



INDIA'S TOP-10 RANKED **B.SCHOOL**

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

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

THE ECONOMIC TIMES	
RANK	
1.	IIM-B
2.	IIM-A
3.	SIBM
4.	IIM-C
5.	IMT
6.	AMITY BUSINESS SCHOOL
7.	IIM-L
8.	XLRI

business today	
RANK	
1.	IIM-A
2.	IIM-B
3.	IIM-C
4.	SIBM
5.	JBIMS
6.	IIM-L
7.	XLRI
8.	ICFAI-Hyderabad
9.	AMITY BUSINESS SCHOOL
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 200,000 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, Romania, South Africa, Amsterdam, China, Seattle and Tashkent besides India.

200,000
STUDENTS

6000+
FACULTY & SCIENTISTS

1200
ACRES OF CAMPUSES

12
UNIVERSITIES IN NOIDA, GURUGRAM, LUCKNOW, JAIPUR, GWALIOR, RAIPUR, KOLKATA, MUMBAI, PATNA, RANCHI, MOHALI & BENGALURU

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

RANKING AND ACCREDITATIONS

THE ONLY UNIVERSITY IN INDIA

RANKED AMONGST THE
TOP 3% UNIVERSITIES
GLOBALLY



AND

WITH THE
HIGHEST US AND UK
ACCREDITATIONS



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



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



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





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.
- Conferred with WASC - Senior College and University Commission, USA - The Gold Standards of Accreditations Globally.
- Ranked 29th in NIRF Ranking, June 2024.
- Ranked *6th Position* in Top 40 Private Universities, *Times B-School -July, 2024*
- Ranked *7th Position* in North Zone -Top Management Institutes - Regional Ranking *Times B-School - July, 2024*
- Ranked *2nd Position* in Top Pvt. MBA Institutions - North Zone , *Outlook ICARE India MBA Rankings 2023*
- Ranked *2nd Position* among the Private B-Schools of Uttar Pradesh by *Competition Success Review - CSR-GHRDC B-Schools Ranking 2023*
- Ranked *4th Position* in Top Private B-Schools of Delhi NCR *The Week- All India Best B-School Ranking 2023*
- Ranked *7th Position* among Top 10 B-Schools (Private) of North Zone , *India Today - MDRA Best B-Schools Survey 2023*
- Ranked *9th Position* in Top 10 B-School by *13th Chronicle's All-India B-School Survey, 2023*
- Ranked *9th Position* in India & 2nd in *Uttar Pradesh by Education World 2022-2023*.



PRESTIGIOUS RANKINGS

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

Times School	THE ECONOMIC TIMES	business today
1. IIM-Ahmedabad	1. IIM-B	1. IIM-A
2. IIM-Calcutta	2. IIM-A	2. IIM-B
3. XLRI-Jamshedpur	3. SIBM	3. IIM-C
4. IIM-Lucknow	4. IIM-C	4. SIBM
5. FMS-Delhi	5. IMT	5. JBIMS
6. IIM-Kozhikode	6. AMITY	6. IIM-L
7. SP Jain-Mumbai	7. IIM-L	7. XLRI
8. IIM-Indore	8. XLRI	8. IITM-Hyderabad
9. AMITY		9. Amity
10. MDI Gurgaon		10. LIBA-Chennai

Ranked 29th Position by NIRF



in 2023-24

THE WEEK

Ranked No. 4 in Top Pvt. B.Schools in Delhi NCR

INDIA TODAY

Outlook ICARE RANKING

Palmer Award by



The foremost Global University Rankings Organisation

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

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



AMITY 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
Addl Pro Vice-Chancellor
Dean - Faculty of Management Studies
Director - Amity Business School
Amity University Uttar Pradesh



AMITY Business School, Noida founded in 1995, is the first institution of higher education of the Amity Education Group. In its glorious journey of 30 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 curriculum and the teaching pedagogy are regularly reviewed and revised to incorporate latest developments and innovations for attaining the desired outcome.

The Class of 2025 has gathered many accolades and has done a variety of wonderful projects and internships in spite of numerous challenges. 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 2025.

A brief profile of the batch is there for your kind perusal.

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 Oulu Business School, Finland

SOME OF THE INTERNATIONAL UNIVERSITIES WITH WHICH AMITY HAS PARTNERED

COUNTRY	INSTITUTION
Canada	Carleton University, Canada
France	International School of Management
Germany	ISS International Business School
Ireland	Northern Ireland
Italy	Link Campus University of Malta
Northern	Queen's University Belfast,
Scotland	Napier University
Taiwan	Feng Chia University
Taiwan	National Tsing Hua University
UK	Newcastle University, UK
UK	Nottingham University,UK
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

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. Kamal Verma	Chief Executive Officer	Triveni Engineering & Industries Ltd
Dr. Shirish Nigam	Managing Director	EW Nutrition Pvt Ltd
Mr. Prakram Gill	Regional Sales Director	3i Infotech Ltd, Dubai
Mr. Mayank Sharma	Deputy Manager-Digital Transformation	Deloitte, Dubai
Ms. Khushboo Tak	Head HR	Reliance Brand Ltd
Mr. Rahul Malhotra	Sr. Product Manager	Newgen Software Ltd
Mr. Vishwani Dev	VP- Employee Relations and Policies	Accenture
Mr. Sarthak Shukla	Director	KPMG
Mr. Jayant Kwatra	Director	Sanguine Capital
Mr. Nitin Balyan	Regional Manager	Devyani Food Industries Ltd
Ms. Rimsha Shahid	Associate Director-HR	Acuity Knowledge Partners
Mr. Anupam Jauhari	CHRO	University Living Accommodation Pvt. Ltd, Noida
Mr. Nishant Solanki	Vice President	SGN Software Private Limited
Mr. Mohit Mathur	Head - Innovation	HCL Technologies Ltd
Mr. Vinay Kr. Chauhan	Group Manager	HCL Technologies Ltd
Mr Anshul Garg	Group Managing Director	Mohan Electro-Casting Pvt Ltd
Mr. Vivek Modi	Co-Founder & CEO	Yellow Bulbs Solutions Private Limited
Mr. Ashok Kr Srivastava	Founder & Business Head	Livewise Planet

