

## RECRUITMENT GUIDE 2016

Amity Business School  
Amity School of Engineering & Technology  
Amity Institute of Biotechnology  
Amity Institute of Information Technology  
Amity School of Communication  
Amity Medical School

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## FOUNDER PRESIDENT'S MESSAGE



I strongly believe that in today's competitive world, the best theoretical knowledge alone is not sufficient without practical knowledge and pragmatic approach which my students learn while studying at Amity University Gurgaon (AUG). I am delighted to see that the students at AUG are getting all the motivation, guidance and help from our dedicated faculty in developing their outer and internal personality. These efforts are greatly helping them not only in achieving academic excellence but also enable them to possess great human values and traits to become a perfect professional or a successful entrepreneur.

Our students are well equipped to meet industry demand, goals and expectations and can become a great asset for an organisation by taking any challenging assignments entrusted to them to their fullest expectation. Our focus is to groom young future leaders who are value driven human beings and competent professionals with deep passion for humanity, who will lead the world.

I am proud that Amity University Gurgaon (AUG) provides best of practical and industry focused education which attracts best students. Our alumni are working in best companies across the globe which is a testament that we inculcate in each student the spirit of dedication, sincerity and loyalty in collaboration with corporate industry who support our mission with so much of enthusiasm.

The focus of Amity University Gurgaon is to impart world class education so that each one of my student becomes a success story in his/her life and my blessings would always accompany them and their families throughout their life.

**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

## CHANCELLOR'S MESSAGE



It is with immense pleasure and a sense of pride that I welcome you to Amity University Gurgaon. The University is a core part of Amity, one of the leading educational groups of India.

Amity University Gurgaon with its ever green campus spread over 110 acres, conducts a variety of programmes at UG and PG level, besides Ph.D programmes in the areas of Management, Engineering, Bio-technology, Computer Science IT, Commerce, Journalism and Mass Communication, Fashion Design & Technology, Nursing, Architecture, Para-medical Sciences, Hospital Administration, etc. In addition to core and elective courses, the focus is on the holistic development of personality of the students.

Amity University Gurgaon, has instituted global standards in education, training and research with world-class infrastructure and latest teaching methodologies. With the mission to train the future leaders of the corporate world, the University strives to blend modernity with tradition in each one of its students. Every student of Amity University Gurgaon gets additional inputs in terms of foreign languages, communication Skills, behavioral sciences, games and sports, military training, etc. to help attain the objective.

I cordially invite you to visit our campus and give an opportunity to our students to be part of your illustrious organisation. It may be difficult to find such a blend of highly trained, young, intelligent, prospective managers with high sense of human values and ethics. All Amityans, having undergone the rigours of our world-class educational programme, will be an asset to their employers.

**Dr. Aseem Chauhan**

Chancellor  
Amity University Gurgaon

## VICE CHANCELLOR'S MESSAGE



May I take this opportunity to extend my warm greetings to you and thank you for the faith you have reposed in our University for recruiting our graduate students in your esteemed organisation.

May I also add that at Amity University Gurgaon we are seriously engaged in preparing a cadre of world-class professionals for the new knowledge age, who besides having high competence and caliber shall have a deep rooted commitment to a value system based on truthfulness, integrity and devotion to the cause of organisational effectiveness. We are highly conscious of quality and make out all efforts to integrate capabilities with values.

Our programmes of study have been designed to provide core competence, analytical ability alongside with problem solving abilities to meet the challenges of global competitiveness so as to excel at home and abroad. We also imbibe a culture of Research & Innovation in our students and engage them in a host of professional activities to prepare them as highly inspired professionals.

In addition to core and elective courses, every student of Amity University Gurgaon gets additional value addition inputs in terms of foreign languages, communication skills, behavioural sciences, games and sports, military training, etc. In a nutshell, the focus is on the holistic development of the personality of the students. Besides, the students of Amity, if they so prefer, have the privilege to study at Amity Campuses abroad. Such an exposure results in a significant value addition in the personality and knowledge base of the students concerned.

We shall be delighted to receive you at our University for campus placement of our students in your esteemed organisation.

The placement brochure gives the glimpses of our programmes and activities which I am sure shall inspire you to think of Amity University Gurgaon as the first choice for campus recruitments, internships and pre-placement offers.

**Prof. P. B. Sharma**  
Ph.D. (Birmingham) FIE, FAeroS, FWAPS  
Vice Chancellor  
Amity University Gurgaon

## DY. VICE CHANCELLOR'S MESSAGE



The success of any good educational institute largely depends on its capability to develop individual excellence in development of the whole spectrum embracing cognitive skills, social responsibility and ethical – moral dimensions. In today's environment, challenges of competitiveness demand an all-round and wholesome personality based on strong values and ethics. It is equally important to develop a fine grasp of global social and economic issues.

To the highly professional leaders of the corporate world, I would like to say that when we give you an Amitian, we give you someone who is academically sound with interdisciplinary exposure, multidimensional skills, and a well-rounded personality with special emphasis on values and ethics. Our students are fully prepared to face the dynamic job environment and succeed.

**Maj. Gen. B.S. Suhag (Retd.)**  
Dy. Vice Chancellor  
Amity University Gurgaon

## PRO VICE CHANCELLOR'S MESSAGE



The philosophy of Amity University Gurgaon of achieving academic excellence focuses on leveraging the talent and innovative capabilities of the budding professionals to meet the needs of the contemporary dynamic business environment thus making the student more industry ready.

In today's highly competitive era, Amity students are being groomed holistically to contribute towards your organisation's success. To meet your talent acquisition and human resource needs, Amity Corporate Resource Centre will partner with you to help seek talents from all industry-oriented courses of Amity University Gurgaon.

At Amity, the students exhibit exceptional leadership qualities and are eager to gain more knowledge. Our pedagogy offers the opportunity to explore intellectual possibility and enhance the employability quotient of our students. Flexible Credit System and coherent curriculum is the backbone allowing students to opt for courses cutting across disciplines.

I also invite you to the campus to build a strong brand by conducting workshops, presentations and participating in numerous networking events and executive panel discussions.

I take this opportunity to invite you all to the Amity University Gurgaon Campus.

**Prof. (Dr.) Padmakali Banerjee**  
Pro Vice Chancellor, Dean Academics  
Director, ABS, Amity University Gurgaon

## HEAD - CORPORATE RESOURCE CENTRE



It gives me immense pleasure to share the Placement Brochure of Amity University Gurgaon with all corporate colleagues and friends. The students of Amity are well-trained and groomed for hard work, sincerity, intellect, vision, knowledge and long term commitment.

The students of Amity Business School, Amity Institute of Biotechnology, Amity School of Engineering and Technology, Amity Institute of Information Technology, Amity Medical School, Amity School of Applied Sciences, Amity Institute of Behavioural & Allied Sciences, Amity College of Nursing, Amity School of Hospitality, Amity Law School, Amity School of Liberal Arts, Amity School of Fashion Technology, Amity School of Fine Arts, Amity School of Architecture and Planning, Amity College of Commerce, Amity School of Economics & Amity School of Communication are ready for placements.

We incite all corporate to interact with our vibrant Corporate Resource Centre (CRC) team and discuss your manpower requirements. CRC can be reached at [crc@ggn.amity.edu](mailto:crc@ggn.amity.edu)

**Ravish Kumar Dhingra**  
Dy. Director & HOD – Corporate Resource Centre  
Director, Directorate of Placements & Employability  
Amity University Gurgaon



# AMITY UNIVERSITY GURGAON

Located in the close proximity of Gurgaon, one of India's biggest corporate hubs.

Amity University Gurgaon is built on a foundation which embodies all the qualities that have made Amity institutions world-class over the last two decades. It has instituted global standards in education, training and research with state-of-the-art infrastructure and the latest teaching methodologies.

Amity University Gurgaon offers UGC recognised degrees (India's apex education body) valid across India and abroad for job opportunities and higher studies. With industry-integrated curricula, the University trains future leaders of the corporate world by blending modernity with tradition in each of its students.

- Situated in the picturesque, 110 acre Amity Education Valley • Only 30 minutes drive from the IGI Airport
- 20 acre sports complex • 19 Inter-disciplinary research centres • 3000 hostel seats for students and staffs

## AMITY EDUCATION GROUP

A legacy of excellence in quality education

Amity University Gurgaon is a part of India's leading education group, which has pioneered a global culture in education in India. The Amity Group offers 250 Programmes in 60 diverse disciplines, from pre-school to Ph.D.

