

AMITY SCHOOL OF BUSINESS

Students Career Aspirations and Support Services

About ASB

ASB is an Institute where “passion is the differentiator”. The fraternity at ASB is passionate about grooming leaders who are not only thorough professionals but also good human beings with values and *sanskars*. Since emerging competitive landscape of business has rendered the need for a new cadre of professionals with a global outlook, therefore, ASB believes in creating an environment where 'Modernity blends with tradition' and the culture. As one of the School of Management of Amity Universe, ASB is the first wireless campus in India.

ASB offered following programmes:-

- BBA
- BBA (Family Business Entrepreneurship)
- BBA (Finance & Accounting)
- BBA (Financial Service & Marketing)
- BBA (Marketing & Sales)
- BBA (Business Development)
- BBA+MBA (Integrated)



Dr. Ashok Chauhan, Founder President



Dr. Atul Chauhan, Chancellor



Dr. Balvinder Shukla, Vice-Chancellor



**Dr. Sujata Khandai, Head of Institution
(Amity School of Business)**

To make students industry 4.0 ready, ASB follows the 7-O approach:

- Students will be knowledgeable about the business disciplines.
- Students will be effective communicators.
- Students will be effective team members.
- Students will be competent in the application of technology.
- Students will be knowledgeable about global business practice and managing a diverse workforce.
- Students will be knowledgeable about ethical principles and their application.
- Students will apply critical thinking skills to business situations

Students Career Aspirations and Support Services

- Placements
- Higher education
- Own Venture Creation
- Family Business

CRC Team (ASB)

Dr. Gaurav Sood, Professor

Dr. Ruchika Jeswal, Assistant Professor

Dr. Vishal Kamra, Assistant Professor

Mr. Arun Kumar, Senior APO

Student CRC Team (ASB)

Industry Connect



International Conferences – GLOBUSS 2019



Industry conferences – CEO TALK



Industry Webinars




**WEBINAR ON
MEASURES TO REVIVE THE INDIAN
INDUSTRY POST THE PANDEMIC**

DATE: APRIL 29TH, 2020 | TIME: 5.30-6.30PM

SPEAKER: MR. DEEPAK SOOD
Secretary General, ASSOCHAM

[Register to attend on amizeo](#)




**Webinar on
MANAGING BUSINESS IN THE TIME
OF CRISES - THE GE WAY**

Date: April 16th, 2020 | Time: 5.30-6.30pm

SPEAKER : Mr. Gagan sood
GE Power Conversion: CEO- Industry & Power
President and CEO- GE Power Conversion North America

[Register to attend on amizeo](#)



**Webinar on
HOSPITALITY INDUSTRY
AND OYO IN THE
POST COVID-19 WORLD**

Date: Saturday, May 2nd, 2020
Time: 10:00 AM to 11:00 AM



SPEAKER

Mr. Jayant Chauhan
SVP Strategic Finance – OYO,
California, USA

[Register to attend on amizeo](#)



**WEBINAR ON
ROLE OF INDIA IN
THE NEW WORLD
ORDER**

Date: June 16th, 2020
Time: 8:00 pm - 9:30 pm

SPEAKER
Prof. Jagdish Sheth
Charles H. Kellstadt Professor
of Business Emory University
(Padma Bhushan Awardee 2012)



PANELISTS



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



Prof. (Dr.) J K Sharma
HOD, Amity School of Business

**SESSION
MODERATOR**



Prof. (Dr.) Gaurav Sood

[Register now at amity.edu/guestlectures](#)



**WEBINAR ON
FRUGAL INNOVATION:
LEADING INDIA'S
SUSTAINABLE DEVELOPMENT**

Date: June 18th, 2020 • Time: 5:30 pm - 6:30 pm

SPEAKER
Navi Radjou

- Indian French-American innovation & leadership thinker/advocate
- TED Speaker | Winner of Thinkers50 Innovation Award
- Coauthor of Jagdish Innovation, From Smart To Mean, and Frugal Innovation

PANELIST
Prof. (Dr.) J K Sharma
HOD, Amity School of Business

SESSION MODERATOR
Prof. (Dr.) Gaurav Sood




[Register now at amity.edu/guestlectures](#)



**WEBINAR ON
GETTING READY TO
RESET BUSINESS NORMS**

Date: June 2nd, 2020 • Time: 1:00 pm - 2:00 pm

SPEAKER: ANISHA MOTWANI
Brand & Innovation Expert, Author & Speaker

- Independent Board Director
- '30 most powerful women for 3 consecutive years' by Business Today
- 'Top 50 Women in Media, Marketing and Advertising' by Impact & Colors
- 'Women at Work Leadership Award 2011' by NDTV
- Author of the Best Selling Book "Stein The Norm"



[Register now at amity.edu/guestlectures](#)

ASB Placement Process

The placement activity broadly covers pre-placement talks, summer/industry internships and final placements.