Name	Designation	Company Name
Mr. Bimal Ramesh Madhavan	Chief Executive Officer	Lotus Consultancy FZE (UAE)
Mr. Aashish Kapur	Sr. Vice President - Business Development	Infrastructure Development Corporation (Karnataka) Ltd(IDeCK)
Mr. Pravin Kumar	CEO	Rfintech Pvt Ltd
Mr. Amit Shukla	Founder & CEO	EasyGov
Mr. Rajeev Ranjan	COO	Zodiac Solutions Pvt. Ltd.
Mr. Vijay Bhutani	CEO	Techno-Vizion Associates Pvt Ltd
Mr. Vishal Manocha	Founder & CEO	Vishal School of Grooming
Mr. Sumeet Raisinghani	COO-India	MCube Financial LLC
Ms. Ankita Vasudev	Career & Transition Coach	Ex HRBP PNB MetLife
Ms. Rishika Verma Vohra	Talent Acquisition Group	IGT Solutions Pvt Ltd
Mr. Kuljiit Abroll	Business Head	Truact
Dr. Manisha Jain Kulshreshtha	Founder Director	Peritus
Mr. Gomteshwar Jain	MD	Rasberrie Designs Pvt Ltd
Mr. Chandra Prakash	Head-TA	Innover Digital
Mr .Rohit Kumar	Secretary General	Carbon Markets Association of India
Mr. Nishant Garg	Managing Director	Maiden Forgings Limited
Mr. Deepak Kumar	Managing Director	Aruna Global
Mr. Mayank Talan	Director	MR DD Developers 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



Carlsberg



Gracure Pharmaceuticals

OTHER IMPORTANT VISITS

- Pepsico
- Suzuki Motorcycles Pvt. Ltd.
- Hero Motocorp
- Gracure Pharmaceuticals
- Eicher Tractors
- Yamaha Motors
- Parle
- Mitsubishi
- Carlsberg
- Relaxo Footwear
- Siegwark India
- Escorts Ltd.
- Exide Industries



Siegwerk India

AMITY EXCELLENCE AWARD

Understanding the insinuable role of excellence and expertise Amity University honours the expertise which comes across the sectors and verticals. During GLRC 2024 following the culture and understanding the significant role of industry in preparing the budding professionals and the distinctive work the industry lays the Amity Excellence Award was presented to Mr. Rahul Shanker, CEO, Modicare Ltd. Who highlighted the pressing significance of sustainability in the current context, highlighting the growing awareness among young individuals concerning the imperative for an environmentally sustainable future. He explained the commitment of his organization, Modicare, to environmental stewardship through the implementation of more sustainable practices.



The second Amity Excellence Award was presented to, Mr. Biswapriya Bhattacharjee, Director - B2B & Technology, KANTAR Insights Pvt Ltd. Mr. Biswapriya Bhattacharjee extended his appreciation to Amity University. He expressed gratitude to Honorable Founder President Dr Ashok Chauhan, Chancellor Dr Atul Chauhan, and Vice Chancellor Prof. (Dr) Balvinder Shukla ma'am and appreciated the excellent work that University is scaling to ensure great industry partnership, innovation and insightful outcomes.



CONDUIT 2023

Conduit 2023 is a case study presentation competition organized by Amity Business School, Noida, to celebrate the outstanding accomplishments of students.

The event aimed to provide an immersive experience, shedding light on the innovative solutions and strategic skills developed by interns during their summer breaks.

Conduit 2023 was more than just a competition; it was a platform to present case studies in front of an esteemed panel of judges, industry professionals, and peers. The event featured four distinct tracks, each presided over by eminent faculty members and external jury experts.



In the HR Track, Akshai Pal secured the 1st position, followed by the Finance Track, where Eklavya Sharma secured the 1st position. The Marketing Track, led by Dr. Anurupa B. Singh, saw Sheenam Ghai secure the 1st position. The General Track, led by Dr. Anita Venaik, saw Rashi Saini secure the 1st position.

The event concluded with a valedictory function, where trophies were handed over to the winners.

GLRC AMITY EXCELLENCE AWARD CONDUIT

2024

DATE : 7th - 9th February 2024
VENUE : Amity Business School, Amity University Campus
Amity University Uttar Pradesh, Noida

THEME: NEW PARADIGMS OF BUSINESS MANAGEMENT IN THE ERA OF ANALYTICS, SUSTAINABILITY AND INNOVATION

The 9th Global Leadership Research Conference (GLRC-2024), organized by Amity Business School, Amity University Noida from 7th -9th February 2024 focused on the theme "New Paradigms of Business Management in the Era of Analytics, Sustainability and Innovation."