- 1,25,000 Students
- 6,000 Faculty & Scientists
- 1,200 acres of Campuses
- 8 Universities in Noida, Gurgaon, Lucknow, Jaipur, Gwalior, Raipur, Kolkata & Mumbai
- 11 Overseas Campuses in London, New Jersey, California, Dubai, Abu Dhabi, Mauritius, South Africa, Singapore, China and Romania
- B.Schools in 13 cities of India
- 18 Schools & pre-schools
- 150+ Institutions & Centres
- 25,000 Students on Scholarship
- 52,000 On-campus Placements in the last years

## RESEARCH AND INNOVATION: OUR PASSION

At Amity an all encompassing culture of research and innovation inspires students to challenge the ordinary, incessantly. The following are the toils of that spirit:

- Solar car
- Hybrid car designed by Amity Engineering Student
- Quad Copter designed by Amity Engineering student
- Self Fuel Generated remote control car
- Automated Braking Speed Control Pneumatic Bumper
- 3D Printing Machine
- Gyroscopically Controlled Aircraft

## AMITY UNIVERSITY GURGAON HAS BEEN AWARDED





## 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 Gurgaon has over 200 faculty members, coming from all over the sub-continent. With diverse and rich experience in academics and industry, in areas such as Stem Cell, Aeronautical Engineering, Laser Technology, Robotics, Management, Optometry, Orthodontics, Nursing and Behavioural Sciences, they have been creating new milestones in quality education since the beginning. Over 40 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.

## FACULTY VISITS

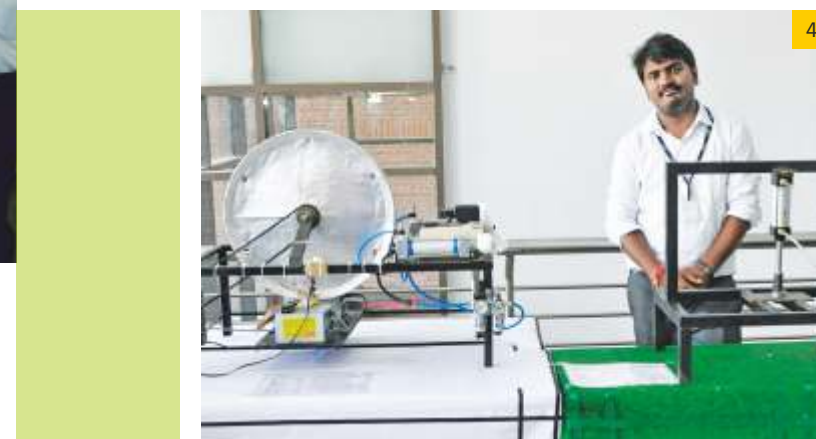
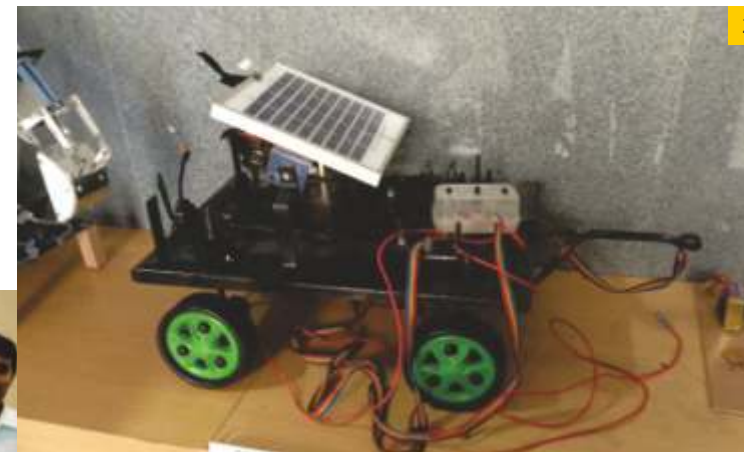
Amity is proud to provide a platform to its faculty members to attend various international conferences that make them perform best teaching practices for imparting education to its students, thereby preparing them for the global competition.

Prof. (Dr.) Gunjan M. Sanjeev, Director, International Affairs, represented Amity University, Gurgaon in the AACSB's International Conference and Meeting held at Singapore from 7th to 9th April, 2014. She also visited Amity University, Singapore where she conducted a session for MBA students on the topic "Expectations of corporate managers from the MBA students."



Prof. (Dr.) Gunjan M. Sanjeev, Director, International Affairs with colleagues from Amity University, Singapore

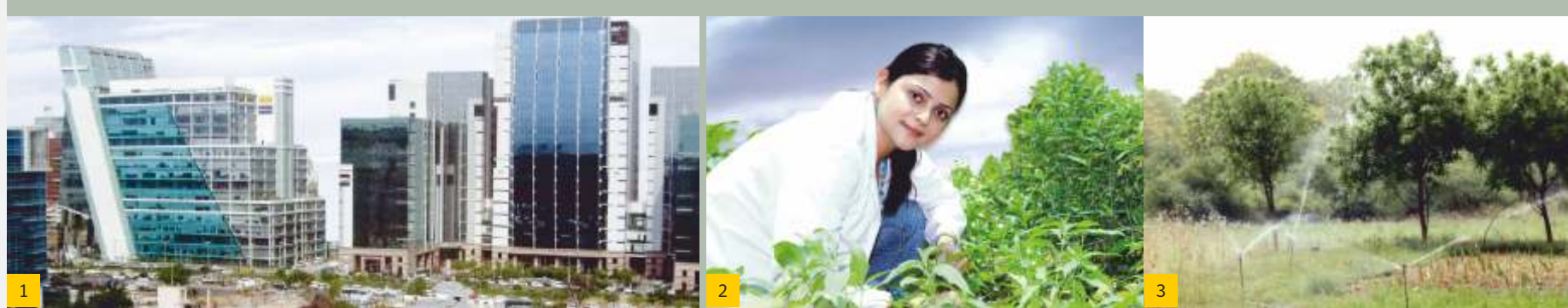
## AMITY SPIRIT OF INNOVATION



- 1) Innovation Day Celebration at Amity University Manesar Campus
- 2) Self Fuel Generated Remote Control Car
- 3) Student Innovative Project - Quad-Copter
- 4) A student of Amity University Gurgaon presenting his science model in the Techfest organised by the campus
- 5) 3D Printing Machine Developed by AUH Students



# CURRICULUM



1) Students study about extensive urban planning based on the Gurgaon experience in collaboration with Amity School of Architecture & Planning  
 2) A student doing research in 5 acre herbal garden for advanced research (3) Students get hands-on experience with mini farm in rural innovation & agri-marketing



"Visited Amity Gurgaon, a clean & green campus with diverse students. I had a good experience in recruiting students at Amity Business School. The University was helpful in assisting interview process. We look forward to continuing our relationship with the school and its students".

**Mr. Akhilesh Yadav**  
 Assistant Manager  
 Sr. Optometrist (Business Development)  
 Vasan Healthcare Private Ltd.



## INDUSTRY INTENSIVE CURRICULUM

At Amity, teaching is highly practical and industry-focused as it is evolved through constant interaction with leading professionals. Besides imparting theoretical knowledge, the curriculum emphasises on developing analytical skills, communication, problem solving abilities and team work. Hence, case studies, industry projects, presentations, research work and role play form an integral part of a student's tenure at Amity.

In a truly global style, a rigorous and cross-functional curriculum is imparted by experts. For instance, courses like emotional intelligence, creative thinking and human engineering are taught within the Amity Universe. Whilst pursuing a degree programme, students can also study various certificate and diploma programmes in many areas like Oracle & SAP Courses, AMFI & other NSE Certifications, as also courses in media, art appreciation, photography etc.

All this ensures that students earn more than just a degree.

### Amity Centres for Excellence

AUG has always put research and innovation as the main areas of focus. Amity's brilliant faculty and scientists are leading the way in various cutting-edge areas of science and technology. Amity University Gurgaon has established 19 interdisciplinary practices, research and outreach centres.

**Centre for Financial Analytics:** Students gain practical knowledge of the global capital market by investing in the stock market through an in-house investment and endowment fund. Recently, the Centre organised a workshop on 'Capital Market Outlook'.

The Centre is involved in the following activities:

- Equity Research, Investment in Securities and Trading
- Investment Banking and Corporate Finance
- Training on Financial Modelling and use of Excel, SPSS and STATA
- Focussed workshops by industry professionals on various key issues/ career options in finance to understand business, job requirements and key preparation methods to build the necessary skill sets

**Centre for Urban Planning and Management:** It provides an understanding of urban planning based on the Gurgaon experience in collaboration with Amity School of Architecture & Planning.

**Centre for Medicinal Plants and Traditional Knowledge:** An on-campus 5 acre herbal garden is a rich resource for advanced research in the field of Medicinal Plants. The herbal garden is treated as a field laboratory for creating awareness amongst students and visitors.

**Organic Farming:** Organic agriculture is being practiced for plantation of fruits, vegetables, medicinal plants, pulses, cereals and fodder crops. Fruit plants such as Aonla, Kinnow, Mango, Spota, Jackfruit, Blueberry, Grapes and Strawberry Pear have been grown. Similarly vegetable crops such as Potato, Tomato, Brinjal and Radish are also grown under organic conditions.

**Centre for Agri-business Management:** An on-campus mini-farm provides hands-on experience to students in rural innovation & agri-marketing.

**Centre for BRICS Studies:** The centre focuses on economic, social and political aspects of emerging economies of Brazil, Russia, India, China and South Africa. It has organised various talk shows, discussion forums, guest lectures and college competitions.



**The Centre is involved in the following activities:**

- Carries news articles, research reports, journals and magazines related to BRICS countries
- Maintains and updates a database of companies doing business in BRICS
- Has planned to organise a short-term student exchange programme with universities in BRICS countries

**Centre for Sports Marketing and Management:** Students fully manage and run Amity United, an on-campus professional football club playing in the National Football League.

