

ONE WEEK
RESIDENTIAL
LEARNING TRIP TO

OXFORD

LONDON

U.K.

ABS ASIAN
BUSINESS
SCHOOL
GROWTH WITH EDUCATION

OXFORD
BUSINESS COLLEGE

2
YEAR **PGDM**

POST GRADUATE DIPLOMA
IN MANAGEMENT

EQUIVALENT TO MBA DEGREE



AEC
ASIAN EDUCATION GROUP

Asian Business School
is indebted to



Late Shri Suraj Parkash Marwah
(The Founder of Asian Education Group)
for his invaluable contribution
to our mission to provide quality
management education worldwide



AAFT ASAS ABS ASB ALC

**MARWAH
STUDIOS**
a creative enterprise



icmei

M.E.C. ART GALLERY
with all Honours

**radio
noida**
107.4 FM

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MESSAGE FROM PRESIDENT

Dr. SANDEEP MARWAH

*Adversity causes
some men to break,
others to
break records*



We at Asian Business School believe that education in business management is not just about management but it is also about how management can aid in the development of various other disciplines and functions of which business is comprised of. We also believe in adapting advanced education models to align with the business outlook prevalent in this part of the world.

We are aware that with globalization and dismantling of rigid regulatory framework across the world, business environment has become very dynamic and the modern day manager must be capable of adapting to the fast changing business environment. We are conscious of the fact that to be at the cutting edge of the business education and training, B-Schools have to work



in partnership not only with the business-houses but also with similar institutions across the world.

We try and inculcate in the students the ability to foresee the changing business environment, make innovative plans, implement radical policies as well as take and manage risk in business operations:

We are committed to impart management education that is complete and self contained for preparing well rounded modern day managers. We also subscribe to the view that management concepts, approaches and techniques have to be continually evolved and that managerial decisions should be based both on systematic research and gut feeling.

We have also initiated research work with a view to expand the frontiers of knowledge in the realm of management.



MESSAGE FROM CEO

Mr. AKSHAY MARWAH

*We continuously
strive for excellence
in education through
collaborative
research*



Driven by the dynamics of global environment, India is going through very challenging but interesting times socially as well as economically. The world talks of sustainability, but India is creating its own new grounds for global learning and practice out of its own diversity, complexity, and philosophy. India's engagement with the world is dynamic and constantly evolving. Asian Business School is an exciting bridge to view these changes and actively engage in

bridging the gaps.

The emerging global economy requires special managerial skills coupled with appropriate training and wide exposure to the state-of-the-art technical practices. With the dedicated efforts of faculty members and students, Asian Business School attempts to translate vision into action. We continuously strive for excellence in education through collaborative research in contemporary areas of relevance



to education, society and international issues at large. We at Asian Business School are happy to have active research collaborations with Oxford Business College, UK and other universities abroad.

Asian Business School fosters and nurtures leaders capable of making difference in the management of corporate and other sectors. It inculcates human values and professional ethics in the students which

makes them independent in decision making and thus helps to create path that is good not only for them, but also for the society, nation and the world as a whole.

The Corporate Resource Cell (CRC) has carved a niche for our students in the corporate world by aligning training needs and business opportunities, thereby enabling the integration of these domains with core

business concerns.

Aligning with our vision, I see that this is just the beginning of our progression in the direction of "Growth with Education" and surely we will grow pretty fast and achieve the lofty benchmarks. I welcome you to ABS to enjoy academic learning with professional development and at the same time, explore strategic fit in corporate world for yourself.

MESSAGE FROM DIRECTORS

Asian Education Group

Dedicate your attention to discipline for value addition in every aspect of life



DR. LALITYA
VIR SRIVASTAVA

With another year of successful advancement towards the achievement of excellence in management education, Asian Business School has added accolades to its credit. Aligning with the requirements of the global markets where the right set of knowledge, skills and attitudes is the key to meet the requirements of the globalised economy and the opportunities across the globe, Asian Business School has nurtured its students not only for the corporate opportunities but also sensitized them to the important issues of global research. We at Asian Business School have developed a healthy and disciplined environment that ensures quality education through a corporate driven course curriculum and an overall transformation of an individual student to a professional. Continuous up-gradation on the basis of expert talks and feedback from industry has distinguished ABS as an institution of distinctive and competitive advantage. The International visit to Oxford Business School, UK provides students an opportunity to explore and understand the International markets through the interactive sessions during the exchange programs. The research work done by our students on various important and current relevant issues of international business in UK gives them an edge in terms of international learning of cultural & corporate operational differences. We aim to build a strong, skillful and talented nation to bridge the gap between Indian and Global markets.



MR. SAURABH
SHARMA

Higher Education in India and globe has undergone a paradigm shift especially for the professional courses. Market dynamics and the global economy have consistently challenged the statuesque of the level of education and also bestowed opportunities of growth for developing countries. Asian Business School has aligned with the requirement of paradigm shift required in higher education and contributed to quality management education by strongly following its vision "Growth with Education". ABS provides the right blend of academic, corporate and extracurricular activities to transform an individual into a well groomed professional. Though the curriculum is rigorous and is as per the industry norms, the innovative pedagogy used by academic wing makes it easy for students to learn through practical application based activities. The life beyond academics acknowledges the vibrant talent, creativity and individual managers hidden in their inner self. Further to add glory, our Corporate Resource Cell has developed the best of the linkages on PAN India basis and across the globe. The industry interface in terms of SIP, OW, ELC, SSA, SPA and industry visits helps to develop a right attitude for your corporate career. Further for preparing our students for the global opportunities, ABS exposes students to the different learning experiences through student exchange programs and foreign study trips. We can assure you that ABS would honestly work towards your growth and take every possible step to ensure that we are able to lay the right foundation for your future career path.



MR. GURDEEP
SINGH RAINA

We at Asian Business School (ABS), extend a very warm welcome to you as an aspirant of management studies. I feel proud in sharing that ABS is among the fastest growing institutions in India in field of management studies. The Post Graduate Diploma in Management (Full Time), offered by ABS is approved by All India Council for Technical Education (AICTE), accredited by NBA (National Board of Accreditation) and affiliated to AIU (Association of Indian Universities) and is designed to bridge the gaps between academics and corporate practices. The faculty members at ABS have a rich blend of academic and corporate experience and thus use the teaching pedagogy which helps you visualize the management concept for applications in the corporate world. The mentoring process adopted by the faculty members helps you introspect your strengths and area of interest to further improve your place-ability scores. Corporate Resource Cell at ABS ensures the best corporate interface to expose students to the various activities of the corporate world, be it related to knowledge, skills or attitude. CRC contributions in ABS transform students to professionals for better opportunities in the corporate world. I assure that your two years journey in ABS for a professional course in management would be adding a different dimension to your life and provide you with a distinctive edge over other management graduates. I look forward to meet and wish you a very successful academic life at ABS.

VISION

GROWTH WITH
EDUCATION

Our vision of the future is to build ABS into a business school with a reputation that matches the reputation of Leading World Class Institution.

This means that our long-term objective is to become a leading Indian business school known for critical thinking and social responsibility. We envision ABS as an institution that produces outstanding research that has a direct impact on our educational activities and our engagement with the business world.

More specifically, we want to build ABS into an institution that:

- *attracts highly-qualified faculty who develop innovative knowledge that is highly relevant to the business world and society at large, and who disseminate this knowledge through publications in top-tier scientific and professional journals and through corporate engagement*
- *attracts highly-talented students and provides them with an intercultural learning environment that offers research-based expertise in the various programs and executive education, and helps them develop their professional skills by cooperating closely with corporate partners.*



MISSION

The Mission of Asian Business School is to establish well researched and pragmatic business practices to enable the students to meet the challenges of a fast changing business environment in the new world economic order. Asian Business School aims at developing conceptual and practical skills to convert abilities of

students into managerial competence, required in today's competitive environment. We at Asian Business School strongly believe that a blend of relevant knowledge, skill and right attitude is essential for the overall development of students which determines their growth & success in the corporate world.



BOARD OF GOVERNORS



Dr. Sandeep Marwah
Chairman -
Asian Education Group



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Businessman
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Businessman
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British Columbia University of Technology, Canada

ASIAN BUSINESS SCHOOL

Approved by
**ALL INDIA COUNCIL
FOR TECHNICAL
EDUCATION (AICTE)**
Ministry of Education
- Govt. of India



ATU
AFFILIATED



NBA
ACCREDITED



Asian Business School is an innovative centre of academic excellence and one of the few Institutes having an AICTE approved PGDM which is accredited by National Board of Accreditation and affiliated to AIU (Association of Indian Universities). Our programs are purposeful and professionally oriented and the core advantage of studying at ABS is to get an internationally recognized qualification, by the finest academic minds who impart holistic knowledge by deductive learning methodology. The support from the industry is immense in the form of internship and job placements. The founders of ABS believe that education and training are vital inputs for human resource developments which in turn are essential for the economic well being and growth of the society. Asian Business School was established to prepare the youth for taking advantage of the unprecedented opportunities and face the challenges posed by the economic reforms which have



radically changed the complexion of business and their management across the world. ABS is run by a non-profit society registered under the Societies Registration Act XXI of 1860. It may be added that Asian Academy of Film & Television run by this Society is one of ten best film schools in the world for short term courses.

ABS has strong industry - business school interface to integrate class room teaching and training along with practical experience in the field to bridge the gap between theory and practice. ABS focuses on enhancing the capabilities of the students to lead and manage businesses by learning to adopt a systematic approach to identify problems and finding their solutions using analytical, problem solving and

decision making skills and understanding financial and accounting aspects of the business in a logical manner.

Asian Business School also prepares its students to pursue opportunities for doing business with optimum utilization of available resources. In other words, due emphasis is laid on inculcating the spirit of entrepreneurship among its students. Personality development, physical fitness, personal grooming and training in communication skills are an integral part of education and training at ABS for preparing its students to enter the business world with determination and necessary self confidence.



AIU

AFFILIATION



Association of
Indian Universities

The acquisition of the coveted AIU affiliation by ABS for our flagship PGDM programme has further bolstered our growing stature as one of India's top PGDM institute for management studies

Asian Business School (ABS) has added yet another achievement to its credentials with its flagship PGDM programme has been granted the equivalent status of MBA Degree by the esteemed national organization, Association of Indian Universities (AIU)! This recognition now also makes us one of the very few privileged colleges across India whose PGDM programme has this most esteemed AIU certification.