- Summer Internship – 8 weeks
- Pre-Placement Talk – By Company
- Interview preparation & training
- Final Placement

01

- Students undergo interaction through corporate sessions , Guest Lectures , Live Projects, Seminars etc

02

- Company shares Job Profile , Role and other details with Institute

03

- Applications are invited from interested students and students profiles are shared with the company

04

- Company conducts Pre-Placement Talk to give an in-depth information about the working of the company including the roles and profiles being offered & the process followed

05

- Companies conduct their selection process i.e. Aptitude Test , Group Discussion & Personal Interviews

06

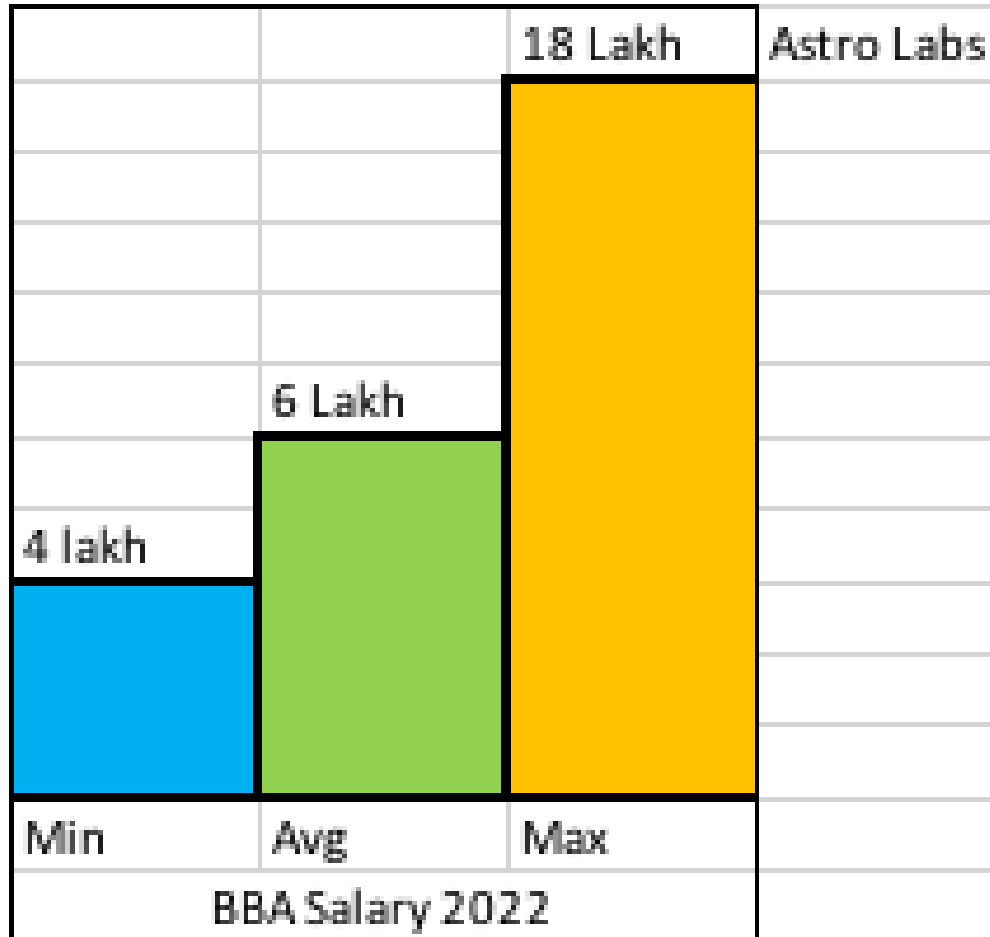
- Final results are announced by the company & offer letters released

Placement Trends

HIGHEST SALARY OVER A PERIOD OF YEARS



Salary offered 2022 - BBA





10 Lakh pa



8 Lakh pa



6.5 Lakh pa

The logo for zomato features the word 'zomato' in a white, lowercase, sans-serif font, centered on a solid red rectangular background.