**Centre for Robotics:** The Centre in association with other institutions organises various seminars and competitions on robotics engineering, advance system integration and artificial intelligence.



**INVENTORY**

- DC Power Supply, Soldering Irons, Digital Multi-Meter, Micro-Controller Programmer

**Current Projects:**

- Micro-Controller based Robo Car, PWM Speed Control of DC Motor

**Centre for Stem Cell:** The Centre has organised various seminars and lectures on Stem Cell.

**The centre is involved in the following activities:**

- Recently, Dr. N.K. Mehra, Professor and Head, Department of Transplant Immunology and Immunogenetics, from AIIMS, Delhi, delivered a lecture on different aspects of Stem Cell Research in medical science
- Invited senior scientists from the National Brain Research Institute who addressed students in the classroom situation. The students were exposed to neural stem cell and its therapeutic values on neuroscience
- Organised a Symposium on Stem Cell Research. Participants in the Symposium were from the industry, the University and various Research Institutes
- Designed and developed course structure for M.Sc., M.Tech., and B.Tech. students in five modules
- Planned two laboratory designs for hands-on training of students. Laboratory and course development Programmes of Stem Cell Technology have got inputs from experts working in the industry, the University and senior researchers in this field

**Centres have also been established in the areas of:**

- Vocational Training & Skill Development
- Supercomputing
- Alternate Dispute Resolution
- Intellectual Property Rights
- Leadership Development
- Microfinance
- Research in Education
- Community Service Initiative

(1) Aseem Chauhan, AUH Chancellor along with distinguished faculty members and experts from academia during a brainstorming session held on 5th June, 2015 on Integrated Science & Interdisciplinary Engineering and its impact on technologies for Health, Energy & Environment

(2) Dr. Ashok K. Chauhan, Founder President, RBEF; Aseem Chauhan, AUH Chancellor; K.L. Chopra, ex-director IIT Kharagpur; AUH Vice Chancellor, Prof. P.B. Sharma along with eminent scholars from across the country during National Seminar on Restructuring Higher Education held at AUH Campus on 30th August, 2014



**Internationalisation at Amity University Haryana**

**STUDY ABROAD PROGRAMME (SAP)**

Amity's Study Abroad Programme facilitates global learnings and international exposure. This gives Amity students an opportunity to interact and learn along with international students in an intercultural and interdisciplinary context, which further equips them to be more employable and successful in their careers.



“Besides having a positive influence on student's employability, the time spent abroad boosts students' confidence level.”

Punya Sharma,  
B.Com. (H) Final Year, 2014



“SAP has been designed to provide Amity students an excellent opportunity to gain international exposure so as to build up their knowledge, expertise and rich quality experience.”

Anand Dhull,  
B.Com. (H) Final Year, 2014

**INTERNATIONAL STUDENTS EVENTS AND ACTIVITIES**

Students at Amity University Gurgaon come from over 20 different countries with different backgrounds and race and hence developing a sense of togetherness is what we always inculcate in our students by conducting National Days, Health related Medical Check-ups, Movie Screenings, celebrating various festivals like Christmas, and exciting excursions to Heritage places in India. These activities help prepare student for a multicultural community that they are going to interact with when they step in the global corporate world.

**• “WE CARE”- Scrap Collection Camp**

The three-day event was organised at Amity Gurgaon on 9th February, 2015 aiming to create sensitivity and awareness among the international students for the upliftment of the less privileged kids and elderly. NGO officials along with AISEC volunteer from Russia



awarded AUH with citation, appreciating and thanking for their noble initiative and efforts.

**• Trip to Red Fort and Dilli Haat**

TA one-day trip to Red Fort and Dilli Haat was organised for international students on 6th September, 2014 to sensitise them about the Indian culture.



**• Exciting Excursion to Taj Mahal, Agra**

With a focus to promote internationalisation at Amity University Gurgaon and enriching the experience of international students, a one-day excursion trip to Taj Mahal was organised on 28th March, 2015 that presented an opportunity to all foreign students to learn and explore more about Indian culture and History



**• MOU with Harare Institute of Technology (HIT), Zimbabwe**





# HOLISTIC PERSONALITY DEVELOPMENT

At Amity University Gurgaon, emphasis is given on all-round development. It's one of the reasons why students are not only academically brilliant, but also true leaders and team players.



## Personality enhancement to boost confidence

Amity University Gurgaon believes in multi-dimensional development of students. The University develops soft skills in students through classroom sessions, workshops, group discussions, presentations, behavioural and attitudinal aspects, besides all facets of soft skills. The University also offers other personality development modules like MCCD - Managerial Competency and Career Development and ME - Managerial Excellence.



## Foreign languages to give the global edge

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



## Military training to develop leadership, discipline and teamwork

A 7-day compulsory Military Training Camp is an integral part of the Personality Enhancement Module at Amity. Students get an opportunity to participate in many activities such as parasailing, trekking, and shooting amongst others, which help in testing their mental and physical agility.





# AMITY INSTITUTES OF EXCELLENCE



- Amity Business School
- Amity School of Engineering & Technology
- Amity Institute of Biotechnology
- Amity Institute of Information Technology
- Amity School of Communication
- Amity Medical School



# AMITY BUSINESS SCHOOL

Amity Business School has carved out a niche by presenting itself as a professionally-managed, well-equipped and value-driven management institute. With a proven capability to continuously upgrade its knowledge base, it emphasises on bridging the gap between the knowledge imparted in classrooms and employable skills with necessary competence that the corporate sector seeks and desires. The institute follows a pedagogy that has a healthy blend of both theoretical aspects as well as practical nuances. Besides this, the students are required to undertake projects that require close interaction with the industry.

The faculty comprises a team of specialists and professionals, each excelling in their respective area of specialisation. Eminent experts from the industry are invited to visit Amity Business School as visiting faculty or distinguished guests to interact with students and supplement faculty inputs. A leader has multi-dimensional skills and Amity Business School develops future leaders who stand tall in the corporate arena because of their multi-dimensional skills. It equips students with the latest developments in the field of management and enables them to understand the changing market and business scenario.

## Major highlights of Amity Business School

- Flexible Credit Rating System - A diverse choice of several credit courses, which facilitates cross-functional learning
- Proven research record with valuable research publications
- Study Abroad Programmes, to reputed International Universities (Dual Degree) and to Amity Campuses of London, California, Singapore, Dubai, New Jersey and Mauritius
- Experimental Learning with focus on live projects, case studies, consulting assignments and collaborative learning
- Three-tier Mentoring System where mentors are assigned from the Faculty, Industry and Alumni
- 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



**AMITY BUSINESS SCHOOL, GURGAON HAS BEEN ACCREDITED BY ACCREDITATION COUNCIL FOR BUSINESS SCHOOL & PROGRAMS (ACBSP), USA**



**WINNER OF INNOVATION IN TEACHING PEDAGOGY AT WORLD EDUCATION SUMMIT 2013 FOR BUSINESS SIMULATION SOFTWARE**





# MAXIMUM INDUSTRY INTERACTION

Regular industry interaction forms an integral part of the academic curriculum as it helps the students not only get industrial exposure but also a chance to understand the global business practices.

Interactions with industry leaders, top professionals, entrepreneurs, policymakers and global gurus help students immensely in career development, enhancing leadership qualities, management skills and making them aware of actual industry functioning.

Further, to create a forum for discussions, knowledge and idea sharing with the corporate world, Amity offers diverse opportunities for students to interact with heads of industries through CEO Forums, CEO Dinner Series, Corporate Connect Every Week, Corporate Mentoring Programmes and numerous Seminars and Conferences.

Some of the prominent companies where the business school organised industrial visits for students.



**Prof. Bhagwan Chowdhry**, University of California, Los Angeles, USA, delivering a lecture on **“Love in the time of Market Failure: Diversification Strategies”** during Global Indian Speaker Series held on 9th July, 2014 at Amity University Gurgaon



**Prof. (Dr.) S.P. Kothari**, Deputy Dean and Gordon Y Billard Professor of Accounting and Finance, Director, MIT-India Program, Massachusetts Institute of Technology, USA, delivering a lecture on **“What should Modi do to spur India's economy?”** during Global Indian Speaker Series



**Prof. Sankaran Sundaresan**, Professor of Chemical and Biological Engineering at Princeton University, USA, and Humboldt Research Award 2014 winner highlights **“Complex patterns in Granular and Suspension Flows”**