Primarily an apex organization and association of major universities in India, Association of Indian Universities (AIU) evaluates the courses, syllabi, standards, and credits of programs like PGDM and the programs of foreign universities being pursued abroad and equates them in respect to various courses being offered by Indian universities. The core functionality of AIU relates to the recognition of degrees/diplomas being awarded by the universities in India, which are duly recognized by the University Grants Commission (UGC), New Delhi, and abroad for the purpose of admission to higher degree courses in the various Indian universities.

It goes without saying that this acquisition of the coveted AIU affiliation by Asian Business School for our flagship PGDM programme has further bolstered our growing stature as one of India's top PGDM institute for management studies!

The accreditation now makes ABS one of the very few privileged colleges across India whose PGDM programme has this prestigious NBA accreditation.

Asian Business School (ABS) added another feather to its credentials by getting the prestigious NBA accreditation for its flagship PGDM programme. The accreditation now makes us one of the very few privileged colleges across India whose PGDM programme has this prestigious NBA accreditation.

The National Board of Accreditation (NBA) is one of the two major bodies responsible for accreditation of higher education institutions in India, along with the National Assessment and Accreditation Council (NAAC). NBA accredits technical programmes, such as engineering and management programmes, while NAAC accredits general colleges and universities. NBA is a full member of the Washington Accord.

The National Board of Accreditation (NBA), India was initially established by the AICTE (All India Council of Technical Education) under section 10(u) of AICTE Act, in the year 1994, in order to assess the qualitative competence of the programs offered by educational institutions from diploma level to post-graduate level in engineering and technology, management, pharmacy, architecture and related disciplines, which are approved by AICTE.

This acquisition of the much sought-after NBA accreditation by Asian Business School for its flagship PGDM programme only adds its growing stature as one of India's top PGDM institutes for management studies.

NBA

ACCREDITATION



**National Board
of Accreditation**

INFRASTRUCTURE

Located amidst
the hub of national &
international
business centres



THE CAMPUS

To make the students follow the changing trends of latest technology, 24x7 internet facility is available in the campus. The lush green campus with virtuous sprawling lawns and meticulously designed institute provides a professionally motivating atmosphere for learning and sharing. The college building is spacious, well-ventilated and lighted and there are enough open spaces around the buildings.



LECTURE HALLS

The lecture halls are designed as auditoriums with step-up seating to facilitate discussions and interactive learning and are equipped with connected and state-of-the-art Computers & LCDs and audio-visual support for effective learning. The air-conditioning in the classrooms creates the right atmosphere for long hours of learning. Lectures are delivered using latest & modern teaching aids.

AUDITORIUM

Auditorium at Asian Business School is equipped with the most modern and audio visual facilities and can accommodate more than 250 people. It is well furnished with acoustics and hosts various events including annual day award functions and various Inter College Competitions. It is fitted with projector, effective and modern lighting and sound system and is centrally air conditioned. All the major functions like conferences, seminars, workshops and other academic and literary activities are held in this auditorium.



KNOWLEDGE RESOURCE CENTRE

The Knowledge Resource Centre is well-stocked with Indian and International books and journals covering all areas of management, commerce, etc. to meet the needs of students, faculty and research scholars from varied areas. The library is continuously augmented with the latest books and journals to help the students keep abreast of current and contemporary issues. It has over 20000 books with 6000 titles and renowned National and International Journals (print and online).



THEATRE HALL

The academic life at ABS goes beyond the curriculum. For cultural and social functions, the theatre hall with a large capacity at the campus provides an ideal platform for students to express themselves in public for speech, theatre, plays and general entertainment. Weekly club activities, student seminars / debates / quizzes / guest lectures are organized to enable them to be better managers and leaders.

CENTRE FOR INFORMATION TECHNOLOGY (CIT)

The computer centre has advanced computing facilities to provide unbridled free 24*7 internet access to all the students round the year. The Lab has latest software and operating systems and other peripherals which facilitate the budding managers in acquiring the desired technical skills. The multimedia ready computers, operating in Wi-Fi campus, provide a wonderful support to the students and teachers in extending the best quality learning and teaching environment.

SPORTS FACILITY

The healthy body acts as a catalyst in the process of gaining knowledge. The sports facilities facilitate the students in strengthening their physical energy level as well as in fostering team spirit. The typical day in the life of an Asianites starts with yoga / light exercise or other sports activity. We believe "A healthy body is a must for a healthy mind". The indoor and outdoor facilities are available and the sports kit is readily available for the students for games like Basketball, Table Tennis, Snooker, Chess, Badminton, etc.

CAFETERIA

The vibrant and intelligent minds fueled with the passion to excel need a rich and hygienic diet. The Institute provides canteen facilities within the campus. The kitchen is totally modern and with state of the art mechanized cooking range. Every effort is made to see that hygiene is maintained. The cafeteria becomes a piece of attraction for relaxation as well as for snacks. The cafeteria has exclusive variety of Indian and Chinese dishes. This is an ideal place to chill out after the hectic class schedule to recharge for the next session.



RECREATION CENTRE

A happening place for the students where they can sit and relax for a while. Facilities like television, indoor games including chess, carom, table tennis, pool, etc. are provided to the students so that they can relax during the class breaks. Also the recreational centre is used by students during planning and preparation of various events and activities conducted throughout the year.

MEDICAL FACILITY

Asian Business School has on campus medical facility to provide the first aid to students in case of a medical emergency. A well-qualified nurse is available in the medical room to take care of the students not feeling well during the college hours. The medical room is well equipped with respect to the availability of basic health related facilities like thermometer, sterilizer, weight measuring machine, B. P. Apparatus, dressing drum, patient bed etc.



ACADEMIC PEDAGOGY

The academic pedagogy model at ABS is a highly interactive model based on international standards. The students learn in a practical learning environment that gives them a real insight into the competitive corporate world. The basic characteristics of the model are:

CURRICULUM

Global and updated

INTERACTIVE LEARNING

High level of interaction and discursive model of learning

GROUP PROJECTS

Research oriented and practical group projects in all semesters of the Program

FACULTY

Academicians +
Corporate
Professionals

CRITICAL THINKING & ANALYTICAL SKILLS

Critical thinking, a mandatory skill that hones out-of-the-box thinking ability.
Analytical ability developed into application based skills.



BENEFITS OF ABS GROUP PROJECTS

ABS Group project in every subject imparts corporate skills that are high in demand.

Team Work:

It enhances various abilities like team building, leadership, conflict management, and working with people.

Integrating Theory with Practice

Social Networking:

Our Group Projects enable students to work with each other even if they don't know each other well.

Holistic Skill Honing

Improved Placeability:

Group projects add to the practical exposure and research aptitude of the students and adds to their work experience for improved placeability.

ACADEMIC PROGRAM

2-Year
Full Time Program,
Approved by **AICTE**,
Ministry of Education,
Govt. of India,
NBA Accredited
and **AIU** Affiliated

POST GRADUATE DIPLOMA IN MANAGEMENT

Equivalent to
MBA degree

OBJECTIVE OF PROGRAM

The objective of this program is to provide knowledge and deep insight into the dynamic discipline of business management, to enable students to analyse and apply principles and skills of Finance, Marketing, Human Resource, Operations Management and Business Analytics to the contexts and environment of business and to equip students with the skills of developing effective business strategies. The 2 year PGDM Program is approved by AICTE, NBA Accredited and AIU Affiliated. Further accreditations and affiliations for adding value to the Program are subject to norms of concerned Government / regulatory authorities.

CURRICULUM & COURSE STRUCTURE

The 2-year curriculum is divided into four semesters, each semester of six months duration. This essentially includes teaching, evaluation and 6-8 weeks of compulsory summer internship program. The programme is well structured as it emphasizes on sound foundation of basic concepts. Basic subjects are introduced in each functional area of management to help the students in developing a sound foundation.

In the first year, 18 compulsory subjects and in the second year, 3 compulsory subjects are offered. Every student has to choose 12 functional elective subjects, for dual specialization with 6 subjects in each specialization. Apart



SEMESTER	NO. OF SUBJECTS	NO. OF CREDITS
1	9 + Capstone Group Project	30
2	8 + Capstone Group Project	30
3	2 Core + 7 Electives	27
4	1 Core + 7 Electives + Research Project	27
	Summer Internship	6
Total	35 subjects + 4 Projects	120

from the dual specializations. ABS offers two open electives catering to emerging areas of business with one elective each to be taught in the third and fourth semester. Thus, a total of 35 subjects are taught in PGDM programme. The elective subjects provide in-depth understanding of every functional and industry elective within which a student is specializing. The functional electives for dual specialization are from Marketing, Finance, HR, Operations & Business Analytics while minor elective specializations are in E-Retailing and Micro & Small Business Management. The detailed list of elective streams is provided in the following pages. It is indicative and is subject to change if

required as per the industry requirements.

Students work in groups for Capstone Projects to be submitted at the end of each semester in the first year of PGDM Program. After completion of first year, the student is supposed to undergo Summer Internship Program (SIP) and submit a detailed report of SIP / OJT. In the fourth semester, students are required to submit an academic project based on Basic or Empirical Research. The purpose of the same is to provide students with industry and research exposure so that they learn the basic applications of the management concepts learned during their course.

