr. Edward De Bono
   Lateral Thinking Guru

5. Mr. Harry Beckwith
   Experiential Marketing Guru

6. Mr. Jack Trout
   Marketing Guru

7. Mr. Kenichi Ohmae
   Strategic Management Guru

8. Mr. Steven Covey
   Author - 7 Habits of Highly Effective People

9. Dr. Rick Levy
   World renowned expert in the field of mind and body medicine
SESSIONS WITH STATESMEN

The mission of Amity University is to groom students who will shape India's tomorrow. That is why there is a regular interaction on Campus with leaders for inspiration.

1. Mr. Arun Jaitley, the then Hon’ble Minister of Finance, Govt. of India addressing the gathering at Amity University Campus.

2. Smt. Smriti Zubin Irani - the then Hon’ble Minister of Human Resource Development, Government of India sharing her views during “Knowledge Expo”

3. Mr. Wan Gang - Minister of Science and Technology, People’s Republic of China addressing the gathering at Amity Campus.

4. Mr. Boris Johnson, Mayor of London addressing the gathering at Amity Campus.

5. Hon’ble the then Vice President of India, Dr. Hamid Ansari addressing the gathering at Amity Campus.

6. Mr. Digvijay Singh, the then Chief Minister of Madhya Pradesh, during the 4th Global Leadership Summit at Amity University Campus.

7. Mr. Kapil Sibal, the then Hon’ble Union Minister of Science and Technology, speaking at a Global Conference at Amity University Campus.

8. Mukhtar Abbas Naqvi, Minister of State for Parliamentary Affairs and MoS for Minority Affairs interacting with students during ‘Amity Mock Parliament 2016’

9. Dr. (Ms.) Francoise Seillier Moiseiwitsch, Department Chair, Department of Biostatistics, Bioinformatics and Biomathematics, Georgetown University, Washington D.C. addressing the gathering at Amity Campus.
INSIGHTS FROM INTERNATIONAL ACADEMICIANS

Leading international speakers and visiting academicians regularly visit Amity University Campus to share their experiences. It gives the students a global view of any issue and sharpens their skills to emerge a winner.

1. **Prof. Philip M. Nichols** of Wharton Business School delivering a lecture on “Business Ethics in a Changing Corporate Environment” at Amity University Campus

2. World Wide Web Expert **Prof. (Dr.) Bebo White**, Stanford University, USA sharing his views at Amity Campus

3. **Prof. Nie Hong**, Vice President - Nanjing University of Aeronautics & Astronautics, China addressing the gathering at Amity Campus

4. **Dr. Tanya N. Mayadas**, Harvard University, Professor of Pathology at the Center for Excellence in Vascular Biology during an Interactive Session & lecture at Amity University Lucknow Campus

5. **Dr. Savante Brunaker**, Pro Vice Chancellor, University of Gavle, Sweden addressing the gathering

6. **Prof. Klaus Banert**, Senior Professor, T.U. Chemnitz, Germany addressing the gathering during a research grant delegation at Amity University Campus
### DECISION SCIENCES

<table>
<thead>
<tr>
<th>Name</th>
<th>Dr. Sanjeev Bansal</th>
<th>Dr. Abhay Kumar Srivastava</th>
</tr>
</thead>
<tbody>
<tr>
<td>Designation</td>
<td>Professor, Dean FMS and Director, Amity Business School</td>
<td>Associate Professor</td>
</tr>
<tr>
<td>Experience</td>
<td>Teaching: 28 Yrs.</td>
<td>Industry: 1.5 Yrs. • Teaching: 18.5 Yrs.</td>
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<tr>
<th>Name</th>
<th>Dr. Dayal Sharan Prasad</th>
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<tr>
<td>Designation</td>
<td>Professor</td>
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<td>Experience</td>
<td>Industry: 37 Yrs.</td>
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<th>Dr. Sumeet Singh Jasial</th>
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<td>Designation</td>
<td>Asst. Professor (Grade-III)</td>
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<tr>
<td>Experience</td>
<td>Industry: 1 Yr. • Teaching: 12 Yrs.</td>
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<tr>
<th>Name</th>
<th>Dr. Rajneesh Mahajan</th>
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<tbody>
<tr>
<td>Designation</td>
<td>Professor</td>
<td></td>
</tr>
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<td>Experience</td>
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### HUMAN RESOURCE, PSYCHOLOGY AND BEHAVIOURAL SCIENCE