1. Prof. Ashok Chandra, Former Special Secretary, MHRD and Former Advisor (Technical), Govt. of India, addressing participants during National Conference on Restructuring Higher Education in India: Strategies and Action
2. Prof. Brien Holden (Founder and CEO of the Brien Holden Vision Institute) speaking to Amity Medical School students on World Sight Day
3. Prof. B. Chaudhary, UCLA Anderson School of Management, University of California, Los Angeles, USA delivering lecture on Finance to Management & Commence Students in Distinguished Global Indian Speaker Series
4. Mr. Chandan Ghosh, Co-Founder, Mentor and Chief Strategy Officer, ProdCoMS LLP addressing delegates during International Conference on Global Performance Challenges
5. Dr. Biswarup Sen, Asst. Professor & Scientist, Department of Environment Engineering and Science, Green Energy Development Centre, Feng Chia University, Taiwan addressing Biotech Students in National Biomass Energy Workshop
6. Mr. Ravish Kumar, Senior Executive Editor, NDTV, conducting a workshop on Broadcast Journalism with the ASCO students
7. Japanese delegation and ELCOMA officials on a visit to Amity University Gurgaon to create Centre of Excellence for LED Electricals
8. Mr. Sandeep Dhar, CEO, TESCO HSC, speaking on "Employability Issues in India: An Industry Academia Confluence" during the Corporate Meet, held on 12th October, 2012
9. Dr. Paroma Roy Choudhary, Director & Country Head, Corporate Communication & Public Affairs, Google India, addressing students during Corporate Connect Series
10. Mr. Gyandendra, TCS, addressing students on latest IT Trends
11. Mr. Shashi B. Mal, Industry Leader Government, IBM India Limited, addressing students on Cloud Computing

## PROGRAMMES OFFERED AT ABS

- MBA
- MBA - Banking & Finance
- MBA - International Business
- MBA - Marketing & Sales
- MBA - Human Resource
- MBA - Agri Business
- MBA - Executive (For Working Professionals)
- MBA - Executive (Full Time)
- MBA - Hospital & Healthcare Management
- Master of Hospital Administration



“The students we have hired demonstrate excellent skills.”

**Ms. Monica Khanna**  
Head-Human Resources & OD,  
Heidrick & Struggles- KMC



“The students we have hired from Amity Gurgaon are very passionate & enthusiastic. These students came with prior industry experience which helped them adapt to highly competitive environment.”

**Ms. Supriya Sabarwal**  
HR Representative, Agilent Technologies



## AMITY SCHOOL OF ENGINEERING & TECHNOLOGY



### A LEADING PRIVATE ENGINEERING INSTITUTE IN INDIA

ASET carries forward the rich legacy of quality research and teaching, which has now become a hallmark of all Amity Institutions across the globe.

The faculty at ASET is credited with a large number of research publications in a short span of time and has been instrumental in establishing state-of-the-art laboratories.

It's not just the hi-tech engineering labs that Amity University has, but the emphasis on acquiring the latest equipment that has made it one of the most sought after private engineering institutes in India.

Amity School of Engineering and Technology consists of seven departments namely Applied Sciences, Computer Science and Engineering, Information Technology, Electronics and Communication Engineering, Electronics and Electrical Engineering, Mechanical & Automation Engineering and Civil Engineering.

### RANKED #1 EMERGING ENGG. SCHOOL OF INDIA

As published in The Times of India on 26th June '14



# HI-TECH LABORATORIES

With 18 fully advanced laboratories; it facilitates all the exposure an engineering student requires. Equipped with the latest machinery and sophisticated instruments, these laboratories enable students to venture into the modern world of engineering with confidence.



## PROGRAMMES OFFERED

- B.Tech. Aerospace Engg.
- B.Tech. Civil Engg.
- B.Tech. Computer Science & Engg.
- B.Tech. Electronics & Comm. Engg.
- B.Tech. Information Technology
- B.Tech. Mechanical & Automation Engg.
- B.Tech. Electrical & Electronics Engg.
- B.Tech. Biomedical Engg.
- B.Tech. Computer Science & Engg.+ MBA (Dual Degree)
- B.Tech. Electronics & Comm. Engg. + MBA (Dual Degree)
- B.Tech. Mechanical & Automation Engg. + MBA (Dual Degree)
- M.Tech. Computer Science & Engg.
- M.Tech. Electronics & Comm. Engg.
- M.Tech. LaserTech. & Optoelectronics
- M.Tech. Solar & Alternate Energy
- M.Tech. Mechanical Engg. • M.Tech. Civil Engg.

## SOME OF THE EQUIPMENT INSTALLED IN ASET LABS ARE:

- **MSF Lab:** Universal Testing Machine, Torsion Testing Machine, Hardness Testing, Bernoulli Experiment, Ventury Metre.
- **Physics Lab:** Spectrometer, Sonometer, Polarimeter, Bar Pendulum, Newton's Sign, Variation of magnetic field.
- **Workshop Lab:** Gas Welding, Arc Welding, Fitting Shop, Foundry Shop, Friction Experiment, Universal Force Table.
- **Mechanical Lab:** Universal Vibration Testing Rig, Gyroscope Experiment, Critical Speed Test Rig, Static, Dynamic Balancing, Lathe Machine, Milling, Shaper, Planner, Radial Drill, Power Hacksaw Machine, Pelton Turbine, Hydraulic Ram, Keplan Turbine.



- **Electrical Science Lab:** Transformers, measuring instruments like Wattmeter, Ammeter, Voltmeter, CRO's, P-N Junction Diode, Logic Gates, Regulated Power Supply and Function Generators.
- **Embedded System Lab:** Various microprocessors and microcontrollers like 8085, 8086, 8051, interfacing IC's and kits.
- **Analog Electronics Lab:** Kits to study the behaviour of various electronic devices like diodes, BJTs, MOSFETs op-amps and waveform generators.

The School also has many state-of-the-art Laboratories for engineering students.





## AMITY INSTITUTE OF BIOTECHNOLOGY

Amity Institute of Biotechnology gives a new impetus to modern biology and biotechnology in India. Since the inception, it has been nurturing individuals to build a successful career in biotechnology, pharmaceutical and food related industries. It's well-equipped laboratories help students gain expertise in handling various tools.

Research at AIB is based on strong academic footing, with the objective to explore biotechnology for the benefit of different cutting-edge areas/applied research, especially in the fields of microbiology, transgenic, plant pathology – PGPR interactions for helping plant defence, enzymes and enzyme technology, molecular biological aspects of plant cell functioning, immunology, genomics and antimicrobial assessment of medicinal plants.

A unique feature of Amity Institute of Biotechnology has been the deep involvement with the scientific community of the country through a number of technical task forces, advisory committees and individual experts in identification, formulation, implementation and monitoring of various programmes and activities.





## MODERN-AGE LABORATORIES

All the four AIB labs are well-equipped with new-age facilities for practical teaching/demonstrations and research equipment like: Spectrophotometer, PCR Machine, Gel Documentation System, ELISA Reader, Centrifuge Machine, Orbital Incubator Shaker, Laminar Flow Hood, Bioreactor, Milli Q Water System, Deep Freezer, Temperature Controlled Dry Bath and Horizontal and Vertical Electrophoretic Assembly.

With state-of-the-art Biotech labs, students are exposed to research on various aspects of Molecular Biology, RDT, Plant Tissue Culture, Immunology, Bioprocess Technology, Fermentation Biology, Toxicology and Microbiology/Biochemical Technology.

### Faculty of Amity Institute of Biotechnology are involved in the following research

- Tissue Culture of Medicinal Plants
- Androgen Receptor Signalling
- Drugs Susceptibility

### Patents in research

- Three patents filed in the USA, Europe and China for Rabies Vaccine gene
- One patent filed in the USA for Androgen Receptor Signalling



"The mission of Amity Institute of Biotechnology is to maximise the benefits of biotechnology by being an excellent quality, comprehensive, multidisciplinary biotechnology centre. AIB provides a platform for biotechnology education, training and research at the interface of multiple disciplines."

**Rajendra Prasad,**  
Ph.D., FNASc, FASc, FNA  
Director, Amity Institute of Integrative  
Sciences and Health  
Director, Amity Institute of Biotechnology

### Programmes offered at AIB

- B.Tech. Biotechnology
- B.Sc. (Hons.) Biotechnology
- B.Tech. Bioinformatics
- M.Sc. Biotechnology
- M.Sc. Bioinformatics
- M.Tech. Biotechnology
- PG Diploma in Bioinformatics

"It is a very practical course. Now I understand how to gather, analyse, interpret and extract data for my research."

**Roshida Bhist**  
M.Sc. Biotech

"State-of-the-art learning tools at labs help me regulate processes from start to finish."

**Shilpa Luthra**  
M.Sc. Biotech





## AMITY INSTITUTE OF INFORMATION TECHNOLOGY

Amity Institute of Information Technology (AIIT) keeps students abreast of the latest computer science developments.

The curriculum is updated by Industry Advisory Boards with an emphasis on practical training, covering areas like Networking, Multimedia, Design of Algorithms, Object Oriented DBMS, Microprocessors, Data Warehousing among others.

With its excellent infrastructure, centrally air-conditioned labs and the latest software technology, AIIT moulds the students into highly qualified computer professionals.

### Ongoing Research Projects

- Digital Signature Verification System

The objective of the signature verification system is to discriminate between two classes, the original and the forgery, which are related to intra and interpersonal variability.

A novel approach to off-line signature identification and verification system is introduced. In the first step, the image of a signature is normalised. Next, a sequence of features is extracted from the normalised image. The extracted feature vectors are then used to train a model representing the signature.