SEMESTER I

CODE	SUBJECTS	CREDITS	TEACHING HOURS
PGDM101	Principles of Management	3	30
PGDM102	Accounting for Managers	3	30
PGDM103	Managerial Economics	3	30
PGDM104	Business Statistics & Quantitative Techniques	3	30
PGDM105	Organizational Behaviour	3	30
PGDM106	Marketing Management	3	30
PGDM107	Entrepreneurship	3	30
PGDM108	Business Ethics & Corporate Governance	3	30
PGDM109	Personality Development Corporate Communication I	3	30
PGDM110	Capstone Project	3	-
		30	270

SEMESTER II

CODE	SUBJECTS	CREDITS	TEACHING HOURS
PGDM201	Market & Sales Management	3	30
PGDM202	Human Resource Management	3	30
PGDM203	Business Research Methods	3	30
PGDM204	Financial Management	3	30
PGDM205	Project Management	3	30
PGDM206	Production & Operations Management	3	30
PGDM207	Computer Fundamentals & Applications in Management	3	30
PGDM208	Digital Marketing	3	30
PGDM209	Personality Development Corporate Communication II	3	30
PGDM210	Capstone Project	3	-
		30	270

SUMMER INTERNSHIP

06

SEMESTER III

CODE	SUBJECTS	CREDITS	TEACHING HOURS
PGDM301	Strategic Management	3	30
PGDM302	Legal & Business Environment	3	30
PGDM SP* - 01	Elective 1	3	30
PGDM SP* - 02	Elective 2	3	30
PGDM SP* - 03	Elective 3	3	30
PGDM SP* - 04	Elective 4	3	30
PGDM SP* - 05	Elective 5	3	30
PGDM SP* - 06	Elective 6	3	30
PGDM OP01	E-Retailing	3	30
		27	270

SEMESTER IV

CODE	SUBJECTS	CREDITS	TEACHING HOURS
PGDM401	International Business & Trade	3	30
PGDM402	Research Project	3	-
PGDM SP* - 01	Elective 7	3	30
PGDM SP* - 02	Elective 8	3	30
PGDM SP* - 03	Elective 9	3	30
PGDM SP* - 04	Elective 10	3	30
PGDM SP* - 05	Elective 11	3	30
PGDM SP* - 06	Elective 12	3	30
PGDM OP02	Micro & Small Business Management	3	30
		27	240

*SP stands for Specialization Code (M- Marketing, F- Finance, HR- Human Resource Management, OM- Operations Management, BA- Business Analytics) **OP stands for Open Elective

ELECTIVE COURSES

Marketing

- ▶ M 01 Services Marketing
- ▶ M 02 Consumer Behavior
- ▶ M 03 Product & Brand Management
- ▶ M 04 International Marketing
- ▶ M 05 Integrated Marketing Communication
- ▶ M 06 Marketing Research

Finance

- ▶ F 01 Behavioural Finance
- ▶ F 02 Mergers, Acquisitions & Corporate Restructuring
- ▶ F 03 Financial Derivatives
- ▶ F 04 Security Analysis & Portfolio Management
- ▶ F 05 International Financial Management
- ▶ F 06 Financial Modeling & Valuation

Human Resource Management

- ▶ HR 01 International Human Resource Management
- ▶ HR 02 Industrial Relations & Labour Laws
- ▶ HR 03 Human Resource Development
- ▶ HR 04 Organizational Change & Development
- ▶ HR 05 Human Resource Metrics and Analytics
- ▶ HR 06 Performance Management & Compensation Strategies

Operations Management

- ▶ OM 01 Supply Chain & Logistics Management
- ▶ OM 02 Pricing & Revenue Management
- ▶ OM 03 Operations Strategy
- ▶ OM 04 Sales & Operations Management
- ▶ OM 05 Operations Research Application
- ▶ OM 06 Sourcing & Vendor Management

Business Analytics

- ▶ BA 01 Data Visualization for Managers
- ▶ BA 02 Business Forecasting
- ▶ BA 03 Data Science using R
- ▶ BA 04 Data Mining
- ▶ BA 05 Marketing Analytics
- ▶ BA 06 Business Analytics using excel



DIPLOMA IN MEDIA & ENTERTAINMENT

MODULE 1 - PRINT MEDIA

Unit 1: Introduction to Print Media – Organizational structure of Print Media Industry Departments in a Newspaper and Magazine. Structure - News Paper Page structuring and compilation based on costing and affectivity of each News article both for a News Paper and Magazine. Print Media Management: Various Job positions and their functional domain in product Creation at Print Media Industry.

Unit 2: Marketing specifics controlling the Circulation Rates based on niche readers and content consumers; Newspapers and Periodicals (magazines) and their positioning as per the circulation rate in context to geographical positioning.

Unit 3: Marketing Rules for the Print Media Industry - Popularity and NP Ratings in Regional as well as in National perspective. Space Selling - Space rate cards and variant sizes HR Profiling for the Print Media - Journalists, Page designers, Photographers and other jobs skills required for Print Media

Unit 4: Financial Planning of Print Media house: Budgeting and costing Revenue generation through various Modes: Print Media Advertising, Classifieds, Advertorial and Sponsored Columns. Advertisement Rate cards - and Page allocations of each type of News Paper Advertisements.

MODULE 2 - MANAGEMENT OF RADIO STATION

Unit 1: Introduction to Electronic Media – Brief overview of the Radio Industry. Structural Organization of a Radio Station. Audio Broadcasting Industry and its challenges Functional and structural difference -between the AM Radio VS FM Radio Station. Different types of Programme formatting for AM and FM radio stations.

Unit 2: Radio Station Management: Nature of radio business - AIR TIME Management. Radio Programming | Types of Radio Content and its dependency on seleability. Radio traffic Programming - Listenership and EGN networks (Enhanced other networks) Popularity of Radio Stations and their unique features making them different from each other

Unit 3: Audience Research/ Survey -Ascertaining the listener's programme choice and the preferred timing for broadcast. Audience research/survey methodologies: Engineering, Maintenance - updating- augmentation of studios-transmission-power supply. Human Resource Management: The Human Resource Manager - understanding different job rolls and job description and specifications

Unit 4: Financial Planning of Radio Station: Budgeting and costing for various kinds of Radio stations: 1. Community Radio - 2. Satellite Radio- 3. Internet Radio and 4. Podcasting Revenue generation for Radio Station; Radio Advertising, Sponsored and Partnered Programmes Live Feeds (Audio), Radio Advertising Time slots - and Programme allocations. Ad. durations and gap Times

MODULE 3 - TV CHANNEL MANAGEMENT

Unit 1: Introduction to Television Channel Operations - Brief overview of functioning of TV Media - Broadcast Industry; TV News Channel Vs. Entertainment Channels- Hierarchical Setup and functional differentiations in job roles and responsibilities.

Unit 2: TV News Channel - Budgeting and costing (National & Regional setup) - Various departments and technical requirements - Expenses to run a 24 hour channel. Managing operations: day to day operations in a station - organizing the broadcast - real time broadcasting - Human Resources Management: Employee Hiring and management of contractual personnel.

Unit 3: ENG (outdoor) News Setup - OB Van and technical requirements and their expenses. TV Channel running cost - and the revenue generation - advertisement cost basis the TIME SLOTS - The operations Dept. functioning - 24 hr. ON AIR CONTENT LOG SHEET

Unit 4: Functioning of a 24 Hour Entertainment / Sports Channel - Budgeting and Costing and day to day expense sheet - running cost. Content generation / Programming cost - Internal Prog. Production cost, Programmes on commencements (budget sheet)

Unit 5: TV Channel Management - Associations (content buying and selling) with NEWS WIRES and News Agencies - International News wires and News Hubs connecting the content globally. Global Non News Channels - (e.g. National Geographic and Discovery, MTV and Kids channels) and their revenue generation modes

Unit 6: Marketing Planning of 24 Hour News Channel. Role of the Marketing: Generating viewership, BARC (Gov. regulated) TRP ratings for TV Channels - News and Non News Sponsorship and Advertisements - understanding customer trends and its effects on the channel. HR Roles in TV channel management: Ethical issues - role of TV as a media in society - ethical issues in programs - ethical issues in employee relations



MODULE 4 - CINEMA MANAGEMENT

Unit 1 : Introduction to Cinema Industry; The contemporary Bollywood and other regional Cinema Industries in India. Hierarchical Roles and functions of - Director, Producer and other CREW MEMBERS.

Unit 2 : Revenue expenditure involved in the 4 phases - Pre Production, Production, Post Production and distribution of Films. Film Budgeting - Tentative Budget Vs. Final Budget - Reckle and Post pro functions involved to controlled the expenditure. (Professional Film Budget)

Unit 3 : Film Scripts - in relation to current societal trends - ensuring the Film success rate. Script Breakdown, Shooting Schedule, dealing with unions, hiring the required personnel, Handling contracts, legal agreements and securing permits with regard to the cast and crew, equipment rentals and location etc.

Unit 4 : Film Financing - Pre Financing Agreements, Minimum guarantee agreements and Foreign Pre-sales/Territorial Distribution Agreements, New Media/VOD Distribution, Television Syndication Pre-sale, Production-Financing Distribution Agreement, Production Loan, Challenges for the Business of Pre-sale

Unit 5 : FILM Distribution Process - The Film Marketing division, Deals and alliances with Film Screening Companies and exclusive right pricing, Strategies devised and adopted by Film Marketers - in connection to audience response and viewership, Film release and delivery date, mode of payment of royalty, film exhibition business, percentage basis, fixed hire basis, fixed rental basis

MODULE 5 - NEW MEDIA

Unit 1 : Introduction to New Media; Transmission and use, advent of internet and role of Internet, Cloud Space and the business companies providing Cloud space.

Unit 2 : Tools of New Media: Social Networking sites, Photo-sharing sites, Mobile Applications, Podcasts and Real Simple Syndication Feeds. Uses of Search Engine optimization AND Social Media Optimization

Unit 3 : New Media advantages- E commerce and E Banking and OTT Transmissions, New Media payment gateways, Ticketing gateways and travelogues.

Unit 4 : Blogging and Vlogging - Content production and handling the stages of Digital Interactivity, Revenue generation using the New Media Tools, U Tube Channel as a Profession and the PPC Model Security Control Measures on the New Media - Cyber Laws in India and Abroad, New Media: Pros and cons

Unit 5 : Augmented Virtual Reality (AVR), New Media Avatars and the commerce involved in the New Media.

MODULE 6 - EVENT MANAGEMENT, BRANDING & PLANNING

Unit 1 : Introduction to the Event Management Industry - Organizational Setup and hierarchy, Roles and responsibilities of Event Managers and executives, Organizing Stage Shows, Concerts, Seminars, Conferences, Trade Fairs, Exhibitions etc., Budgeting, Time Tables, Logistics Involved in Event Concerned

Unit 2 : Budgeting for Events - Professional Events Vs Personnel Events - Tentative Budget and Actual Budget, Revenue generation from Public Events - Ticketing cost, advertising cost and Vendor Cost

Unit 3 : Event Sponsorship - Types of sponsorships and events partnership, Advantages of event sponsorship over advertising.