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<thead>
<tr>
<th>Name</th>
<th>Dr. Taranjeet Duggal</th>
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<tr>
<td>Designation</td>
<td>Professor</td>
<td></td>
</tr>
<tr>
<td>Experience</td>
<td>Industry: 2 Yrs • Teaching: 18 yrs.</td>
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<tr>
<th>Name</th>
<th>Dr. Jaya Yadav</th>
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<td>Professor</td>
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<td>Experience</td>
<td>Teaching: 20 Yrs.</td>
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<tr>
<th>Name</th>
<th>Dr. Harinder Kaur Gujral</th>
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<td>Designation</td>
<td>Professor</td>
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<td>Experience</td>
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<tr>
<th>Name</th>
<th>Dr. Chandranshu Sinha</th>
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<tr>
<th>Name</th>
<th>Dr. Vijit Chaturvedi</th>
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<tr>
<td>Designation</td>
<td>Associate Professor</td>
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<tr>
<th>Name</th>
<th>Dr. Priyanka Agarwal</th>
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<td>Experience</td>
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<tr>
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<tr>
<td>Experience</td>
<td>Industry: 4 Yrs. • Teaching: 10 Yrs.</td>
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<tr>
<th>Name</th>
<th>Dr. Priyanka Agarwal</th>
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<td>Designation</td>
<td>Asst. Professor (Grade-III)</td>
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<td>Experience</td>
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<tr>
<th>Name</th>
<th>Dr. Shikha Mishra</th>
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<td>Associate Professor</td>
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<th>Dr. Hargovind Kakkar</th>
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<td>Designation</td>
<td>Asst. Professor (Grade-II)</td>
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<td>Experience</td>
<td>Industry: 1.5 Yrs. • Teaching: 9 Yrs.</td>
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<tr>
<th>Name</th>
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<td>Experience</td>
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<tr>
<th>Name</th>
<th>Dr. Rajneesh Mahajan</th>
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<tr>
<td>Designation</td>
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<tr>
<td>Experience</td>
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HUMAN RESOURCE, PSYCHOLOGY AND BEHAVIOURAL SCIENCE

Name: Dr. Anjani Kumar Singh
Designation: Professor
Experience: Teaching: 19 Yrs.

Name: Dr. R. Sujatha
Designation: Professor
Experience: Teaching: 15 Yrs.

Name: Dr. Manjula Shastri
Designation: Associate Professor
Experience: Teaching: 15 Yrs.

Name: Dr. Anupama R.
Designation: Professor
Experience: Industry: 2 Yrs. • Teaching: 20 Yrs.

FINANCE & ACCOUNTS

Name: Dr. Anshu Yadav
Designation: Asst. Professor (Grade-II)
Experience: Industry: 1 Yr. • Teaching: 7.5 Yrs.

Name: Dr. Jaideep Kaur
Designation: Associate Professor
Experience: Industry: 4 Yrs • Teaching: 16 Yrs.

Name: Dr. Richa Sharma
Designation: Associate Professor
Experience: Teaching: 13 Yrs.

Name: Dr. Ruchi Wadhwa
Designation: Asst. Professor (Grade-III)
Experience: Industry: 5 Yrs. • Teaching: 8 Yrs.

ENTREPRENEURSHIP

Name: Dr. Anjani Kumar Singh
Designation: Professor
Experience: Teaching: 19 Yrs.

Name: Dr. R. Sujatha
Designation: Professor
Experience: Teaching: 15 Yrs.

FINANCE & ACCOUNTS

Name: Dr. T.V. Raman
Designation: Professor
Experience: Teaching: 22 Yrs.

Name: Dr. Rosy Kalra
Designation: Associate Professor
Experience: Teaching: 22 Yrs.

INFORMATION TECHNOLOGY

Name: Dr. Anupama R.
Designation: Professor
Experience: Industry: 2 Yrs. • Teaching: 20 Yrs.

Name: Dr. Teena Bagga
Designation: Professor
Experience: Teaching: 20 Yrs.