The Inaugural Session featured with presenting of Amity Excellence Awards for Alumni Achievers to recognize outstanding contributions to their respective fields to alumni such as Mr. Rahul Shanker, CEO, Modicare Ltd. and Mr. Biswapriya Bhattacharjee, Executive Director, KANTAR

Prof. Sanjeev Bansal, Addl. Pro Vice Chancellor, Dean FMS and Director ABS, started the session with Welcome address, highlighting role of sustainability's essence in human endeavours. He extended a heartfelt welcome on behalf of Honourable Founder President Dr. Ashok K. Chauhan, Chancellor, Dr. Atul Chauhan, and Vice Chancellor, Prof. (Dr) Balvinder Shukla, Amity University Uttar Pradesh.

The Chief Guest, Shri Arif Mohammad Khan, Governor, Kerala expressed gratitude to Amity University for the invitation, echoing the importance of sustainability.

Mr. Christopher Greenwood, Consultant, Mpowerd, UK stressed leadership's adaptability in his speech, focusing on technological advancements and societal benefits.

Mr. Avinash Pandey, CEO- ABP Network, President- News Broadcasters & Digital Association and President, International Advertising Association (India Chapter) discussed media's role in fostering sustainable societies, citing initiatives taken by their media house like "Jage Raho" and "#corona ko dhoka." which were preventive measures for remaining safe from the pandemic.

Dr. Atul Chauhan, Chancellor Amity University, praised the conference's theme and relevance and the impact it makes to further strengthen Amity's global reputation and contribution towards learning excellence. Awards were presented to alumni achievers Mr. Rahul Shanker, CEO, Modicare Ltd. and Mr. Biswapriya Bhattacharjee, Executive Director, KANTAR for their sustainable contributions in their respective professional fields and they shared during their talk on how initiatives related to sustainability shapes the present and future of business.

The varied forums starting from Sustainability, Marketing, Operations, Finance and Human resource with galaxy of industry speakers highlighted initiatives towards a sustainable future in different verticals of their sectors and how they are driving innovation with technology.

GLRC 2024 at Amity Business School was a confluence of ideas on integrating analytics, sustainability, and innovation into modern business paradigms. The sessions helped in understanding leadership's pivotal role in navigating challenges and seizing opportunities in today's dynamic business landscape.

The conference thus touched upon research based evidence, sessions, panel discussion and studies conducted by researchers, academicians across the globe to be shared and thus opening avenues for future development.

GLIMPSES OF EVENT



4th DOCTORAL RESEARCH CONCLAVE

Amity Business school, Amity University Uttar Pradesh organized its 4th Doctoral Research Conclave on “The Power of Cultivating a Research Mindset” in hybrid mode on 5th and 6th January 2024. The conclave intended to understand and share the state of 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.



The conclave aimed towards the following objectives

- To provide a platform wherein Academician and Researchers collaborate to share exponential value of Research to expand to design Innovation.
- To set a pitch where distinguished academicians shall highlight upon the Research process and Research dilemmas.
- To develop an understanding about ethical research and relevant research practices

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.



Panelists: The following Panelists engaged in the deliberations across different sessions.

- Prof Daniel Ladley, Dean, University of Leicester School of Business & Professor of Finance
- Dr. Raj Agrawal, Former Director and Professor All India Management Association, Centre for Management Education
- Dr. Sunil Luthra, Director, All India Council for Technical Education (AICTE)
- Dr. Sindhu Bhaskar, Chairman & Founder, EST Group Forbes council member
- Ms. Anita Pratap, Global Talent and Learning COE, McCormick & Company
- Mr. Anirudh Chakraborty, Expert Market Research
- Dr B C Das, Chairman & Hargobind Khorana Chair Professor, Amity Institute of Molecular Medicine & Stem Cell Research
- Prof P B Sharma, Vice Chancellor Amity University, Gurgaon.
- Prof Piyush Sharma, John Curtin Distinguished Professor
- Dr. VP Singh, Distinguished Professor – Business School

Research through Design is a way of producing "research" that comes with opportunities to practice and transform the craft by involving clearing, developing, and integrating it at different levels . An action research study involves a complex collaborative organizational construct for a reflexive and progressive research. Based on this thought the first theme **Research by Design : Path to Transformation** was designed.

Glimpses of the Conclave



Session Chair: Along with the panellist, plenary sessions were moderated by following session chair:

- Prof. (Dr.) Sanjeev Bansal, Addl. Pro Vice Chancellor
Dean FMS & Director ABS

INFINITY 2023

INFINITY-2023, The Annual Technology Conference of Amity Business School, was held on the theme “Digital Transformation for Futuristic Businesses: Emerging Technologies Leading Growth and Sustainability” on 12th & 13th October, 2023 at Amity University Campus, Sector 125, Noida.

Hon’ble Shri Rajeev Chandrasekhar, Minister of State for Electronics and Information Technology & Skill Development and Entrepreneurship, Government of India was the Chief Guest during the Inaugural session.

Hon’ble Shri. Arjun Munda, Union Minister of Tribal Affairs and Ex-CM of Jharkhand joined online and graced the Valedictory function of INFINITY 2023 with his presence.

Hon’ble Minister in his address shared that technological enhancement can bring each village of tribal area to mainstream for overall development of population of tribes, education, health and infrastructure must be given priority, and technology can prove to be catalyst.