- E-Governance using Cloud Computing

### NEW-AGE LABORATORIES

The Amity Institute of Information Technology has 6 well-equipped computer labs with more than 200 computers connected with LAN using switches and two servers (IBM X3400 under Windows Server 2008 & RHEL-5.0) for the internet, academic work and for local network access. In addition to this, AIIT has fully equipped R&D/Project Labs with Softwares and Development tools. In these labs, the institute covers some of the key subjects like Data Struc., C and C++Prog. Lab, Java, UNIX (OS Lab) and OOPC, DBMS, RDBMS, VHDL Programming, Web Development and MATLAB\*, PC Pkg Lab, Software Engg. Lab and Software Project Mgmt. Lab.

\*All Data Communication/Networking Lab, All M.Sc. NTM Lab, working at small to medium Business and ISP (B.Sc.-IT)

### Programmes offered

- M.Sc. - Network Technology & Management
- MCA
- BCA
- B.Sc. – IT



“In future, AIIT will definitely become a leader in the area of Information Technology.”

**Dheeraj**  
M.Tech. (CSE 3rd Semester)



“Amity Institute of Information Technology is indeed a very good institute to study.”

**Harish Nath Jhaxhar**  
MCA (5th Semester)





# AMITY SCHOOL OF COMMUNICATION

Amity School of Communication is a premier communication institute under the Amity Universe umbrella that offers professional courses at undergraduate and postgraduate levels.

It offers a vibrant learning ground for young aspirants who want to make a mark in the media industry. The academic and cultural activities at Amity provide a platform where all students come together and explore the individual and group talents and resources. The faculty and management possess a high degree of integrity and knowledge that turns the students into efficient and effective human beings.

The infrastructure at Amity School of Communication is designed to offer students the right exposure to the world of media and mass communication.

## Audio-Visual Studio

The AV Studio has multi-camera set ups, non-linear editing systems besides having high-end sound recording and editing facilities.

## Projection Room

A large projection room showcases classics made by renowned film makers as a part of the Film Appreciation Module.

## Studio

Amity University Gurgaon boasts of a state-of-the-art Television Studio equipped with the entire wherewithal needed to produce professional broadcast quality programmes. Students have availed of these facilities to produce anchor presentations, short news bulletins and other packages.

## Animation Lab

The Computer Lab holds up to 14 computers that are a host to the latest still graphics and animation software that are utilised by the industry at large. Whether it is Maya for high-end animation work, After Effects for compositing or desktop publishing software programmes like Photoshop and Corel Draw, the computer lab stocks them all and periodically updates the software.



“Amity is an educational powerhouse for the future talent. It has the capability to nurture skills in every student by developing every student like a precious pearl in the sea.”

**Venkatesh Nittala**  
Bachelor in Journalism & Mass Communication



“Amity University has provided me with great knowledge and nurtured me to step out of my college gate confidently.”

**Shashank Kumar**  
Bachelor in Journalism & Mass Communication



Amity School of Communication, Amity University Gurgaon, has been awarded three prestigious Rankings from The Edutainment Awards 2015, India's first and only Education fair focused on Media, Communication & Design

## Programmes offered

- Bachelor in Journalism & Mass Comm.
- Master in Journalism & Mass Comm.
- PG Diploma in Journalism & Mass Comm.
- B.Sc. Animation & Visual Graphics



# AMITY MEDICAL SCHOOL

Amity Medical School was established in 2011 with the aim to fill the huge gap between availability and requirement of trained manpower in medical and allied health sciences and thereby contribute significantly towards achieving the national aim of "Health for All" by 2020.

## Amity Medical School comprises of seven departments:

- Hospital Administration
- Public Health
- Optometry & Vision Sciences
- Audiology and Speech Language Pathology
- Dietetics and Applied Nutrition
- Medical Laboratory Technology
- Clinical Research

## Affiliations & Recognitions

- World Council of Optometry
- Rehabilitation Council of India

## Two on-campus clinics conducted by

- Deptt. of Optometry & Vision Science
- Audiology & Speech Language Pathology

## Clinical training tie-ups

- Rockland Hospital, Manesar
- Artemis Health Institute, Gurgaon
- Paras Hospital, Gurgaon
- Fortis Hospital, Gurgaon
- Dr. Lal Path Labs
- Centre for Sight Eye Hospitals
- Venu Eye Institutes
- Ahooja Eye and Dental Institute, Gurgaon

The Institute has well-equipped laboratories besides fully functional Clinics in the departments of Optometry & Vision Sciences and Audiology & Speech Language Pathology with state-of-the-art equipment and highly competent faculty to impart hands-on experience to the students undergoing various courses conducted by these departments.

The Amity Medical School has also launched Amity Vision Mission for "Elimination of Preventable Blindness". The population residing in the vast area around the campus are screened for Refractive errors and Cataract. Spectacles and Cataract surgery are made available to them free of cost.

## Programmes offered

- B.Sc. - Dietetics & Applied Nutrition/Medical Lab Tech
- Bachelor of Clinical Optometry
- B.Sc. (H) - Home Science
- Bachelor of Audiology & Speech Language Pathology
- M.Sc. - Clinical Research/Dietetics & Applied Nutrition/ Medical Lab Technology
- Master of Public Health
- Master of Hospital Administration





# GLOBALLY BENCHMARKED INFRASTRUCTURE

It has been the constant endeavour of Amity University Gurgaon to incorporate features of excellence in its campuses. Every effort is made to improve the existing best practices in all fields of study. An environment-friendly campus, it is home to several architecturally striking buildings where every need of both staff and students is met.



## LIBRARY

The library at the University is more like integrated Knowledge Resource Centre that is stocked with more than 19669 volumes title 7250, 57 Indian Journals and 10 International Journals, supporting all aspects of studies and research. Tie-ups with DELNET and American Libraries, it has a fully automated system that allows the students to access books related to the topics they are searching for, through a well-maintained and systematic database.

## CLASSROOMS

The campus has 76 spacious, amphitheatre-style and air-conditioned classrooms that provide the most conducive atmosphere for dynamic and focused learning. These classrooms have been designed to bring together analysis with action and are augmented with integrated audio-visual teaching aids for lectures and presentations.

## AUDITORIUM

Amity University Gurgaon has two state-of-the-art auditoriums with seating capacity of over 400 people in each auditorium. These auditoriums act as a common ground for students, faculty, and corporate personalities for regular interfaces, conferences and other events. It also has a Seminar Hall with a seating capacity of 300 people. On these platforms, students meet various global thought leaders, academic gurus, and corporate heads, sharing their corporate experiences with them.

## CAFETERIAS & FOOD COURTS

The Campus has an array of eating joints, satisfying every taste. All cafeterias have menus that are designed by a team of professional dieticians to ensure a well-balanced diet. Fresh fruit juices, milkshakes, ice-creams sundaes and even midnight snacks are available in these cafeterias to keep everyone fit and agile.



## DIVERSE SPORTS FACILITIES

The University offers ample opportunities to students for regular work-out, lifestyle management and interaction by providing a host of excellent sports facilities. It has facilities for games like cricket, football, basket ball and volley ball as well as indoor games like chess, carom, table-tennis etc. A fully-equipped Gymnasium is also available to enhance the fitness levels.

## RESIDENTIAL ACCOMMODATION

Amity University Gurgaon offers comprehensive hostel facilities for 1500 students within the campus. Caring wardens and tight security ensures a pleasant stay for students, allowing them to focus on academics. All rooms are equipped with internet facilities to aid students with their class work.

## TECHNO-SAVVY CAMPUS

The University has always been at the forefront of utilising IT in making learning informative and entertaining. The entire campus is connected through Local Area Network, including the library and the hostels. There is a 24-hour wireless internet connectivity with data transfer speed of 2 Mbps. Online UPSs are installed for uninterrupted power supply in each lab.

## SECURE CAMPUS

The Amity Gurgaon campus has strict security through fire fighting systems, 24-hour guards and patrolling gypsies, ensuring a pleasant stay and allowing students to focus on academics.





# EXCELLENCE IN EDUCATION & BEYOND

## Exciting extravaganzas

All academic, cultural and sports events including Sangathan (Inter-Amity Institutions Sports Meet), Talent Hunt, Tech Fest and Painting Competitions at Amity University Gurgaon campus are organised solely by student committees. Students are encouraged to participate not only in all indoor activities but also in events organised by other Institutions of national repute. To imbibe values, vision and culture in all students, the University has formed various clubs like Amigreen Club, Litro Club and Harmony Subway. Students of the Amigreen Club are involved in Tree Plantation, Awareness Programmes for Pollution-free Environment and Poster making. Some of the activities organised by the Litro Culture Club are Poetry Writing, Recitation and Debates. Harmony Subway is the Musical Band of Amity University Gurgaon.