zomato

6.0 Lakh pa

The logo for jaro education features the word 'jaro' in a lowercase, sans-serif font with a red dot above the 'j', followed by 'education' in a larger, lowercase, sans-serif font. Below this is the text 'ISO 9001:2008 Certified' in a smaller font.

jaro
educationTM
ISO 9001:2008 Certified

6.0 Lakh pa



amazon



accenture





Simply digital



The Digital School



investor **planning**



HONDA



Student Speak

- “Through various Industry Projects and NTCC, I have got in depth practical knowledge of my specialization.” - Aditi Bery, BBA, 2019
- “My internship at Snapdeal helped me gain knowledge of E-commerce industry dynamics. I learnt how to analyze online buying behavior applying digital marketing tools.” – Nupur Sehgal, BBA, 2019.
- “Being a part of Placement Cell I was able to build corporate connection, spirit of working in a team and handling the campus placement drives.” – Ratik Kapoor, BBA + MBA, Class of 2019
- “Organizing Amity youth Fest have given me a platform to communicate with new people, knowledge of handling such a Big event” –Shivam Kapoor, BBA+MBA, Class of 2019

Student Speak

- “I was really happy to study at Amity School of Business as the Faculty members have been so supportive and mentored me throughout my journey of academics.” – Kokil Kamra, BBA+MBA, 2019
- “Amity Student Abroad Program (SAP) have gave me international exposure and learning new culture.” – Stuti Goel, BBA M&S, 2019
- “As a member of Amity Entrepreneurship club, I was able to learn leadership Skills and to be Passionate about work” – Aman Kukereja, BBA 2019



Industry Speak

"Our experience with ASB students is good. The students of this institute have demonstrated fine performance. We look forward to a long term association with this institute." – Saanvari Malhotra, Head Talent Acquisition, Info Edge



- "We are hiring ASB students since last four years. We are happy with the attitude, sincerity and commitment of the students. Their enthusiasm for learning new things is remarkable. I would also like to thank the placement team members for their hard work and professionalism." – Ashish Bambri, Head HR, Ernst & Young.



Alumni Speak

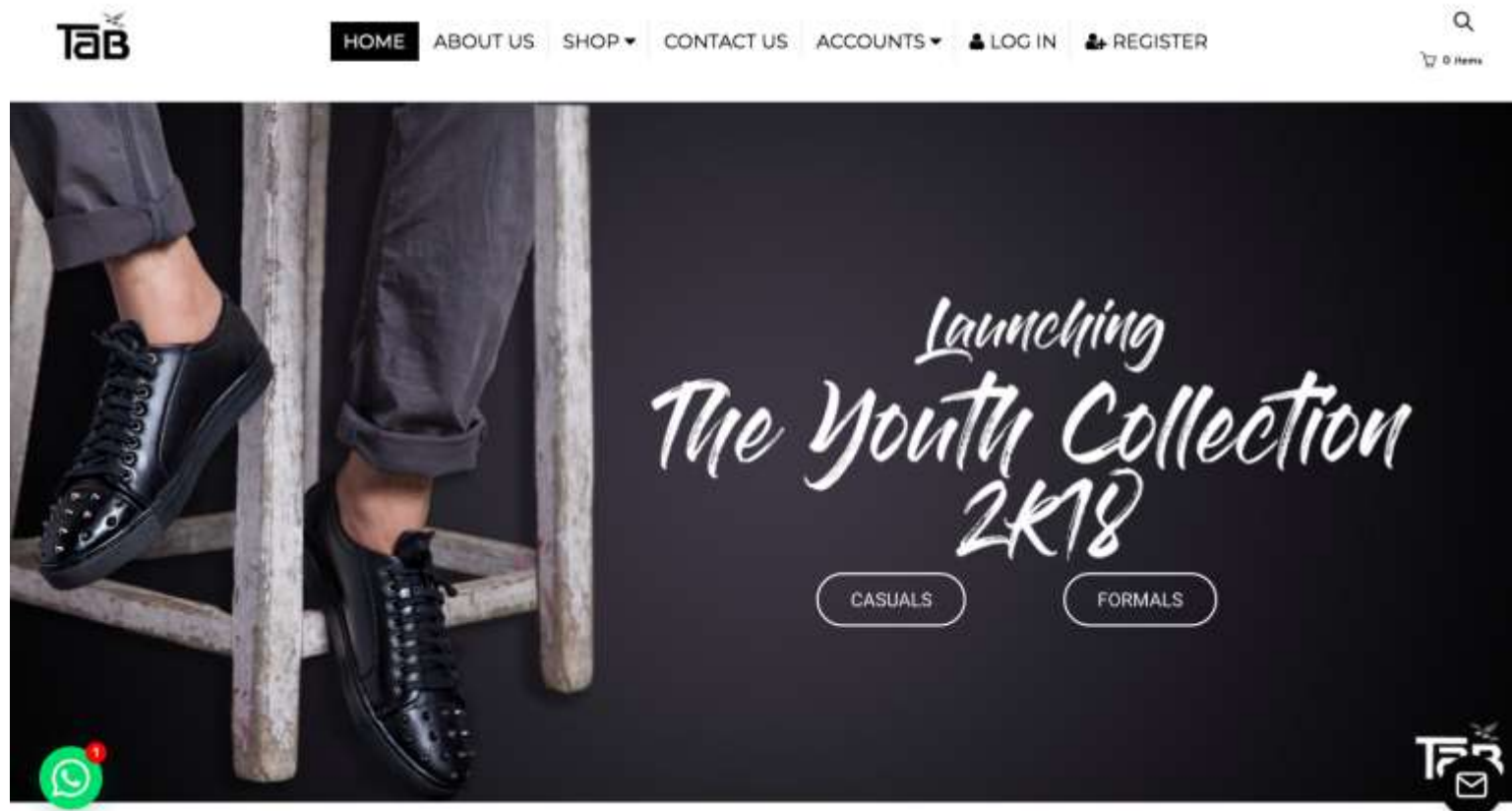
ASB has nurtured me and made me what I am today. ASB made me more disciplined and helped me to grow not only professionally but holistically...as a good human being.” - Vinayak Kapoor , Associate, Ernst & Young