Session was graced by Chief Guest, Shri. Prashant Gautam IPS, DCP IFSO, Delhi Police in the valedictory



The following distinguished speakers/panelists, shared their insights:

Mr. V Srinivasa Rao, Dr. Rishi Mohan Bhatnagar, Mr. Amit Dubey, Mr. Arun Karna, Mr. Saurav Kumar, Dr. Sushil K. Meher, Mr. Sandeep Chittora, Lt. Col. Alok Shankar Pandey, Mr. Sandeep Pagey, Mr. Mithilesh Singh, Mr. Niket Shivhare, Mr. Pankaj Sharma, Mr. Arindam Ghose, Mr. Shubham Singh, Mr. Akshit Raja, Mr. Nilesh Khetrpal, and Mr. Yogendra Rajput attended Infinity 2024 as esteemed speakers and guests, bringing their expertise and insights from various fields, including technology, healthcare, finance, and innovation.

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



ALUMNI REUNION

Alumni Reunion of PGDM CLASS of 1998 - organized in Amity campus, Secor 44, Noida on Saturday, 15th June 2024. The Reunion was a momentous occasion that marked a quarter-century since the PGDM Batch of 1998 embarked on their professional journeys. Primary objective was to provide a platform for alumni to reconnect with their peers, faculty, and the alma mater. The Alumni reunion was attended by 36 Alumni members from PGDM class of 1998. Some of Alumni members had come from overseas and different parts of India.

The reunion function was graced by Dr. Atul Chauhan, Chancellor - Amity University Uttar Pradesh, Dr. Balvinder Shukla, Vice Chancellor - Amity University Uttar Pradesh and Prof. (Dr.) Sanjeev Bansal Addl. Pro Vice Chancellor Dean FMS & Director ABS. CRC Members welcomed all alumni members at Sector 44, Amity Campus and shown their old classrooms, seminar hall, hostel rooms, Ambhi Theatre etc. Special thanks to Mr. Rahul Shanker, CEO of Modicare, PGDM 1998 who coordinated and gathered all the alumni for the event. The event was a resounding success, bringing together all of Alumni Members at their own ABS.



All the alumni members expressed their feelings, its good to be back at the campus again after a long time. All of them expressed nostalgic and reminisced the good old times. The reunion was successfully organized and it Rejuvenate old connections and forged new ones, creating a stronger network among the alumni. On behalf of PGDM 1998 batch, Mr. Rahul shanker, thanked Amity Senior management, Faculty, CRC Members, Administration & students for organizing an incredible Alumni Reunion Meet of PGDM 1998 Class.



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 General Management, Marketing & Sales, Human Resources, Operations, Banking, Finance, Entrepreneurship, Digital Marketing, Information Technology, Technology Management, Retail 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.

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.

<https://www.amity.edu/abs/abs-family.asp>

INTELLECTUAL CAPITAL

DR. SANJEEV BANSAL

Addl. Pro Vice Chancellor, Dean FMS,
Director ABS & Professor- Decision Sciences

DR. RAMESH KUMAR BAGLA

Professor-Marketing & Sales

DR. JAYA YADAV

Professor-HR & Head Ph.D

DR. HARMINDER KAUR GUJRAL

Professor-HR & Head ACGC

DR. ANITA VENAİK

Professor-IT & Head General Management

DR. VIJIT CHATURVEDI

Professor-HR

DR. PARITOSH MISHRA

Professor-HR & Dy. Head

DR. PUJA SAREEN

Professor-HR & Head

DR. ANURUPA B SINGH

Professor-Marketing & Sales

DR. RAHUL GUPTA

Professor-Marketing & Sales & Head

DR. JAIDEEP KAUR

Associate Professor-HR

DR. SHIKHA MISHRA

Associate Professor-HR

DR. RICHA SHARMA

Associate Professor-HR

DR. RUCHIKA NAYYAR

Associate Professor-Marketing &
Sales & Dy Head

DR. AMIT KUMAR PANDEY

Associate Professor-Marketing & Sales

DR. LAKHWINDER KAUR DHILLON

Associate Professor-Finance & Accounting & Head

DR. RITU WADHWA

Associate Professor-Finance & Accounting

DR. VINAMRA JAIN

Associate Professor-Marketing & Sales

DR. SHWETA AWASTHI

Associate Professor-HR

DR. ANSHU SINGH

Associate Professor-HR

DR ASHIMA AGARWAL

Associate Professor-Finance &
Accounting & Dy. Head

DR. PRIYANKA AGARWAL

Associate Professor-HR

DR. SONALI BANERJEE

Asst. Professor, Marketing & Sales

DR. PALLAVI SHARDA GARG

Asst. Professor, IT

DR. SAMARTH SHARMA

Asst. Professor, Decision Sciences

DR. ANSHU YADAV

Asst. Professor, HR

DR. NITENDRA KUMAR

Asst. Professor

Decision Sciences

DR. SUNETRA SAHA

Asst. Professor, Marketing & Sales

DR. ARCHANA SINGH

Asst. Professor, Marketing & Sales

DR. PRIYANKA NAHUSH AGARWAL

Asst. Professor, Digital Marketing

DR. MANISHA BHARDWAJ

Asst. Professor, IT

DR. ALKA CHAUDHARY

Asst. Professor, Finance & Accounting

PROGRAMMES OFFERED



MBA

MBA
(Business Analytics)

MBA
(Consultancy Management)

MBA- CI & SM
(Competitive Intelligence
& Strategic Mgmt.)