Unit 4 : Branding and Brand positioning using Event management techniques, Branding Decisions: Branding Brand Name Brand Characteristics, Brand Strategy Decisions, Brand Image, Brand Identity, Brand Personality

Unit 5 : Introduction to Advertising; Objectives, Scope and Social Implications; Concept of Integrated Marketing communication, Budgeting for Advertising - Above the Line, Between the Line and Through the Line, Role of Advertising in Marketing Mix, Advertising Campaigns: Introduction, Planning and Managing, Marketing Strategies, Market Segmentation and Brand positioning, Measurement of customer satisfaction, Use of Technology In Add, Promotion campaigns and other Legal Compliances



CERTIFICATE IN CORPORATE COMMUNICATION

SEMESTER - 1

Unit 1: Self Awareness & self-management :

Self-Analysis and Self Concept, Components of Self Esteem, Formation of Self Esteem, Techniques of Self Awareness – SWOT & Johari Window, analyzing hidden potentials. Developing an openness to change, Components of Personality, Personality and Professional Excellence, Life Skills & Soft Skills-Determinants, Human Ethics and Professional values: Civic Virtue, Respect for others, Cooperation & Empathy.

Unit 2: Verbal & Non-Verbal Communication Skills :

Communication concept- purpose, process and classification, Interpersonal & Intrapersonal communication, Conversational skills, Listening Skills, Ethics and building blocks of Conversation, Verbal and Non-Verbal Components of Communication, Small Talk- Do's and Don'ts, Correcting Communication Styles

Unit 3: Attitude Management & Behavioural modification:

Recognizing the power and importance of Attitude, Factors Influencing Attitude, Self-Evaluation on Attitude Triggers: Developing Rapport, Dealing with different kinds of Personalities

Unit 4: Presentation Skills:

Public Speaking- developing Stage Presence, Voice Modulation, Content Management Extempore Speaking, Conduction & Delivery Skills, Perfecting the Body Language during Presentation, Strategies of becoming an effective speaker, Step Process: From Prep to Feedback & Evaluation

Unit 5: Team Building & Leadership Skills:

Differentiation between Leaders and Managers, Virtues and Qualities of an Effective Leader, Emotional Intelligence for People's Management, Leadership Styles: Self-Assessment, Team Building & Group Dynamics, Team Building Strategies and Techniques: Qualities of a Team Player, Productivity and Empowerment

Vision of CSD

To build knowledge, character, confidence, skills, and the right attitude amongst the students for them to become better professionals for the future and create a unique system that works on the principle of holistic development

Mission of CSD

To unearth the skills and potential of the students by aiding them with the right confidence, soft skills, and positive attitude & help them develop professional communication skills by working on their overall personality development through methods of coaching, mentoring & training.

Unit 1: Power Dressing & Grooming:

The importance of Clothing-Behaviorally and Cognitively, Differentiation between Business Formals & Business Casuals, Essentials of the Corporate Attire: Relevance and Importance, Formal Accessorizing, Color Combinations and Do's and Don'ts, Grooming & Personal Hygiene: Skin, Hair care, Body Odor etc. Developing Executive Presence

Unit 2: Wellness Management:

Understanding the concepts of Anger, Stress & Anxiety: Sources, Triggers and Reactivity (ABC Model); Self-Management: Self Help techniques, Lifestyle Management and changing "Perceptions", Role of Emotional Stability & Regulation, Stress Management: Theory and Application, Dealing with stressful situations, understanding the importance of personal and professional relationships, How to maintain individuality to avoid personality conflict

Unit 3: Professional Etiquette:

Business Card Protocol, Greetings and Introductions, differentiating between being Passive, Aggressive and Assertive, dealing with different kinds of Personalities: Dominant, Authoritative etc., Developing Social Ethics: Gender sensitization, Etiquette for Gentleman/Lady to be, knowing where to draw the line, Telephone/Cell Phone Etiquette, Business Dining, Interaction with Foreign Visitors, Business Manners in Different Countries, Inter- Organizational Etiquette

Unit 4: Written Business Communication:

Purpose of Written Communication: Business Correspondence: Principles of Effective Writing; Letter Writing; Memoranda; Business Claims & Responses; Business Proposals; Meetings, Agenda, Circular, Notices & Minutes, Report Writing, Collection Letters, Sales Letters, e-mail writing

Unit 5: Interpersonal & Intrapersonal skills for professional world:

Collaboration, Communication & Respect, Relationship Management, Respect and Feedback, Appreciation and Collaboration, Perseverance and Adaptability, Realistic Vs Unrealistic Goals, The art of prioritizing, SMART goals, Importance of Time Management, Challenges, Techniques & Tips.

Unit 1: Presentation Skills (Level-II; Practice Sessions):

Public Speaking- developing Stage Presence, Voice Modulation, Content Management Extempore Speaking, Conduction & Delivery Skills; Perfecting the Body Language during Presentation, Strategies of becoming an effective speaker, Step Process: From Prep to Feedback & Evaluation

Unit 2: Winning Job Interviews:

Perfecting the Visual Resume, Groundwork before Interviews, Abiding the Dress Code: Do's and Don'ts, Types and Levels of Interviews: Skills Assessment, Answering Behavioral Questions, Articulation, Speech and Confidence

Unit 3: Decision Making Skills:

Perfecting the Visual Resume, Groundwork before Interviews, Abiding the Dress Code: Do's and Don'ts, Types and Levels of Interviews: Skills Assessment, Answering Behavioral Questions, Articulation, Speech and Confidence

Unit 4: Decision Making Skills:

Concept and its Importance; Decision Trap and Thinking Errors; Inferences and Conclusions, Decision Making and Leadership Typology; Self Analysis

Unit 5: Goal setting & Time management:

Realistic Vs Unrealistic Goals; The art of prioritizing, SMART goals, Importance of Time Management, Challenges, Techniques & Tips

Unit 1: Conflict Management:

Concepts of "Logic" and "Logical Thinking", Obstacles to Logical & Critical Thinking, Critical Thinking for Problem Solving: Strategies, Mechanisms and Theories, Agreement Vs Disagreement, Propaganda and Persuasion, Concept of Reasoning, Conflict Management Styles, Personal and Professional Implications

Unit 2: Mock Interviews & Group Discussions:

Understanding Group Dynamics, Norms, Rules and Roles: Ability to Influence, Paraphrasing, Summarizing and Active Listening, Introductions and Conclusions: First Impressions and Last Impressions, Appearing for Mock Interviews and Stress Interviews, Situational Judgment Tests and their Application

Unit 3: Lifestyle Management:

Art of Prioritizing, Self-Management skills that every Manager should have, Importance of physical well-being, Enhancing productivity through corrective behavioral and attitudinal measures, Developing Positive Lifestyle and Mannerism, Importance of relationships and its building blocks

Unit 4: Etiquette Training:

Introduction to Dining Etiquette: Entertaining Clients, Handling different Cutlery, Restaurant Etiquette, Corporate Etiquette and Behavioral Training, Interview Etiquette, International Etiquette: for a globalized approach

Unit 5: Emotional Intelligence:

Concept, theory and relevance, how to Evaluate Emotional Intelligence & Leadership, Developing Emotional Intelligence



CERTIFICATION IN ENTREPRENEURSHIP FROM EDIC

with Certificate in Simulation
from AIMA Bizlab

OBJECTIVES & LEARNING OUTCOMES

This program aims at inculcating and improving the entrepreneurship mindset of young people to enable them to be more creative and self-confident in taking rational risk in starting an enterprise. The knowledge and skills developed through this certification will encourage students to plan innovative business start-ups and facilitate them through research and consultancy. It will also encourage Social Entrepreneurship for enhancing the role of students in society and the economy. Students shall develop competence as a composition of entrepreneurial attitude, entrepreneurial skills and knowledge of entrepreneurship.

COMPONENTS

CHANCE TO WIN:

Seed funding of
Rs.5 lacs

to the best innovative business idea presented by ABS student (individual or team) in National Business Plan Competition "Young Asian Entrepreneur of the Year" organized by EDIC every year.

A comprehensive course encompassing classroom lectures, assessments and activities related to basics of entrepreneurship, entrepreneurial theories, process and challenges.

A practical hands-on workshop for idea generation, scanning environment, preparing business plan, documentation for availing loans and assistance under various government schemes, preparing marketing, recruitment and financial plans, developing proof of concept and presenting a pitch for angel investors or venture capitalists to attract funding for the start up.

A series of guest lectures with 3 first generation entrepreneurs who have made it big starting from the scratch for creating awareness among the students how young generation has achieved their entrepreneurship dreams as they interact with the students regarding their experiences and guide students on starting their own ventures.

EDIC will facilitate the complete start up process for all students of ABS who are interested in starting their own venture.

CERTIFICATION IN SIMULATION FROM AIMA BIZLAB



AIMA BizLab is a virtual business laboratory designed for management graduates to offer them hands-on-experience on management concepts as they shall undergo a course on simulation that shall help them build entrepreneurial abilities and also make them industry-ready. Students shall receive this Certification along with Certification in Entrepreneurship from EDIC.

PGDM BATCH

2023-2025

Orientation July 3 - 8, 2023

Semester Schedule

1st Semester July 10, 2023 - December 09, 2023

2nd Semester December 11, 2023 - April 30, 2024

3rd Semester July 08, 2024 - December 07, 2024

4th Semester December 09, 2024 - April 30, 2025

Summer Training Schedule

Summer Internship (6-8 weeks)

May 01, 2024 - July 29, 2024

Submission of Summer Internship Project

July 29, 2024 - Aug 30, 2024

Examination Schedule

1st Semester

Sessional Exams: September 18 - September 28, 2023

Term Exams: November 28 - December 09, 2023

2nd Semester

Sessional Exams: February 13 - February 24, 2024

Term Exams: April 19 - April 30, 2024

3rd Semester

Sessional Exams: September 10 - September 20, 2024

Term Exams: November 27 - December 07, 2024

4th Semester

Sessional Exams: February 11 - February 21, 2025

Term Exams: April 19 - April 30, 2025

Result Declaration

**The dates in academic calendar are tentative.*

ACADEMIC CALENDAR

Batch 2023 - 2025

INTELLECTUAL CAPITAL

*It is the
supreme art
of the teacher
to awaken joy
in creative
expression
and
knowledge.*

- Albert Einstein



CORE FACULTY

One of the major assets of an institution is the intellectual capital, since it promotes competitive advantages, that become the base of value generation. The faculty, an important constituent group at ABS, comes from a diverse



background having experience in industry and academia. It is one of the most valuable resources, which, with its expertise, has a major role to continuously generate and grow knowledge and thus, contribute to the competitive advantage of the institution. It is charged with the discovery and dissemination of knowledge and therefore an inimitable presence, lying at the heart of organizational capabilities.