Name: Dr. Anita Venaik
Designation: Professor
Experience: Teaching: 17 Yrs.
### Distinguished Faculty

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<tr>
<th>Name</th>
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<tr>
<td><strong>BUSINESS COMMUNICATION</strong></td>
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<tr>
<td>Dr. Smrita Sinha</td>
<td>Associate Professor</td>
<td>Teaching: 18 Yrs.</td>
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<tr>
<td>Dr. Shweta Awasthi</td>
<td>Asst. Professor (Grade-III)</td>
<td>Industry: 8 Yrs. • Teaching: 6 Yrs.</td>
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<tr>
<td>Ms. Pooja Sehgal Tabeck</td>
<td>Asst. Professor (Grade-III)</td>
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<tr>
<td>Dr. Ritesh Dwivedi</td>
<td>Asst. Professor (Grade-III)</td>
<td>Industry: 5.5 Yrs. • Teaching: 7.1 Yrs.</td>
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<tr>
<td>Mr. Vinamra Jain</td>
<td>Asst. Professor (Grade-III)</td>
<td>Industry: 8 Yrs. • Teaching: 9 Yrs.</td>
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<tr>
<td>Ms. Sunetra Saha</td>
<td>Asst. Professor (Grade-II)</td>
<td>Industry: 2 Yrs. • Teaching: 11 Yrs.</td>
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<tr>
<td><strong>ECONOMICS</strong></td>
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<tr>
<td>Ms. Tavishi</td>
<td>Asst. Professor (Grade-II)</td>
<td>Teaching: 9 Yrs.</td>
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<tr>
<td>Prof. Ramesh Kumar Bagla</td>
<td>Professor</td>
<td>Industry: 35 Yrs. • Teaching: 8.75 Yrs.</td>
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<tr>
<td>Dr. Ashok Sharma</td>
<td>Professor</td>
<td>Industry: 4 Yrs • Teaching: 18 Yrs.</td>
</tr>
<tr>
<td>Dr. Anurupa B. Singh</td>
<td>Associate Professor</td>
<td>Industry: 8 Yrs. • Teaching: 16 Yrs.</td>
</tr>
<tr>
<td>Dr. Garima Malik</td>
<td>Associate Professor</td>
<td>Teaching: 16 Yrs.</td>
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<tr>
<td>Dr. Supriti Agrawal</td>
<td>Asst. Professor (Grade-III)</td>
<td>Industry: 7 Yrs • Teaching: 12.2 Yrs.</td>
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<tr>
<td><strong>INTERNATIONAL BUSINESS, RETAIL &amp; RURAL MANAGEMENT</strong></td>
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### Distinctive Areas

- **BUSINESS COMMUNICATION**
- **ECONOMICS**
- **INTERNATIONAL BUSINESS, RETAIL & RURAL MANAGEMENT**
## MARKETING & SALES

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<th>Name</th>
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<tr>
<td>Mr. Vivek Singh Tomar</td>
<td>Asst. Professor (Grade-III)</td>
<td>3 Yrs.</td>
<td>15 Yrs.</td>
</tr>
<tr>
<td>Dr. Vandana Ahuja</td>
<td>Professor</td>
<td>7 Yrs.</td>
<td>13 Yrs.</td>
</tr>
<tr>
<td>Dr. Ruchika Nayyar</td>
<td>Asst. Professor (Grade-III)</td>
<td>3 Yrs.</td>
<td>9 Yrs.</td>
</tr>
<tr>
<td>Dr. Shiv Shankar Kumar Yadav</td>
<td>Asst. Professor (Grade-II)</td>
<td>1 Yr.</td>
<td>4.5 Yrs.</td>
</tr>
<tr>
<td>Dr. Amit Kumar Pandey</td>
<td>Asst. Professor (Grade-III)</td>
<td>4 Yrs.</td>
<td>12 Yrs.</td>
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<tr>
<td>Dr. Rahul Gupta</td>
<td>Asst. Professor (Grade-III)</td>
<td>11 Yrs.</td>
<td>12 Yrs.</td>
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<tr>
<td>Ms. Sonali P. Banerjee</td>
<td>Asst. Professor (Grade-III)</td>
<td>1 Yr.</td>
<td>11 Yrs.</td>
</tr>
<tr>
<td>Ms. Swati Bhatnagar</td>
<td>Asst. Professor (Grade-III)</td>
<td>5 yrs.</td>
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