MBA
(Digital Marketing)

MBA
(Entrepreneurship)

MBA
(Finance)

MBA
(Human Resource)

MBA
(Marketing & Sales)

MBA
(Technology Management)

MBA
(Retail Management)

SPECIALIZATIONS OFFERED



FINANCE

MARKETING

**IT &
OPERATIONS**

**HUMAN
RESOURCE**

**ENTRE-
PRENEURSHIP**

MANAGEMENT

MBA & SPECIALIZED COURSES CURRICULUM

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

MBA GEN

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

SEMESTER II

- Business Analytics and Modelling
- Creating and Leading Entrepreneurial Organization
- Small Business Management
- Social Entrepreneurship
- Financial Management
- Financial Modeling
- Management Control System
- Neuro Linguistic Programming
- Organization Change and Development
- Human Resource Management
- Negotiation and Conflict Management
- Global Business Management
- Industrial Relations and Labour Laws
- Legal Aspects of Business
- Consumer Behaviour
- Direct Marketing
- Marketing of Services
- Operations Management
- Decision Science
- Business Research Methods
- Principles of Retailing
- Franchising in Retailing
- Fundamentals of Rural Management

SEMESTER III

- Cost and Management Accounting for Decision Making
- Corporate Tax Planning and Management
- I.T. Project Management
- Business Intelligence and Data Analytics
- Predictive Analytics using R
- Data Mining and Data Warehousing
- Internet of things Fundamentals
- Contemporary Information Systems and Knowledge Management
- Business Process and Enterprise Management
- Networks Security
- Safeguarding Information in Cyber World
- Management of Technological Innovations and Changes
- Business Incubation
- Mentored Study in Entrepreneurship
- Enterprise Planning Appraisal and Financing
- Family Business Management
- Entrepreneurial Marketing
- Enterprise Growth and Succession
- Building Entrepreneurial Culture and Team
- Creating and Managing New Businesses in Emerging Markets
- Creativity and Innovation in Business and Entrepreneurship
- Corporate Crisis and Strategic Restructuring
- Behavioural Finance
- International Finance and Forex Management
- Management of Financial Services
- Project Planning Appraisal and Control
- Security Analysis and Portfolio Management
- Wealth Management
- Recruitment Selection and Retention

SEMESTER III

- Compensation and Reward Management
- Strategic Human Resource Management
- HR Analytics
- Performance and Competency Management
- Workplace Psychology
- Leading Change in Organizations
- Emotional Intelligence for Managers
- Organization Design and Structural Processes
- Global Sales and Channel Management
- Legal Environment of International Business
- Global Marketing Communication
- Economics of Emerging Markets
- Managing Business in Asia Pacific Region
- Global Strategic Brand Management
- WTO and International Trade Law
- Risk and Insurance in International Trade
- Principles and Practices of Banking
- Sales Management
- 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
- Technology Management and Innovation
- Supply Chain Management
- Product-service System Design
- Capacity Planning and Management
- Operations Planning, Scheduling and Control
- Theory of Constraints Linked Management
- Service Operations Management
- Visual Merchandising and Space Planning
- Merchandising and Category Management
- Technology in Retailing
- Sourcing and Vendor Management
- Retail Supply Chain and Logistics Management
- Franchising in Retailing
- Rural Retail
- Rural Poverty and Livelihoods Promotion
- Rural Micro Finance Management
- Rural Development and Administration
- Rural Marketing
- Strategic Management

SEMESTER IV

- Advanced Corporate Accounting
- Block chain for Business
- Enterprise Cloud Computing
- Data Visualization: Tools and Techniques
- Artificial Intelligence and Robotic Applications
- Managing IT Products and Services
- Cyber security & Risk Management
- Managing Innovation Process
- Managing a Growing Business
- Corporate Entrepreneurship
- Leading Change in Family Business
- Managing Creativity and Building Learning Organizations
- Venture Capital and Private Equity
- Product Design, Development and Commercialization
- Business Turks
- Corporate Restructuring, Mergers and Acquisitions
- Financial Engineering
- Financial Analytics
- Private Equity and Venture Capital
- Risk Management
- Strategic Financial Management
- Training and Development
- Human Resource Outsourcing
- Transactional Analysis
- Organizational Development and Effectiveness
- Managerial Counselling
- Corporate Image Building
- Power, Politics and Leadership
- Global Human Resource Management
- India's Foreign Trade Analytics
- Strategic Global Outsourcing
- Microeconomics of Competitiveness

SEMESTER IV

- International and Cross Cultural Business Negotiation
- 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
- Management of Virtual Enterprises
- Managing Projects
- Green Operations Management
- Operations Strategy
- Manufacturing and Service Competitiveness
- Lean Sigma
- Psychological Testing for Hr Professionals
- 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

MBA: FINANCE

SEMESTER I

- Accounting for Managers
- Applications of Disruptive Technologies in Business
- Managerial Economics
- Entrepreneurship and New Venture Creation
- Financial Reporting and Decision Making
- Management of Financial Services
- Organizational Behavior
- Marketing Management
- Statistics for Management

SEMESTER II

- Business Analytics and Modelling
- Financial Management
- Financial Modeling
- Management Control System
- Security Analysis and Portfolio Management
- Human Resource Management
- Legal Aspects of Business
- Operations Management
- Business Research Methods

SEMESTER III

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

SEMESTER IV

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

MBA (MARKETING & SALES)

SEMESTER I

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

SEMESTER II

- Business Analytics and Modelling
- Financial Management
- Human Resource Management
- Legal Aspects of Business
- Consumer Behaviour
- Direct Marketing
- Marketing of Services
- Operations Management
- Business Research Methods
- Principles of Retailing