**DR. LALITYA VIR
SRIVASTAVA**

Dr. Lalitya Vir Srivastava, Director- AEG is a healthy blend of academics & industry with rich mix of experience of more than 21 years in national & multinational organizations at various managerial levels. He has completed his MBA (Marketing), PGDBA (Foreign Trade & HR), PGDIRPM and Doctorate in management from renowned institutions. He has contributed in the field of research on emerging issues of management and industry, which have been adjudged the best in national and international conferences. He has conducted many corporate training programs, workshops for faculty development, skill enhancement programs for the sales professionals in industry and product training for members of FOGSI (Federation of Obstetric and Gynecological Societies of India). During his corporate tenure, he developed the strategy for major brands he worked for. His knowledge & professional skills are reflected in his innovative teaching methodology that connects the classroom learning with the real corporate applications.



**DR. SHWETA
BATRA**

Dr. Shweta Batra is a Doctorate in Management and is currently working as Associate Professor and Dean Examinations in Asian Business School. She is a HR professional with rich experience in corporate and education industry. She also has a good industry exposure in international business. Dr. Batra has participated in many seminars and conferences which connects her well with area of her specialization. Advance looking combined with academic visualization to foster intellectual development of young scholars in India characterizes her. She works towards providing thorough academic awareness on various subjects in order to impart better quality of education. Dr. Batra has twice received the Best Research paper award in International Conferences. In the year 2021 she was awarded by the Uttar Pradesh Government for her outstanding contribution in the implementation of New Education Policy 2020. Dr. Batra is also the recipient of Dr. Sarojini Naidu International Award 2022 for her sincere contribution in the education industry towards the growth of country.



**DR. SUNITA
VERMA**

Dr. Sunita Verma is currently working as Associate Professor and Dean - Student Welfare in Asian Business School. She has done her doctoral research in the area of Employee Engagement from the School of Business and Management, Jaipur National University, Jaipur. Her research was on Analysing Antecedents and Consequences of Employee Engagement in Organized Retail Segment. She is a Post Graduate in HR and Marketing and UGC- NET qualified in Labour Welfare and Industrial Relations. She is also a degree holder in Commercial Secretarial Practice from Commercial Secretarial Institute, Delhi. Dr. Verma has an experience of more than 12 years in corporate and academics. Before joining ABS she was associated with BSchools and management institutes imparting valuable knowledge towards overall growth of the students as well as the organization. On the corporate front, she was associated with MPS, Vodafone, Tata Indicom and Cottage Emporium (a government undertaking). Her area of research includes various papers written in the domain of Human Resource.

Dr. Maroof Ahmad Mir is currently working as Associate Professor in the area of Finance and Accounts. He has done his Ph.D. in the area of Finance from Aligarh Muslim University and has qualified UGC-NET in Management. He has completed his Master of Business Administration in Finance and Accounts from AMU, Aligarh. He has an overall experience of around 13 years and his areas of interest include Portfolio Management and Financial Management. Dr. Maroof is the recipient of 'Best Researcher Award' at ABV – Indian Institute of Information Technology and Management, Gwalior in June 2013. He has taken courses on Econometric Modeling in Finance at IIT Kharagpur, IIM Calcutta, IIT Gwalior, IMT Ghaziabad and National Institute of Securities Markets (NISM), SEBI. He has also attended various conferences and workshops at institutes of repute. His research work has been accepted for presentation at various reputed organizations like IIM Ahmedabad, IIT Kanpur, IBS Hyderabad, etc.



**DR. MAROOF
AHMAD MIR**

Dr. Veenu Arora is a management expert having over 15 years of experience in the areas of consultation, personality development and teaching. She is currently working as Associate Professor of Management. Apart from carrying degrees in Masters of Commerce & M.Phil in management, she has also actively indulged in few certifications in behavioral programs like Facets personality assessment, "Basic lab on human processes" organized by Indian Society for Applied Behavioral Sciences; behavioral testing from IP University; Certificate in guidance (CIG) an IGNOU- NCERT collaborative project. She has assisted various teams for individual growth to align the gap between educational institutes and industry expectations. She did her Ph.D. in management on topic "A strategy for identification of training needs and enhancing the effectiveness of middle-level bank employees: A comparative study of public and private banks"



**DR. VEENU
ARORA**

Dr. Swati Bhatia is working as Associate Professor and Convener - RDC at Asian Business School. She is a HR professional with rich experience of more than 16 years in corporate and education industry. She is a double Post Graduate and Doctorate in Management. Prior to joining ABS, she has worked with various BSchools/ Universities and companies of repute. She is unwavering, meticulous and highly competent professional and has consistent record of achieving best results with a proven ability in implementing her work in organized manner. She possesses effective communication skills and is a team player with strong organizational, logical and problem solving abilities. Armed with multitude of competencies and work experiences, she is confident to carry forward organization's vision & objectives with sufficient ease and dedication. To her credit, she has published papers in UGC approved Journals and attended various workshops and Faculty Development Programs organized by management institutions and other organizations. She has been recently conferred with "The Best Researcher Award in September 2019" for her outstanding performance in the field of research and Development by ESN Research Group.



**DR. SWATI
BHATIA**



**DR. KAVITA
KHURANA**

Dr. Kavita Khurana is currently working as Associate Professor of marketing in Asian Business School. She is a doctorate in Management and is a Marketing Professional with over 18 years of experience in corporate and education industry. She has an expertise in integrating domain in Corporate Training, Relationship Management and Corporate Sales across Financial Services and Software Services Sector. Dr. Khurana has done her Masters in Business Management from Fore School of Management and B.Sc. (Honours) in Mathematics from Delhi University. Her areas of interest include Retailing, Services Marketing and Market Research. She has authored several research papers in national and international journals and participated in seminars and conferences.



**SHRUTI
PANDEY**

Ms. Shruti Pandey is a Media Professional having a work experience of 19 years in the field of News Media Industry and Media Academics. Ms. Shruti has a rich work experience as a Broadcast News Correspondent with National News channels "Door Darshan", "Aaj Tak" and "India TV". She has also worked as a Programme Producer for NDTV Good Times – contributing to shows for the channel. She headed the Broadcast Programme wing of Delhi Press producing weekly shows. Since the last 11 years, she has been dedicatedly involved in training and teaching students for Media. She has an excellent command on the Media Industry knacks and believes that the surge of truth keeps the journalist light rekindled. She has achieved expertise in International Education as well and is a certified Media Trainer by the Edexcel University UK. Ms. Shruti has been a part of the organizing committee at "Cineaste INTERNATIONAL FILM FESTIVAL 2019" – that showcased and awarded films and directors of over 28 countries.



**POORNIMA
SINGH**

Ms. Poornima Singh is currently working with the Asian Business School as Assistant Professor. She has professional experience of both academics and industry for 10 years in various organizations across India. She is UGC-NET qualified and has completed her M.Sc from the University of Pune. She is currently pursuing Ph.D. in Environmental Science and Management from a renowned Government institution. She has published research papers in various journals and has also attended various national and international courses, workshops, conferences.

Ms. Bushra is currently associated with Asian Business School as an Assistant Professor in Finance. She has 12 years of experience in teaching in various institutions. She has qualified UGC-NET and is currently pursuing PhD in Behavioural Finance from Amity University, Noida. She has done her Masters of Business Administration from Maharshi Dayanand University and M Com from Delhi University with Finance as specialization. She has done B.Com (Hons) from University of Delhi and B.Ed from Guru Gobind Singh Indraprastha University. She has to her credit research papers presented in conferences and published in reputed journals. Her areas of interest include Behavioural Finance and others related areas of Finance. She is convener of Finance Club-Bulls & Bears and also a member of Research and Development Cell.



BUSHRA

Ms. Shipra Shrivastava is working as an Assistant Professor and Program Convener at Asian Business School. She has done her MBA with specialization in Human Resource Management and Marketing. She possesses a rich experience of 15 years out of which she has worked in corporate for 3 Years. She has earned various accolades during her various job roles. Apart from teaching subjects, she has also acted as a student counselor. She has also authored a book in the domain of Human Resource Management. She has been the recipient of Dr. Sarojini Naidu International award for her sincere contribution in the growth of the country. Her areas of interest are Human Resource Management, Organisation Behaviour, Change Management and Competency Mapping. Apart from publishing research papers in Journals, she has also attended various workshops and presented papers in several National and International conferences in Institutes of repute including IIMs.



**SHIPRA
SHRIVASTAVA**

Ms. Preeta Rajiv Sivaraman is currently associated with Asian Business School as Assistant Professor and Head – Examinations. She has about 17 years of experience in corporate and teaching. She has taught in Engineering and Management institutions in Delhi and Mumbai. She is a graduate in Science, Master of Computer Applications from Barkatullah University, Bhopal and is M.Tech (Computer Science) from Dr. A.P.J Abdul Kalam Technical University, Lucknow. She has attended various workshops, seminars, FDP's and published research papers in National/International Journals/Conferences.



**PREETA R
SIVARAMAN**



**GARIMA
MALHOTRA**

Currently working as Assistant Professor and Head - Crafting Prodigy Program at Asian Business School. Ms. Garima Malhotra is a soft skills trainer who has delivered need based value added soft skills training for students, academicians, corporate and government officials. She is an organization psychology enthusiast who has confidently proposed her services by effectively addressing the needs of the institution. She is a Certified Consultant in Training & Development (CDC, Govt. of India) and her Research Areas include "Organization Change and Development towards Employee Satisfaction". She has been a trainer and facilitator with over 3 years of experience and has established her expertise in communication skills, soft skills and behavioral skills. She incorporates various life skills during trainings, by ensuring the active participation and involvement of the participants and makes it result-oriented for the benefit of teams and organizations. As a Training and Development specialist, her work in the industry includes trainings for groups as well as individual counseling sessions. She works across industries, running short term and long term training workshops and programs.