- 1) Mr. Aseem Chauhan, Chancellor, Amity University Gurgaon, lighting the lamp during Sangathan
- 2) Amity University Gurgaon organised Amity Gurgaon Half Marathon
- 3) A tree plantation drive conducted by the Amigreen Club in the gracious presence of Prof. (Dr.) R.C. Sharma, Professor Emeritus, Advisor to Addl. President, RBEF and Prof. Padmakali Banerjee, Pro-vice Chancellor
- 4) Students performing classical dance during Ignition (a platform to increase awareness in Engineering and Technology)

- 5) Some of the posters designed by students during painting competition
- 6) AUG Confers Honorary Doctorates to Bharat Ratna, Eminent Scientist Prof. CNR Rao at its Convocation 2015
- 7) Amity University Haryana - Convocation 2015
- 8) Shane Watson of Rajasthan Royals interacting with the students of Amity University Gurgaon
- 9) Students of Amity University Gurgaon participating in Nukkad Natak on Raahgiri Day
- 10) Students enjoying a musical event organised by MTV and sponsored by Cadbury



## OUTSTANDING PLACEMENTS

At Amity University Gurgaon, a dedicated Corporate Resource Centre ensures the right placement for each student. The Resource Centre constantly interacts with the corporate world and helps students prepare for their career. Besides, the industry specific Career Advisory Boards consisting of leading members of the Corporate World giving guidance on creating a clear career plan, a list of appropriate employers set realistic career goals and a planned time table on professional developments for students' future.

Some of the companies where Amitians are working:



- ABN Amro
- Hero Corp Services Ltd.
- Price Waterhouse Coopers
- Apollo Tyres Ltd.
- Hindustan Times
- Baan Infosystems India
- Reliance Telecom
- Birla Sunlife
- IBM
- Samsung India Ltd.
- FCB Ulka
- Frito-Lay India Ltd.
- Microsoft India
- Vardhman Group
- Glaxo SmithKline
- Nestle
- Zee Telefilms Ltd.
- Nokia
- Indian Express
- Siel Limited
- Citibank
- Johnson & Johnson
- CII
- DCM Benetton India
- Tata Chemicals Ltd.
- Lupin Lab Ltd.
- Escorts Group

- Pantaloon Retail
- Pepsi Co.
- Amway India Ltd.
- Hindustan Thompson Associates
- Aviva Life
- Rediffusion DY & R
- Bharti Enterprises
- Hutchison Essar
- Saatchi & Saatchi
- BPL
- Mckinsey & Co.
- Metlife India Insurance
- UTI Bank
- Gillette India Ltd.
- Reliance Industries
- Xansa India Ltd.
- Grand Hyatt Hotel
- HCL Comnet
- Scotia Bank
- Canon India Ltd.
- Citicorp
- Standard Chartered Bank
- Kimberly Clark
- L'Oreal
- DSP Merrill Lynch
- Tata Infotech
- Max New York Life Insurance

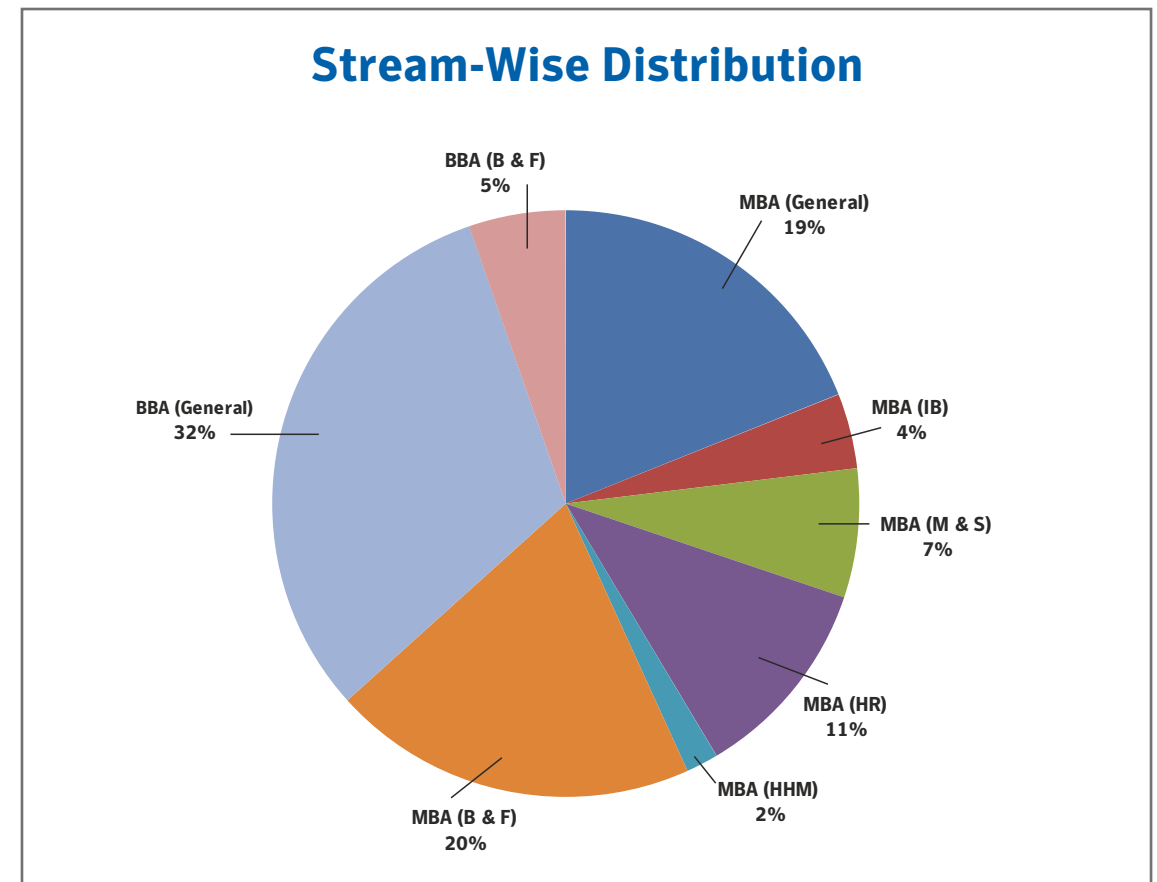
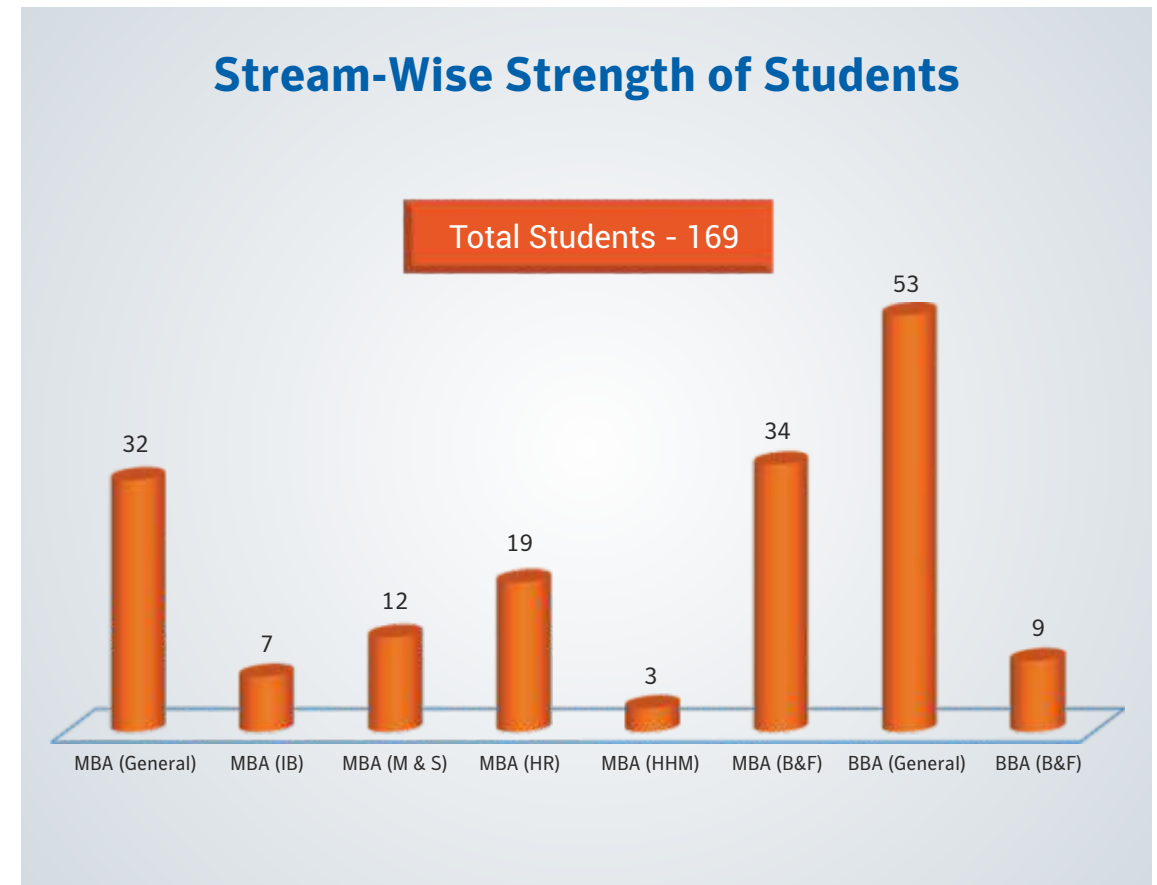
- ACC
- Hewitt
- Himachal Futuristic Comm. Ltd.
- QAI India Ltd.
- Holiday Inn Worldwide
- Bennett & Coleman
- Hughes Software Systems
- RPG
- BNP Paribas
- McCann Erickson
- TERI
- TVS Motors
- GE Countrywide
- Morgan Stanley
- Wockhardt Ltd.
- Goodyear India
- NIIT Ltd.
- Ogilvy & Mather
- Business Standard
- ITC Hotels
- Jindal Strips & Power Ltd.
- Jubilant Organosys
- Sundaram Calyton Ltd.
- DLF Ltd.
- Lowe
- Luxor Parker
- Tata AIG Life