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 Management
- 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

MBA HR

SEMESTER I

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

SEMESTER II

- Business Analytics and Modelling
- Financial Management
- Neuro Linguistic Programming
- Organization Change and Development
- Human Resource Management
- Negotiation and Conflict Management
- Industrial Relations for Management
- Legal Aspects of Business
- Operations Management
- Business Research Methods

SEMESTER III

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

SEMESTER IV

- Human Resource Outsourcing
- Transactional Analysis
- Organizational Development and Effectiveness
- Managerial Counselling
- Corporate Image Building
- Power, Politics and Leadership
- Global Human Resource Management
- Management in Action - Social Economic and Ethical Issues
- Dissertation
- Psychological Testing for Hr Professionals

MBA (DIGITAL MARKETING)

SEMESTER I

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

SEMESTER II

- Business Analytics and Modelling
- Management of Technological Innovations and Changes
- Financial Management
- Human Resource Management
- Legal Aspects of Business
- Consumer Behaviour
- Operations Management
- Business Research Methods
- Principles of Retailing

SEMESTER III

- Internet of things Fundamentals
- Managing IT Products and Services
- Product and Brand Management
- Digital Marketing
- Marketing Analytics
- Social Media & Mobile Marketing
- Summer Internship
- E-retailing
- Strategic Management

SEMESTER IV

- Data Visualization: Tools and Techniques
- Management in Action - Social Economic and Ethical Issues
- Advertising and Sales Promotion
- Customer Relationship Management
- Pricing Strategies
- Marketing Strategies
- Dissertation

MBA (ENTREPRENEURSHIP)

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

SEMESTER II

- Business Analytics and Modelling
- Creating and Leading Entrepreneurial Organization
- Small Business Management
- Financing New Ventures and Businesses
- Creativity and Innovation in Business and Entrepreneurship
- Financial Management
- Human Resource Management
- Operations Management
- Business Research Methods

SEMESTER III

- Business Incubation
- Mentored Study in Entrepreneurship
- Enterprise Planning Appraisal and Financing
- Family Business Management
- Entrepreneurial Marketing
- Enterprise Growth and Succession
- Social Entrepreneurship
- Building Entrepreneurial Culture and Team
- Creating and Managing New Businesses in Emerging Markets
- Corporate Crisis and Strategic Restructuring
- Managing Innovation: Emerging Trends
- International Trade Documentation and Logistics
- Summer Internship
- Strategic Management

SEMESTER IV

- Managing a Growing Business
- Corporate Entrepreneurship
- Leading Change in Family Business
- Venture Capital and Private Equity
- Building Lasting Family Business
- Competitive Strategies and management of Family Business and Business Portfolio
- Professionalization of Family Business
- Product Design, Development and Commercialization
- Management in Action - Social Economic and Ethical Issues
- Digital Marketing
- Dissertation
- Rural Entrepreneurship and Development

MBA (BUSINESS ANALYTICS)

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
- Organizational Behaviour- NPTEL
- Entrepreneurship-NPTEL

SEMESTER II

- Data Mining for Intelligence Management
- Data Science with R
- Financial Management
- Human Resource Management
- Legal Aspects of Business
- Operations Management
- Business Research Methods

SEMESTER III

- Predictive Analytics for Decision Making
- Data Science with Python
- Scenario Planning for Business
- Computational Finance and Financial Econometrics
- Data Analysis & Visualization
- Management of Financial Services
- Project Planning Appraisal and Control
- Product and Brand Management
- Marketing Analytics
- Summer Internship
- Strategic Management

SEMESTER IV

- Blockchain: Applications in business
- Machine Learning for Data Science
- CI for Strategic Analysis
- Data Science with Advanced Python
- Strategy Simulation and Business Wargaming
- Supply Chain Analytical Techniques
- Financial Modeling
- Corporate Restructuring, Mergers and Acquisitions
- Strategic Financial Management
- Management in Action - Social Economic and Ethical Issues
- Customer Relationship Management(PG)
- Dissertation

MBA (TECHNOLOGY MANAGEMENT)

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

SEMESTER II

- Business Analytics and Modelling
- Digital Innovation, Transformation and Creativity
- Foundation of Technology Management
- Financial Management
- Human Resource Management
- Legal Aspects of Business
- Operations Management
- Business Research Methods

SEMESTER III

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

SEMESTER IV

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

MBA (CONSULTANCY MANAGEMENT)

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

SEMESTER II

- Business Analytics and Modelling
- Advanced Excel And Powerpoint
- Financial Management
- Organization Change and Development
- Human Resource Management
- Consultancy Practice
- Legal Aspects of Business
- Operations Management
- Decision Science
- Business Research Methods

SEMESTER III

- Predictive Analytics using R
- Contemporary Information Systems and Knowledge Management
- Business Process and Enterprise Management
- Architecture and Design of Consulting Processes
- Creativity and Innovation in Business and Entrepreneurship
- Corporate Crisis and Strategic Restructuring
- Project Planning Appraisal and Control
- Leading Change in Organizations
- Consulting and People Skills
- Organization Design and Structural Processes
- Summer Internship
- Supply Chain Management
- Strategic Management

SEMESTER IV

- Managing Innovation Process
- Managing Creativity and Building Learning Organizations
- Venture Capital and Private Equity
- Corporate Restructuring, Mergers and Acquisitions
- Risk Management
- Organizational Development and Effectiveness
- Management in Action - Social Economic and Ethical Issues
- Marketing Strategies
- Dissertation
- Managing Projects
- Lean Sigma