**SHIVALI
VERMA**

Ms. Shivali Verma is currently associated with Asian Business School as Assistant Professor of Economics. She is a Post Graduate and NET qualified in Economics. She has a rich experience of working as Data Analyst, while mentoring students for Research Methods. She has successfully handled a gamut of diversified functional areas in teaching and mentoring students in diverse PG Research projects. Her research and teaching interests include areas of Business Economics, consumer behaviour, Managerial Economics, International trade and Development Economics. Her knowledge and style of delivering her lectures is what distinguishes her from others. Her interest in the subject area helps her connect with the students well.



**MADHUR
OZA**

Mr. Madhur Oza is an Assistant Professor in the Faculty of Management at ABS. He has a Post-graduate Diploma in Management from IMT Ghaziabad, and has obtained the NET certification for the discipline. Going forward, he wishes to make contributions to the field of economics by engaging in research on sustainable and equitable development. Prior to joining ABS, he was involved in training students for higher education entrance tests such as CAT, GRE, GMAT, and conducting communication skills workshops for corporate clients. Previously, he has worked in the field of financial operations, co-founded a content writing startup and been a restaurateur.

Dr. Neelam Sheoliha is associated with ABS as Associate Professor- faculty for Marketing. She is a Commerce Graduate with PGDM in Marketing from LBS Institute. She did her Masters in Marketing & possesses 15+yrs of Experience in teaching blended with 5+years corporate experience with Business Houses like Procter and Gamble India(Ltd) as a Channel Manager (East and south Delhi), Thomson Press now THOMSON DIGITAL (I) Ltd Export Division, Noida. She has been associated with Major Management Institutes in Delhi NCR where she has mentored many students to success. In her Academic career, Dr. Neelam has had an opportunity to be a part of various World Management Conferences organized by IIM (A) & IIM Rohtak and other Premier Institutes like IIT Delhi, DTU and SYMBOISIS to name the few and has Published many papers both in National and International Journals with worldwide indexing viz SCOPUS, ABDC, IEEE Cabell's Directory, Google scholar, Cons Paper, World Cat Scientific citation indexing EBSCO etc. She has attended various seminars and FDP's on Entrepreneurship, Statistics, Research and Moodle's for her self-development and for her quality Teaching pedagogy.



**DR. NEELAM
SHEOLIHA**

Ms. Rekha is working as an Assistant Professor in Asian Business School. She is an MCA, MTech (CSE), from Kurukshetra University. Her area of interest includes Database Technologies like ORACLE, SQL-SERVER. With around 10 years of experience in teaching Information-Technology to undergraduate and postgraduate students, she offered a broad range of competencies in education administration, reviewing books and facilitating mock interviews to help students get placements. She has presented many research papers in National and International Conferences. Her ability to influence students with in-depth knowledge of IT subjects, and outcome-driven approach enable her to teach IT and related subjects.



REKHA

Dr. Rachita Kapoor Bhasin is working as an Assistant Professor at Asian Business School. She is a PhD in marketing, along with possessing a Master of Commerce degree from Jamia Millia Islamia and is a commerce graduate from University of Delhi. Dr. Bhasin's research interests are focused towards green initiatives with regards to consumer behavior and preferences and environmental awareness. She has published multiple research papers and articles in prestigious international and national management journals and has also presented her research on various seminars and conferences both at national and international level.



**DR. RACHITA
KAPOOR**



**PRIYANSHI
SHARMA**

Ms. Priyanshi Sharma is currently working in Asian Business School as an Assistant Professor in Finance. She has qualified UGC – NET in Commerce for three times consecutively and recently pursuing Ph.D. in Commerce from Amity University. She has completed her bachelors in Commerce (B.com) and masters in Commerce (M.com) from University of Lucknow. She has also done Company Secretary Course From Institute of Company Secretaries of India (ICSI). She has her career research papers presented in conferences and published in reputed journals. Her areas of interest are Taxation, Law and other areas of Finance. Her approach towards teaching and learning skills is what creates value to the students.



**NUPUR
SHARMA**

Ms. Nupur Sharma is currently working as Asst. professor in Asian business school in Centre of skill development. She holds MBA Degree. She has been actively working with children and adults of varied age groups across the world. She has 7 years of experience in field of training soft skills. She trains all according to their level and customize according to situation. She has extensive experience with making presentations, giving assessments, and identifying soft skills training needs. Her experience and association with people from various domains helps her to effectively manage people and their behavior. She is creative and possesses excellent inter-personal management skills. She has conducted training programs on various soft skills topics.



**DR. SYED
AIJAZ AHMAD**

Dr. Syed Aijaz Ahmad is currently associated with the Asian Business School as Assistant Professor in Marketing. He has done his PhD in Management through Aligarh Muslim University. He is a Management Professional with two years of corporate experience and an academician with five years of teaching experience to his credit. He has an extensive exposure to research Methodology at national and international level. He is very proficient in the use of statistical tools like ANOVA, MANOVA, and Structured Equation Modeling (SEQM). He is also an expert of SPSS and AMOS Software and has been invited as resource person for many research methodology workshops. He has published many research papers in the national and international Journals. He has attended conferences and presented research papers in India and Abroad. He is the member of editorial board of many referred journals. His area of Interest is Consumer behaviour, marketing research advertising and Customer relationship management.

Mr. Vinod Dhar is presently working with Asian Business School as Assistant Professor in the field of Marketing. He is PGDM with specialization in Marketing from IIM Ahmedabad and has a rich experience of about 21 years in Corporate as well as Academics. He started his career in the field of Sales and Marketing and worked for brands like Onida and Sanyo at various positions all over the country. He was also involved in training of salesforce during his stint in Corporate. After exploring himself in Corporate, he moved to Academics to follow his passion for teaching and training. Marketing Management and Production & Operations Management are his key areas of interest.



**VINOD
DHAR**

Mr. Sumit Rastogi is currently working with Asian Business School as an Assistant Professor in Operations. He has completed his M.Sc. and M.Phil in Statistics. He has around 20 years of teaching experience. He is also CSIR-NET qualified in Mathematical Sciences. He has handled various academic positions like – Program Chair, Associate Dean, Head Examinations in previous colleges. He has various research papers published in journals of repute. He has also conducted an MDP on Data Analysis through Excel at PHD Chamber, New Delhi. He has conducted various workshops on excel and SPSS for faculty and students. His subject areas include Business Statistics, Operations Research, Research Methodology.



**SUMIT
RASTOGI**

Ashish Bharwadaj is associated with Asian Business School (ABS) as Assistant Professor. He is a double graduate and double Post graduate in Tourism Management and Law. He did his Bachelor in Tourism Management (B.T.M) from Jiwaji University Gwalior and his PGDM (Tourism and Leisure) from Indian Institute of Travel and Tourism Management New Delhi. He has worked as Tourism Executive with SOTC, Southern Travels, IBEX Expedition etc. His desire to understand the legal aspect of the business has made him pursue LL.B. from Indian Law Society Pune Maharashtra and LL.M from Department of Law, Pune university. He has participated in various Conferences and Seminars. Being inclined towards understanding the structure of labour in management he has pursued Diploma in Labour Law (DLL). As an academicians he delivers his lectures by incorporating the practical and industry experience in the classroom for the maximum benefit of the students.



**ASHISH
BHARDWAJ**

RESEARCH & DEVELOPMENT CELL

RDC



VISION

To become a center of excellence in management education by focused research pursuits through interface with industry and academia.

OBJECTIVES

To ensure smooth and effective functioning of R&D activities.

To provide a focal point in the institution to coordinate R&D activities between faculty members, industry and students.

The Cell promotes multi-disciplinary academic as well as industry-oriented research.

Academics rely on research to bridge the gap between the corporate and academics. The Research and Development Cell (RDC) aims to foster a research culture at Asian Business School by focusing on research projects that address current economic, social, corporate, and academic issues.

ABS faculty and students conduct research in new management domains, including multidisciplinary fields. Many research publications, National Seminars, and International Conferences can be attributed to RDC's tireless efforts and the tremendous support of faculty members. Faculty members have published in peer-reviewed journals on a national and international scale, as well as presented research papers at a number of prestigious international and national conferences.

RDC has organised a number of management development programmes and faculty development programmes that have received high praise from industry and academia.

The cell conducts research and organises seminars, conferences, and development programmes in critical areas for emerging economies such as Strategy, Finance and Economics, Information Systems, Marketing, and Operations Management, as well as other current challenges.





ENTREPRENEURSHIP DEVELOPMENT & INCUBATION CENTRE

EDIC

COMPONENTS

Students will learn the fundamentals of entrepreneurship in a comprehensive course that includes classroom lectures as well as exams and exercises. With the help of a hands-on practical workshop for idea-generation, scanning the environment as well as preparation of documentation for availing loans and assistance under various government schemes as well as developing proof of concept for angel-investors or venture capitalists to attract funding to the startup.

A series of guest lectures with 3 first generation entrepreneurs who have made it big starting from the scratch for creating awareness among the students; how young generation has achieved their entrepreneurship dreams will be organised. Workshops related to the need and requirement in Entrepreneurial ventures will be given to students; also a space is provided to them to incubate and develop their business idea.

All ABS students who are interested in launching their own business will be assisted by EDIC in every step of the way.

CERTIFICATION IN ENTREPRENEURSHIP FROM EDIC

Objective of this programme is to help young people develop a more entrepreneurial mindset and build their self-confidence so that they may take calculated risks while beginning their own business. Students who earn this certification will have the knowledge and abilities necessary to build their own creative businesses and to assist others in doing so through research and consulting. Students' social and economic contributions will be bolstered as a result of the program's emphasis on Social Entrepreneurship. Students will gain competence through the development of an entrepreneurial mindset, entrepreneurial abilities, and entrepreneurial knowledge.

EXPERIENTIAL LEARNING

Experiential learning is made a priority in the education of all EDIC students. To which end The Young Asian Entrepreneurial Challenge is an annual event conducted by EDIC for students who have been admitted in ABS but have not yet begun their academic careers. Student learning should begin even before they arrive on campus for the academic session. The prize for the winner of the Challenge is an Apple Macbook, which serves as an added incentive for the student's efforts. It's also possible to earn Rs. 5 Lacs as seed funding for your project from ABS if you win EDIC's annual Young Asian Entrepreneur of the Year competition, which takes place every year at the EDIC Annual Event.