- Parle India Ltd.
- Philips India Ltd.
- Punj Lloyd Ltd.
- AT&T
- Raymond Synthetics
- HSBC
- Royal Sundaram Finance
- Blue Star
- ICICI Bank
- Telco
- Fedders Lloyd
- GE Capital
- Modi Revlon
- Wipro
- Godfrey Philips India Ltd.
- New Holland Tractors
- Grasim Industries
- ICICI Lombard
- Infosys Technologies
- Siemens
- CMC Ltd.
- Star India Pvt. Ltd.
- Systems America
- LML Limited
- Duncans Industries
- Tata Power (NDPL)
- ESPN Sports



# AMITY BUSINESS SCHOOL

## STUDENTS PROFILE

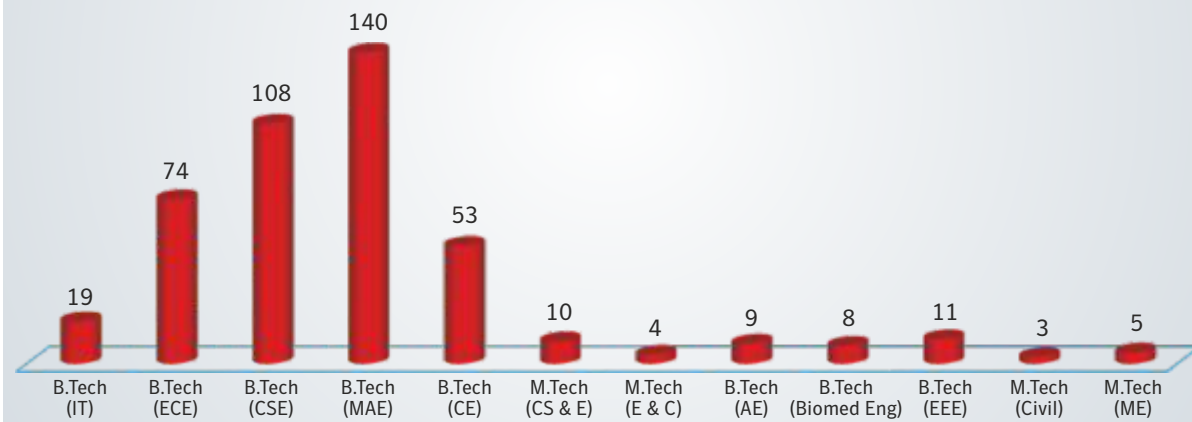




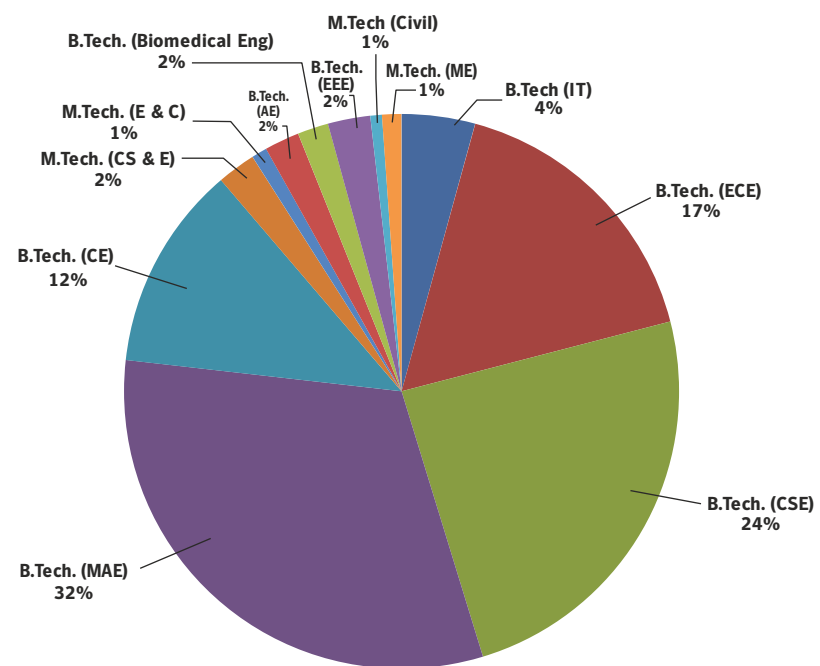
# AMITY SCHOOL OF ENGINEERING & TECHNOLOGY