MBA (RETAIL MANAGEMENT)

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
- Principles of Retailing

SEMESTER II

- Business Analytics and Modelling
- Financial Management
- Human Resource Management
- Legal Aspects of Business
- Consumer Behaviour
- Operations Management
- Business Research Methods
- Retail Selling
- Shoppers Behavior
- Franchising in Retailing

SEMESTER III

- 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
- Retail Store Operations
- Technology in Retailing
- Sourcing and Vendor Management
- Marketing of Retail Services
- Retail Supply Chain and Logistics Management
- Strategic Management

SEMESTER IV

- Management in Action - Social Economic and Ethical Issues
- Advertising and Sales Promotion
- Customer Relationship Management
- Pricing Strategies
- International Strategic Marketing
- Marketing of Financial Services
- Social Marketing
- Marketing Strategies
- Dissertation
- International Retailing
- Mall Management
- Retail Branding and CRM
- E-retailing
- Luxury Retail
- Rural Retail

MBA (COMPETITIVE INTELLIGENCE & STRATEGIC MANAGEMENT)

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

SEMESTER II

- Competitive Intelligence Analysis
- Principles and Practices of Corporate Warfare
- Financial Management
- Human Resource Management
- Legal Aspects of Business
- Operations Management
- Business Research Methods

SEMESTER III

- Advanced Competitive Intelligence techniques
- Scenario Planning for Business
- Management of Financial Services
- Project Planning Appraisal and Control
- Consumer Behaviour
- Product and Brand Management
- Strategic Service Marketing
- Digital Marketing
- Marketing Analytics
- Summer Internship
- Strategic Management

SEMESTER IV

- Blockchain: Applications in business
- Competitive Early Warning and Risk Management
- CI for Strategic Analysis
- Strategy Simulation and Business Wargaming
- Social Intelligence
- Corporate Restructuring, Mergers and Acquisitions
- Strategic Financial Management
- Management in Action - Social Economic and Ethical Issues
- Customer Relationship Management
- Dissertation