CERTIFICATION IN SIMULATION FROM AIMA BIZLAB

Management graduates will benefit from AIMA BizLab's virtual business laboratory as they learn about management ideas through a simulation course that aims to help students develop entrepreneurial skills as well as prepare them for the workforce. In addition to the EDIC Entrepreneurship Certification, students will get this certification from AIMA.

CORPORATE RESOURCE CELL

CRC



VISION

Building a string of industry academia interface for training & placement of students to meet corporate challenges.

MISSION

Create an atmosphere of self-directed leadership, self-motivation, teamwork and self-generated creativity by innovative training methodology and building value for our students & community making them best industry professionals.

MESSAGE FROM DEAN - CRC

Mr. Ravi Sharma

Corporate Resource Cell at Asian Business School mentors every student to identify their right potential and encourages them to achieve their dream of getting placed in a reputed company. To achieve this goal, we inculcate the right interpersonal and professional skill in each student to meet the challenging industry standards. This is done through regular training programs and workshops on general awareness, business etiquettes, technical skills, communication, career guidance programs, soft skills programme, personality development and aptitude skills. Guest lectures, Industrial visits, Seminars, Workshops, SSA and Projects are regular feature at Asian Business School wherein students get the best industry exposure.

Thus, the main responsibility of CRC is managing academia-industry interface. The department hones the skills of the students by organizing events like pre-placement talks, group discussions and PI sessions along with the academic team and make them ready to perform their best in placement drives.

We are proud to share that Asian Business School young talent is highly accepted in the industry are appreciated. Our students are working with leading companies and have achieved great milestones.



ABOUT

Corporate Resources Centre (CRC) works towards providing best industry interface to students. CRC aims to create a platform where Students and Industry can come together and explore the opportunities for employment. The prime objective of the CRC is to maintain strong Industry Institute linkages and strive for the overall development & grooming of the students according to the Industry requirements by conducting Workshops, Symposia, Seminars and Conferences both at National and International level. CRC has maintained a sound rapport with large number of big companies, industrial conglomerates and reputed business houses. CRC has been making aggressive efforts to provide the best career prospects to the students. We encourage students to work on live projects which help them to relate classroom teachings with the industrial practices.

The Corporate Resource Cell at ABS has been sourcing job openings by matching students' knowledge, skills, personality traits and attitudes to the varied requirements of the job. CRC grooms students holistically right from soft skills, presentation skills and interview skills to successful attainment of lucrative job offers.

KEY RESPONSIBILITIES OF CRC

- ❶ Conduct lecture sessions by eminent professionals from industries and educational organizations of national and international repute.
- ❷ Organizing industrial visits, research projects and summer training.
- ❸ Interact with the corporate houses for the placement of graduating students.
- ❹ Maintain constant liaison with the concerned HR personnel of the companies visiting the campus and with other companies in the region for 'off- campus' placements.
- ❺ Counseling of students for career development.
- ❻ Conducting Skill Development Programs.
- ❼ Developing partnerships with international universities, management & corporate hubs for various research projects and training programs.
- ❽ Arrange various programs to enhance the technical and professional skills of students.

STAR PLACEMENTS

PGDM 2017-19



ABHINAV PRAKASH
Specialization
- Marketing -



ABHISHEK SHARMA
Specialization
- Marketing -



ABIR NAYAK
Specialization
- Marketing -



AMAN SAROHA
Specialization
- Marketing -



AMBRISH RAWAT
Specialization
- Marketing -



We understand your world



ASHISH RANJAN
Specialization
- Marketing -



ASHUTOSH K. SINGH
Specialization
- Marketing -



AYUSHI GARG
Specialization
- Marketing -



DEEPAK CHAUDHARY
Specialization
- Marketing -



DINI DHAWAN
Specialization
- Marketing -



DIVYA PULAST
Specialization
- Marketing -



TREEBO
Hotels



GEETIKA ARORA
Specialization
- Marketing -



Schindler

PGDM 2017-19



KARAN SINGH RAUTELA
Specialization
- Marketing -



KOUSIK SINGH
Specialization
- Marketing -



KUNDAN K. GANGULY
Specialization
- Marketing -



PANKAJ KUMAR YADAV
Specialization
- Marketing -



PRIYANKA DANG
Specialization
- Marketing -



RUDRA RAKSHIT SINGH
Specialization
- Marketing -



SANDEEP KUMAR SINGH
Specialization
- Marketing -



SAYED RAZA ALI
Specialization
- Marketing -



SPARSH KESHRI
Specialization
- Marketing -



ABHISHEK K. PANDEY
Specialization
- Finance -



DEEPAKANT SHUKLA
Specialization
- Finance -



DIVYA GOLCHHA
Specialization
- Finance -



PGDM 2017-19



JUHI CHAUHAN
Specialization
- Finance -



NEHA PERVEEN
Specialization
- Finance -



RUCHI JAIN
Specialization
- Finance -



SAKSHI GUPTA
Specialization
- FINANCE -



SHIKHIL SHARMA
Specialization
- Finance -



YASH PRADHAN
Specialization
- Finance -



APOORVA PANDEY
Specialization
- HRM -



ARJUN S. TOMAR
Specialization
- HRM -



GITIKA MARWAHA
Specialization
- HRM -



KRIPA SARA SAJI
Specialization
- HRM -



NIKITA MEENA
Specialization
- HRM -



POMPI DUTTA
Specialization
- HRM -



PGDM 2018-20



ABHIJEET KUMAR RAI
Specialization
- Marketing -



ABHISHEK KUMAR SINGH
Specialization
- Marketing -



ADARSH GULATI
Specialization
- Marketing -



AGRIM SINGH
Specialization
- Marketing -



AKSHAY TANWAR
Specialization
- Marketing -



NIKHIL DHIMAN
Specialization
- Marketing -



GAURAV KUMAR
Specialization
- Marketing -



MANJEET SINGH
Specialization
- Marketing -



N SRI HARI RAO
Specialization
- Marketing -



NISHANT SINGH
Specialization
- Marketing -



PRERAK GABA
Specialization
- Marketing -



RAJU KUMAR YADAV
Specialization
- Marketing -



PGDM 2018-20



SHEIKH MAHIN MEHRAJ
Specialization
- Marketing -



TWINKLE BHARGAVA
Specialization
- Marketing -



AAKASH KAPOOR
Specialization
- Finance -



AASHIMA MALHOTRA
Specialization
- FINANCE -



AKSHAT MEHTA
Specialization
- Finance -



AKSHAY ARORA
Specialization
- Finance -



GEETIKA BANSAL
Specialization
- Finance -



MOHD UZAIR
Specialization
- Finance -



MOHIT
Specialization
- Finance -



SHRUTI SINGLA
Specialization
- Finance -



NAVNEET KAUR
Specialization
- HR -



SHRESTHA SRIVASTAVA
Specialization
- HR -



PGDM 2019-21



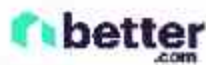
ADITI JUNEJA
Specialization
- Finance -



AMAN JAIN
Specialization
- Finance -



ANSHIKA SINGH
Specialization
- Finance -



CHETNA SAGAR
Specialization
- FINANCE -



GAURI SRIVASTAVA
Specialization
- Finance -



KARAN VIRMANI
Specialization
- Finance -



MADHVENDRA N. BHARDWAJ
Specialization
- Finance -



NAYAB CHAUDHARY
Specialization
- Finance -



SRISHTI KHANNA
Specialization
- Finance -



UMESH CHAUDHARY
Specialization
- Finance -



AMIT K. TIWARI
Specialization
- Marketing -



ANSHU RANI
Specialization
- Marketing -



PGDM 2019-21



ANUPRIYA JHA
Specialization
- Marketing -



HEMANT K. SAHU
Specialization
- Marketing -



NEHA RAI
Specialization
- Marketing -



NIDHI GUPTA
Specialization
- Marketing -



PARMEET SINGH
Specialization
- Marketing -



RISHAV ANAND
Specialization
- Marketing -



RISHAV K. ARYA
Specialization
- Marketing -



SHRUTI GARG
Specialization
- Marketing -



SHUBHAM BHARDWAJ
Specialization
- Marketing -



SHUBHAM D. SHARMA
Specialization
- Marketing -



SONU KAUSHIK
Specialization
- Marketing -



SOURABH GOEL
Specialization
- Marketing -



PGDM 2019-21



SOURAV KUMAR
Specialization
- Marketing -



SRISHTI DHANKAR
Specialization
- Marketing -



YASH RAJPUT
Specialization
- Marketing -



ANANYA GHOSH
Specialization
- HRM -



NAVYA VATS
Specialization
- HRM -



SHIVANGI SHARMA
Specialization
- HRM -



PGDM 2020-22



ANANT SINGH
Specialization
- Marketing -



HARSHIT MAHESHWARI
Specialization
- Marketing -



KARAN PAREEK
Specialization
- Marketing -



KARTIK RATTAN
Specialization
- HRM -



PGDM 2020-22



PURUSHARTH SINGH
Specialization
- Marketing -



RADHIKA SHARMA
Specialization
- Marketing -



ROHIT SINGH
Specialization
- Marketing -



ALOK GUPTA
Specialization
- Marketing -



BHAVYA PUROHIT
Specialization
- Marketing -



PREETI
Specialization
- Marketing -



VIKRANT MISHRA
Specialization
- Marketing -



DINESH KUMAR
Specialization
- Marketing -



PRIYANKA DHULL
Specialization
- Marketing -



SHUBHAM SWARNKAR
Specialization
- Marketing -



SONAL CHAUHAN
Specialization
- Marketing -



ADESH KUMAR
Specialization
- Finance -



PGDM 2020-22



MANJU DAHIYA
Specialization
- Finance -

S&P Global



ANUSHKA TYAGI
Specialization
- Finance -

**Deloitte
Touche
Tohmatsu**



NITIN SAINI
Specialization
- Finance -

pwc



SHEENAM SHAH
Specialization
- Finance -

wipro



SIMRAN MIGLANI
Specialization
- Finance -

S&P Global



VIJAY KUMAR KESHARI
Specialization
- Finance -

**CLEARWATER
ANALYTICS**



ANKITA BADONI
Specialization
- HRM -

magicpin



EBAN JAMES
Specialization
- HRM -

comviva



MANSI CHATURVEDI
Specialization
- HRM -

**EaseMyTrip
com**



AKSHARA M R
Specialization
- HRM -

**artech
SOLUTIONS**



ANKITA VERMA
Specialization
- HRM -

pi



VANSHIKA
Specialization
- HRM -

GLG

and many more...