“ASB certainly helps you expand your knowledge horizon and I would always be grateful to ASB for giving me a multi-dimensional learning by providing the apt mix of academics, industry exposure, attitude and leadership.”- Vishal Gautam, Deals Strategy, PriceWater House Coopers

Student Entrepreneurs

- Shivam Kapoor – “The Arch Bird”



Student Entrepreneurs

- Rishika Gulati – "Crust N Cakes"

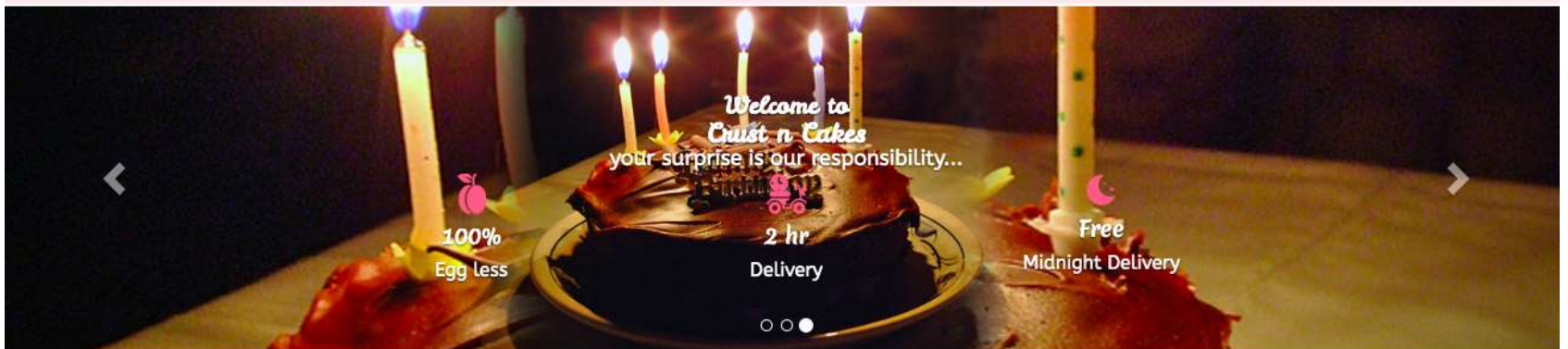


Search Here..