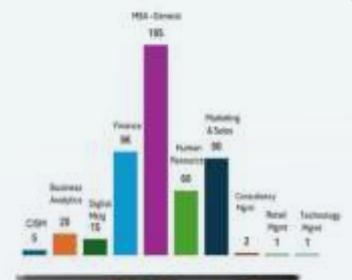
BATCH PROFILE MBA CLASS OF 2025

Total Number of Students - 485

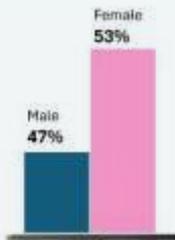
GEOGRAPHIC DISTRIBUTION



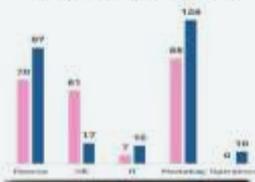
**MBA
Programme**



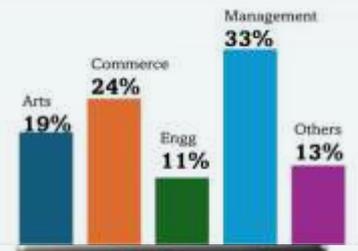
**MALE
FEMALE**



Spl Wise Gender Diversity



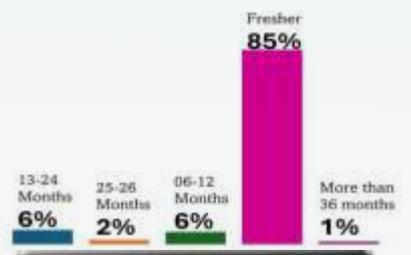
**ACADEMIC
BACKGROUND**



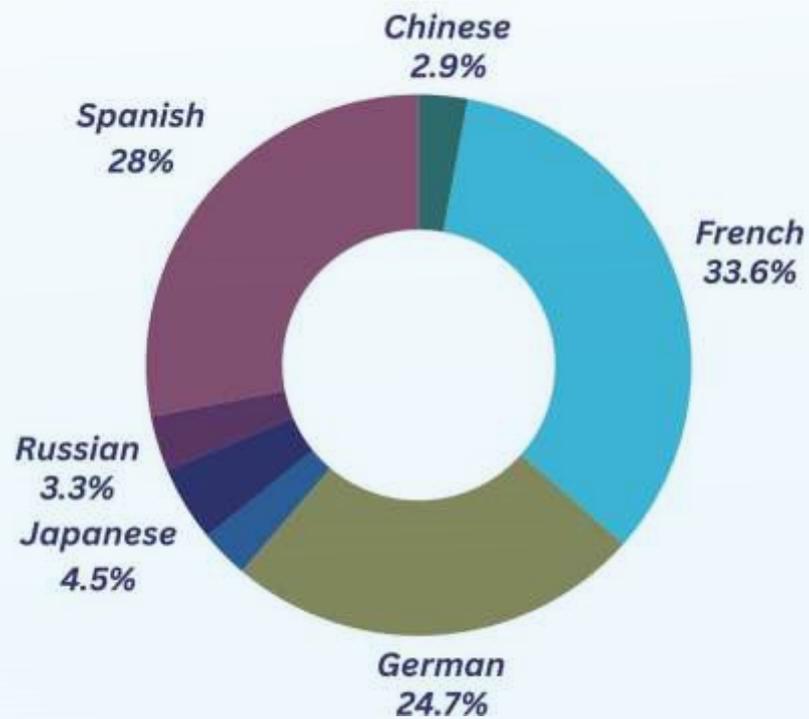
SPECIALIZATION



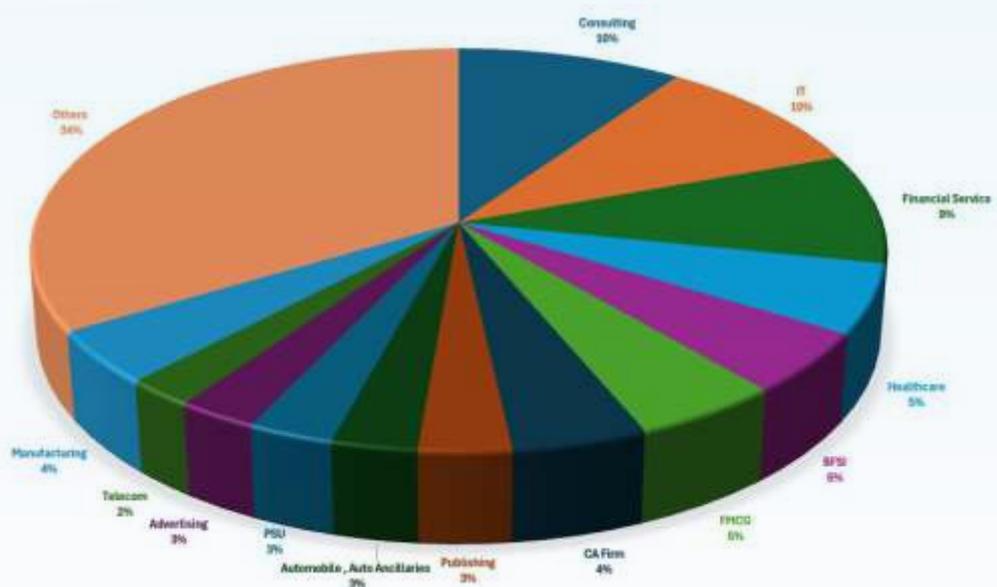
**WORK
EXPERIENCE**



FOREIGN BUSINESS LANGUAGE



SUMMER INTERNSHIP INDUSTRY



CAMPUS PLACEMENT PROCESS

1 PLACEMENT PROCESS

- *Invitation to Companies*

STUDENTS SIGN-UP FOR CAMPUS PLACEMENT

2

- *Discussion of Job Description and Selection Process*

3 PRE-PLACEMENT TALK

- *Shortlisting of Profiles*

CAMPUS DRIVE, VIRTUAL AND ON-SITE INTERVIEWS

4

- *Selection Process (Apti, GD, PI etc.)*

5 FINAL SELECTION & OFFER CONFIRMATION

- *Feedback Sharing*

SIGN-OFF FROM CAMPUS PROCESS

6

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 2025 a bright career ahead.

Mr. Romit Mukerji

Managing Director - India
Prospecta Software Pvt. Ltd.



Dear Students of MBA

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



Anubha T Agarwal
Sr. GM-HR
Engineers India Limited
PGDM 1998

Amity is a great institution which gave shape to the young minds to become great thinkers and implementers. The unique methods of interaction, engagement and knowledge dissemination made us more confident to grapple the uncertainties of the Corporate World. There is great power and purpose in leveraging the potential of the young talent and Amity has been doing a great job of that. I wish the upcoming Batch all success as they have wind beneath their wings aptly fuelled by the skills and competencies assimilated by them during their time at this place of learning.”



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

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.

ALUMNI TALK



Nishant Mishra

Co-founder
The Higher Pitch
PGDM 2006

An institute provides a solid foundation for the future. After that, one should continuously improve through skill upgrades and workplace learning. Don't compare yourself to someone else in your journey. Your only job is to become a better version of the person you were yesterday. If you succeed at it, you are winning in life.



Nishant Garg,

Managing Director
Maiden Forgings Ltd
MBA 2014

I am Nishant Garg, MD- Maiden Forgings Limited. Grew company by almost 20x in 12 years and last year got it listed over BSE SME successfully.

I completed my Bachelors of Business Administration as well as MBA from AUUP, Noida. My year of passing out was 2014, and I started doing business parallel to my Masters. My experience at Amity, Noida has been unparalleled with best practical experience given at this University. The teachers are very experienced in molding the personality of students so that they are fit to grow in the present time corporate culture. The campus no need to say is world class, and I don't think any University of the region presents you with so many facilities. Whenever I retrospect my time at Amity, now that I have matured I perfectly understand how the teachers used formal as well as informal interactions with students to instill winning attitude with ethics into our sub conscious mind.

That being said, the countless presentations boosted the way I present anything to the world and today I can stand anywhere and communicate well what I want and how it can be done and that I think is the primary quality to succeed in any profession in the world

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

CORPORATE RESOURCE CENTRE TEAM



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Assistant Director, CRC
email: kdasgupta@amity.edu
Ph.: +91-9899002455



Mr. T N MUKUNDAN

Asst. General Manager-CRC
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Ph.: +91 9971961344



**Dr. ARYAKUMAR
VIKRAMADITYA**

Sr. Manager-CRC
email: avikramditya@amity.edu
Ph.: +91 9990237161



Ms. BANITA SAJWAN

Dy. Manager-CRC
email: bsajwan@amity.edu
Ph.: +91 9899070609

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

2025 STUDENT PLACEMENT COMMITTEE

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