## Stream-Wise Strength of Students

Total Students - 444



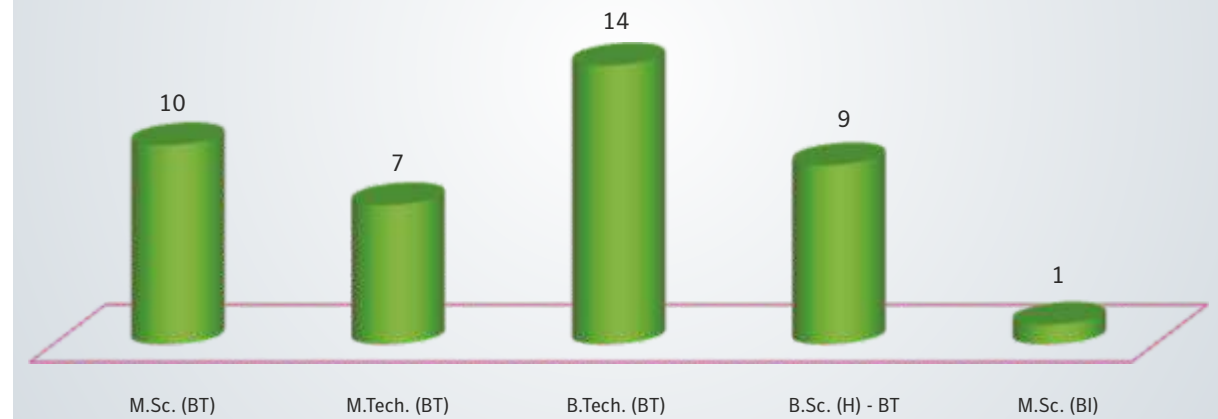
## Stream-Wise Distribution



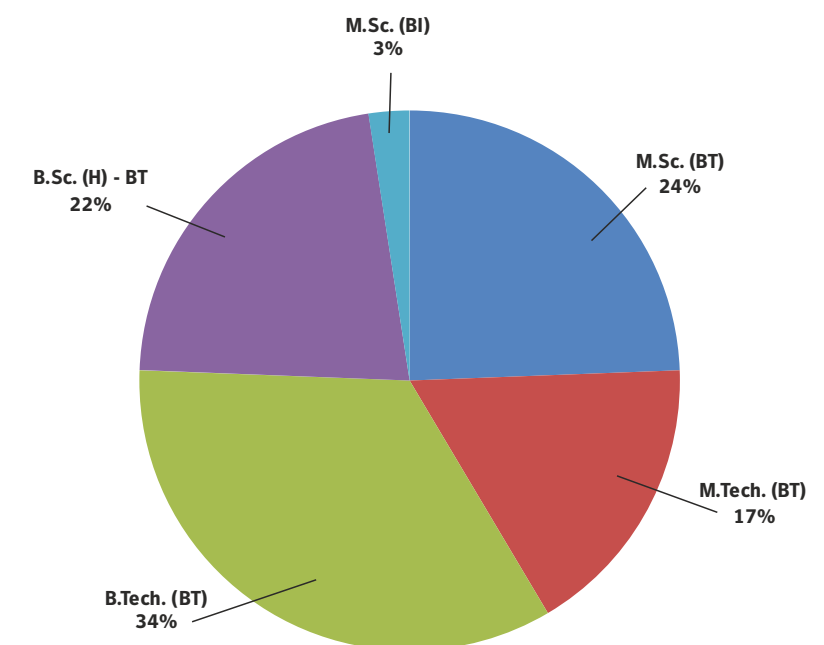
# AMITY INSTITUTE OF BIOTECHNOLOGY

## Stream-Wise Strength of Students

Total Students - 41



## Stream-Wise Distribution

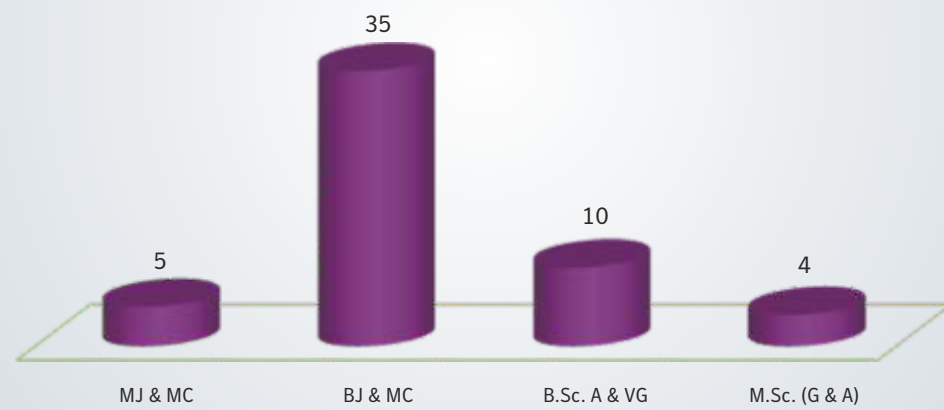




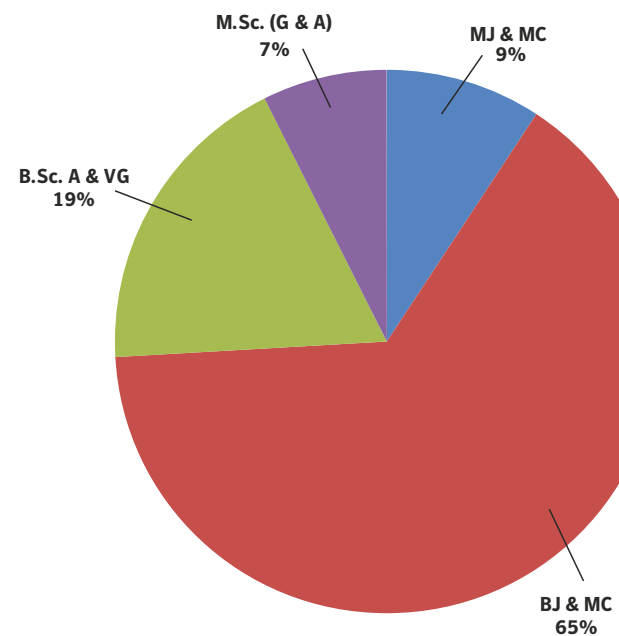
# AMITY SCHOOL OF COMMUNICATION

## Stream-Wise Strength of Students

Total Students - 54



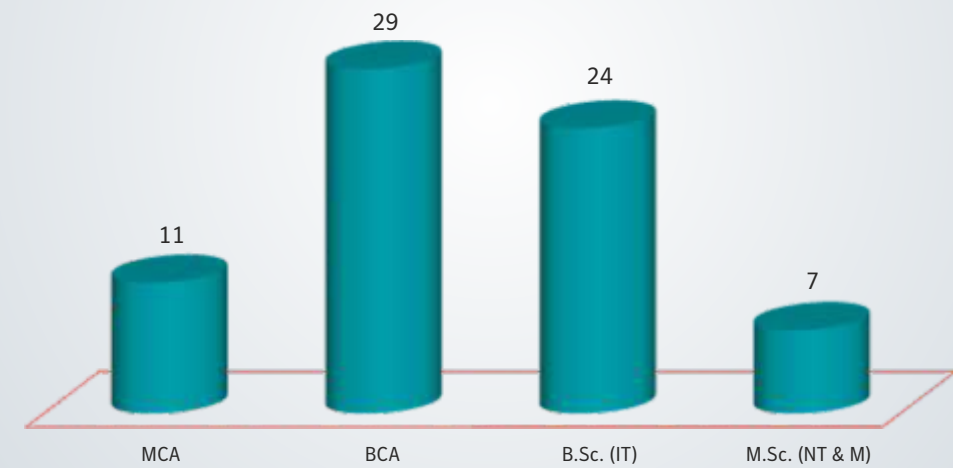
## Stream-Wise Distribution



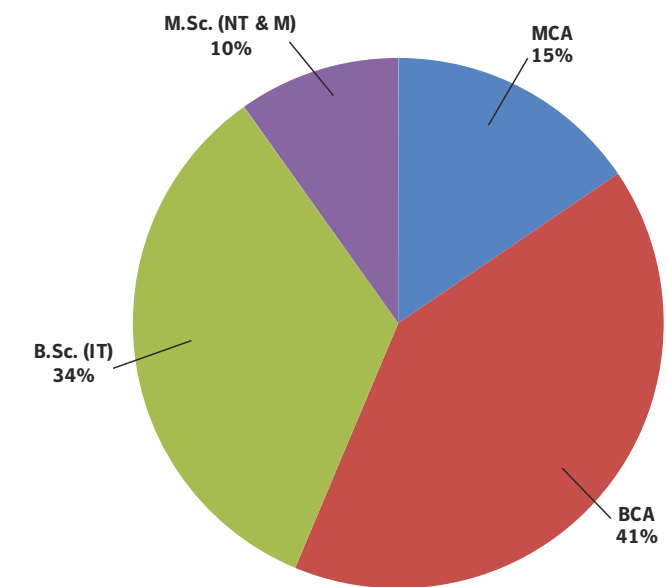
# AMITY INSTITUTE OF INFORMATION & TECHNOLOGY

## Stream-Wise Strength of Students

Total Students - 71



## Stream-Wise Distribution

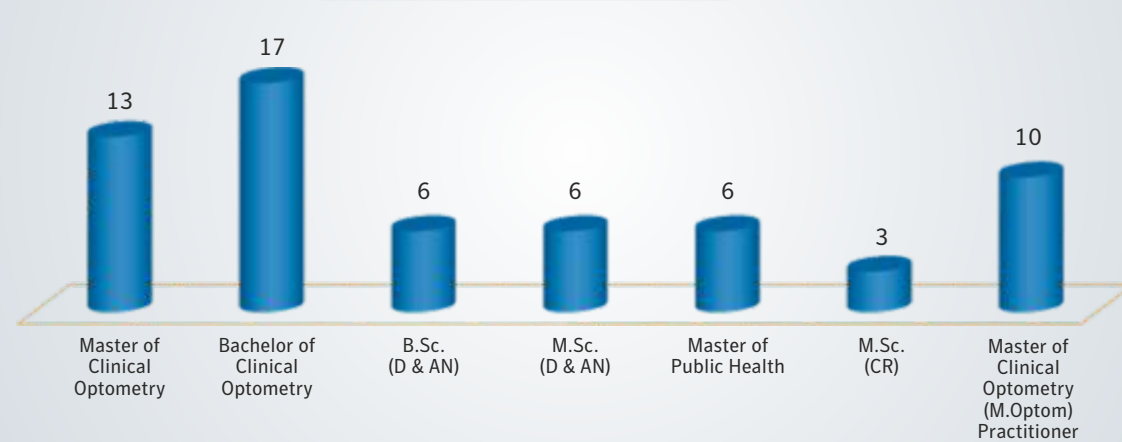




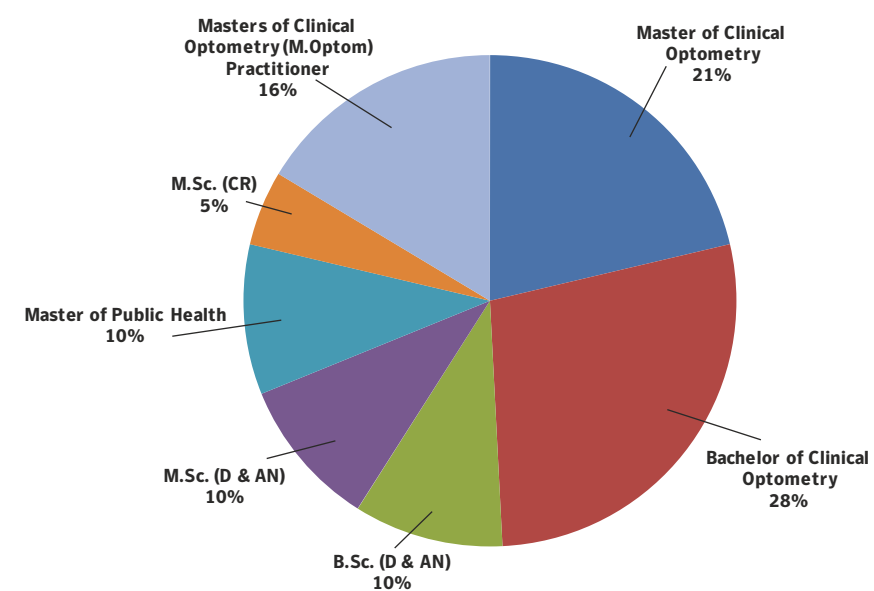
# AMITY MEDICAL SCHOOL

## Stream-Wise Strength of Students

Total Students - 51



## Stream-Wise Distribution



## RECOGNITIONS & ACCREDITATIONS OF AMITY UNIVERSITY GURGAON



Recognised by University Grants Commission (UGC), India's apex education body



Member of Association of Indian Universities



'Premier Status' Accreditation from ASIC, UK



Law Programmes accredited by Bar Council of India



Architectural Programmes accredited by Council of Architecture, India



Management programmes accredited by the Accreditation Council for Business Schools and Programs (ACBSP), USA



Audiology and Speech Language Pathology Program accredited by Rehabilitation Council of India (RCI)



Nursing Program Accredited by Indian Council of Nursing