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Cakes - Location -

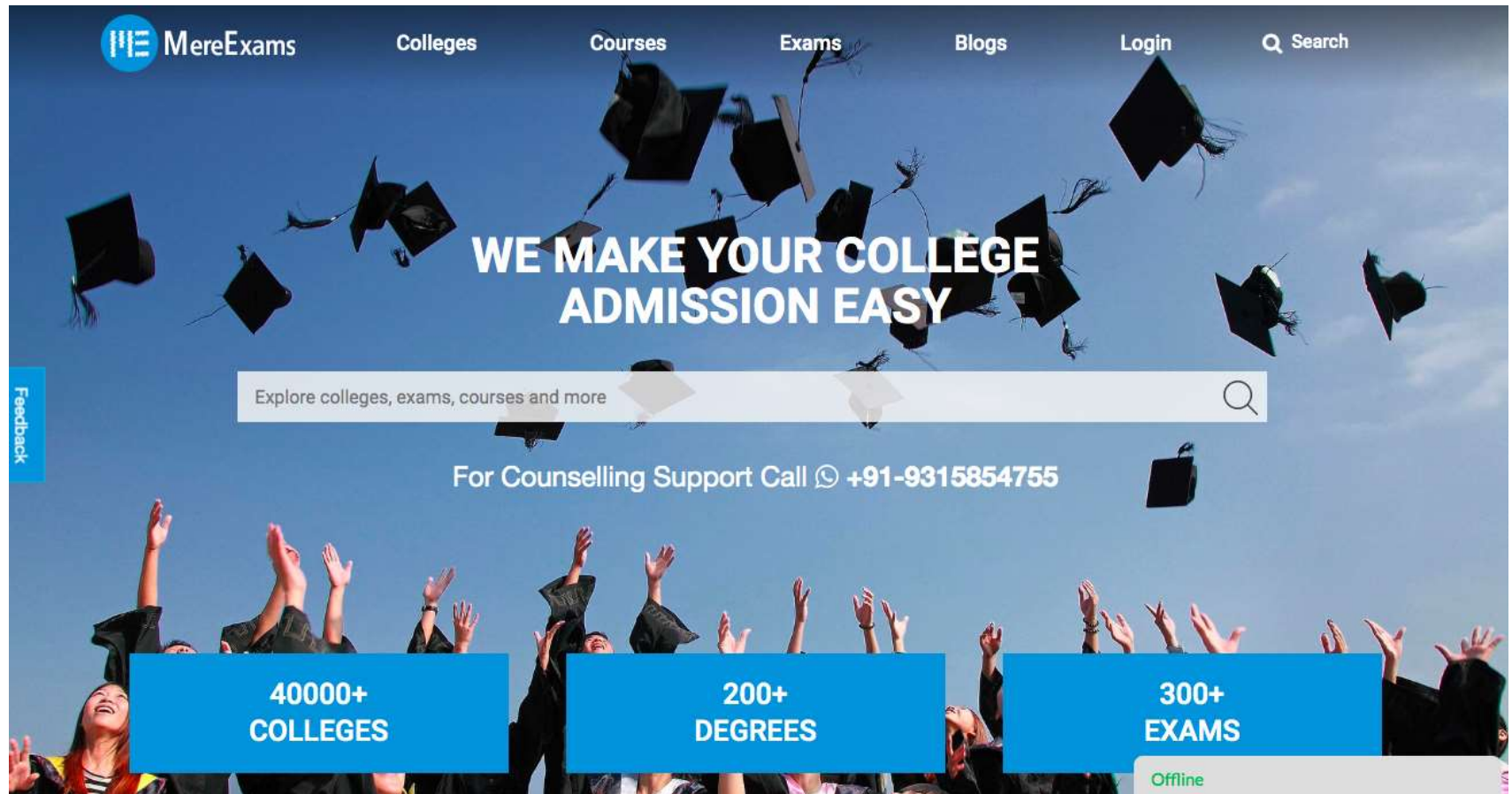


Top Selling cakes



Student Entrepreneurs

Karan Sachdeva – “Mere Edu Services”



The screenshot shows the homepage of the MereExams website. The background is a photograph of graduates in black caps and gowns, with many caps being tossed into the air against a clear blue sky. The website's navigation bar at the top includes links for 'Colleges', 'Courses', 'Exams', 'Blogs', 'Login', and a search icon. The main heading reads 'WE MAKE YOUR COLLEGE ADMISSION EASY'. Below this is a search bar with the placeholder text 'Explore colleges, exams, courses and more'. A contact number '+91-9315854755' is displayed for counselling support. At the bottom, three blue boxes highlight key features: '40000+ COLLEGES', '200+ DEGREES', and '300+ EXAMS'. A 'Feedback' button is visible on the left side, and an 'Offline' status indicator is at the bottom right.

MereExams Colleges Courses Exams Blogs Login Search

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40000+ COLLEGES **200+ DEGREES** **300+ EXAMS**

Feedback Offline

Thank You