OUR
**PLACEMENT &
 TRAINING
 ASSOCIATES**

ABS achieves new milestones & greater heights each year with a successful Campus Recruitment Program. We are grateful to our esteemed recruiting partners who reinforced their faith in the talent of ABS by opening up coveted roles for the students.



LinkedIn



Coca-Cola



The New Shop



& many more...

Deloitte



Deshwal Waste Management



SafeExpress

EXPERTS AT ABS



Dr. Harsh Vardhan
Former Union
Cabinet Minister



Dr. Kiran Bedi
Lieutenant Governor
of Puducherry



Suresh P. Prabhu
Member of
Parliament, Rajya
Sabha

LEAD Lecture Series

(Leadership &
Entrepreneurial
Aspirations
Development)

- In Conversation
with Experts



Vipul Sabharwal
Managing Director -
Luminous Power
Technologies (P) Ltd.



Shruti Mishra
Lead - People &
Organization Partner
PUMA Group



Mohit Sadaani
Co-Founder & CEO
The Mom & Co.



Capt. Pranav P. Thakur
Head - HR
Renault India Pvt. Ltd.



Teena Khanna
Head - Talent Acquisition &
Continuous Learning (L&D)
Lenskart.com



Sushant Kumar
India Lead -
University Relations &
Campus Recruitment
TATA Technologies Ltd.



Shriyans Bhandari
Co-Founder
Greensole



Pritika Mehta
Founder
SockSoho.com



Anjali Singh
Managing Director
Deutsche Bank



Dr. (HC) P. K. Rajput
Sr. Vice President -
International Market
Cadila Pharmaceuticals
Ltd.



Tania Chatterjee
Director HR
NatWestGroup



Swati Bhargava
Co-Founder
Cashkaro.com,
Earnkaro.com



**Sanjeev
Bhikchandani**
Founder
Info Edge India Ltd.



Ashutosh Garg
Founder
Guardian Pharmacy



Nick Vujicic
World Renowned
Motivational
Speaker



Aman Gupta
Co-Founder & CMO
BOAT



Maneka S. Gandhi
Member of Lok Sabha
An Animal Right Activist
& Environmentalist



Peyush Bansal
Founder & CEO
Lenskart.com



Vikas Bagaria
Founder & CEO
PeeSafe



Megha Gupta
Human Resource
Director
Fiserv



Sagar Daryani
Co-Founder & CEO
Wow! Momos Food
Pvt. Ltd.



Rene Deceunick
Master Coach in
Body Language



Ananya Birla
An Entrepreneur &
Song Writer



Dr. Binish Desai
The Recycle Man of
India



Ritu Gupta
Country Director -
Marketing
DELL Technologies



**Jaswanth
Sharanarthy**
Head - Human Resource
Cavinkare



**Arunachalam
Murugunantham**
Social Entrepreneur &
Founder
Jayashree Industries



Priya Kumar
Founder & CEO
Priya Kumar's
Training & Systems



Mr. Dilip Chenoy
Secretary General
Federation of Indian
Chambers of Commerce
and Industry (FICCI)



Mr. Vivek Kalia
Head of Business
Operations
AIRBUS



Mr. Richard Rekhy
Former CEO, KPMG India
Non-Executive Board
Member, KPMG Dubai



Kiiza Saddam Hussein
International Lawyer,
Consultant at UNCTAD,
Global Goodwill Ambassador



R. Gopalkrishnan
Executive Director
TATA Sons Ltd.



Roop Loomba
General Counsel,
Head of Ethics,
India and South Asia,
Rolls-Royce

CENTRE FOR SKILL DEVELOPMENT CSD

OUR APPROACH TO STUDENT DEVELOPMENT

Evaluate students on various parameters of personality.

Develop their individual scoring and year-wise development plans

Foster behavioral skills and help students develop self-confidence.

Train students to become placement ready and a good fit for the industry and maintain PAS (Professional Assessment Scores)

Provide individual counseling and mentoring sessions.



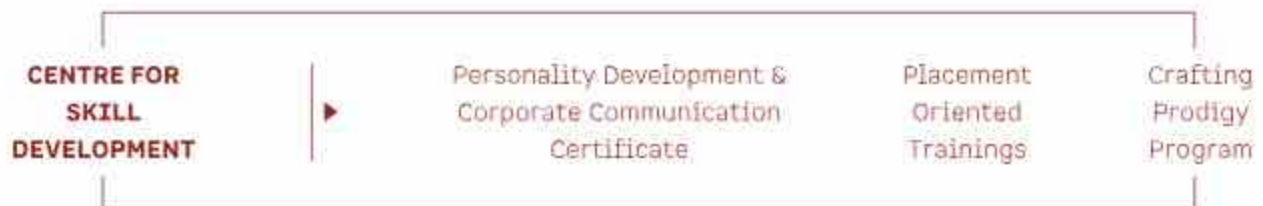
The Centre for Skill Development is a unique Department at Asian Business School that focuses on rendering industry-specific skills to the students so as to make them placeable in the future. Moreover, the Centre for Skill Development as a department takes the responsibility of making students more ethical, wise, and cultured human beings by training and mentoring them on various soft skills, and personality development components and imbuing in them appropriate behavioral skills.

As stated in many types of research that to be successful in your career, it is 20% of the technical skills and 80% of one's soft skills actively contribute to progressing and expanding professionally. Centre for Skill Development hence focuses on converting a student into a professional by aiding the student with the right confidence and attitude, helping them develop professional communication skills, and working on their overall personality development through the methods of coaching, mentoring & training. For us, a "skill" is defined as the "art of application of knowledge" and hence the department focuses on developing and practicing various simulative techniques of teaching to help students learn how to practically apply these skills in real-life situations to attain both personal & professional excellence.



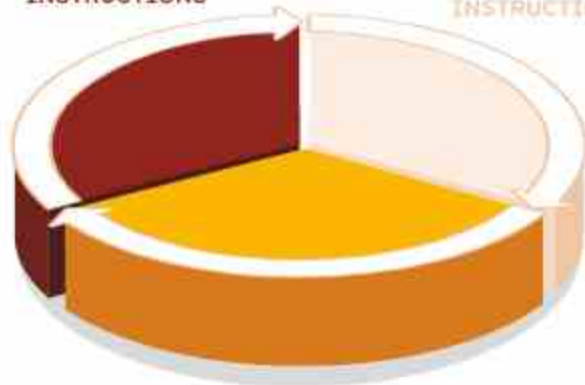
FUNCTIONS OF CENTRE FOR SKILL DEVELOPMENT

Centre for Skill development has 3 major functions on which we rigorously work upon, aligning our vision with the institution's vision: Growth with Education.



**STANDARDS
BASED
INSTRUCTIONS**

**INDIVIDUALIZED
INSTRUCTIONS**



**PERFORMANCE
BASED INSTRUCTIONS**

Benefits of the programme:

Everyone learns in different timeframes and in different ways.

HIGHLIGHTS

- Extensive Training Workshops (Indoor & Outdoor)
- Continuous Evaluation Strategies undertaken for students
- Focus on Case Studies, Role Plays & Project Handling
- Usage of Audio Visual & Simulation Techniques
- Formation of Literary Clubs
- Corporate Interface Visits
- Guest Lectures by eminent corporate professionals

**SOFT SKILLS
AND
PERSONALITY
DEVELOPMENT**

**Individual
Development Plan**

- Effective Communication Skills
- Personality Development
 - Self Motivation
- Attitude and Motivation
 - Self-Esteem
- Emotional Intelligence
 - Assertiveness
- Mechanics of Public Speaking
 - Self Management
 - Self Confidence

**Competency
Development Plan**

- Goal Setting
- Working in teams
- Convincing & Influencing Skills
 - Time Management
 - Leadership Skills
 - Interpersonal Skills
 - Presentation Skills
- Corporate Communication
 - Resume Writing
- GD and Interview Skills

1.

Personality Development & Corporate Communication (PDCC):

It is a credit-based certification course given by the Asian Education Group to each of its students which involves classroom teaching on various aspects of soft skills and professional communication through innovative pedagogical techniques. Various activities such as role plays, public speaking techniques, case studies, group discussions, etc. are conducted in the session so as to ensure effective learning and skill development among the students.

**CORE
AREAS
OF THE
DEPARTMENT**

2.

Placement Orientation Training

Since the agenda of undergoing a professional course is to help a student make a good career ahead with the best possible placements, the Centre for Skill Development conducts rigorous need-based training on soft skills, communication skills & language building for the students. The training module is curated based on the training need analysis conducted in the pre-training evaluation stage. The module and evaluations are developed collectively with the Corporate Resource Cell so that the module meets the industry's needs.

3.

Crafting Prodigy Program (CPP)

Crafting Prodigy Program is a niche and unique program developed by the Asian Education Group which runs on the rationale of "Individual development". It is one of a kind mentoring program that in a very structured format enables a student (prodigy) to work under a faculty mentor (crafter) to first understand the aspects of personality better through self-reflection techniques and thereon work on the individual strengths and weaknesses. What makes this program thoroughly unique is the approach toward every development plan, which is unique and entirely different from the other students.

ACADEMIC LINKAGES

INTERNATIONAL
ACADEMIC ASSOCIATES

College / University



Area of
Collaboration

▶ Student & faculty exchange program, research projects.

COLLABORATION WITH INTERNATIONAL INSTITUTES OF HIGHER EDUCATION

Aligning with the thought process of excellence in education Asian Business School exposes its students to the international business environment and thus has tie up with the renowned education Institution, the Oxford Business College, Oxford, UK. The tie up between Asian Business School & Oxford Business College aims at developing skills of students in international business & international research.





OXFORD BUSINESS COLLEGE

UNIVERSITY DEPARTMENT
IN OXFORD

THE OLDEST INDEPENDENT BUSINESS

(HONS) IN BUSINESS AWARDED

University for the Creative Arts

Accredited by the
BRITISH COUNCIL
for the teaching of English in the UK

edexcel

65 GEORGE STREET, OXFORD OX1 2AA
TEL: +44 (0)1865 701 900
EMAIL US: ADMISSIONS@OXFORDBUSINESSCOLLEGE.COM

WWW.OXFORDBUSINESSCOLLEGE.COM



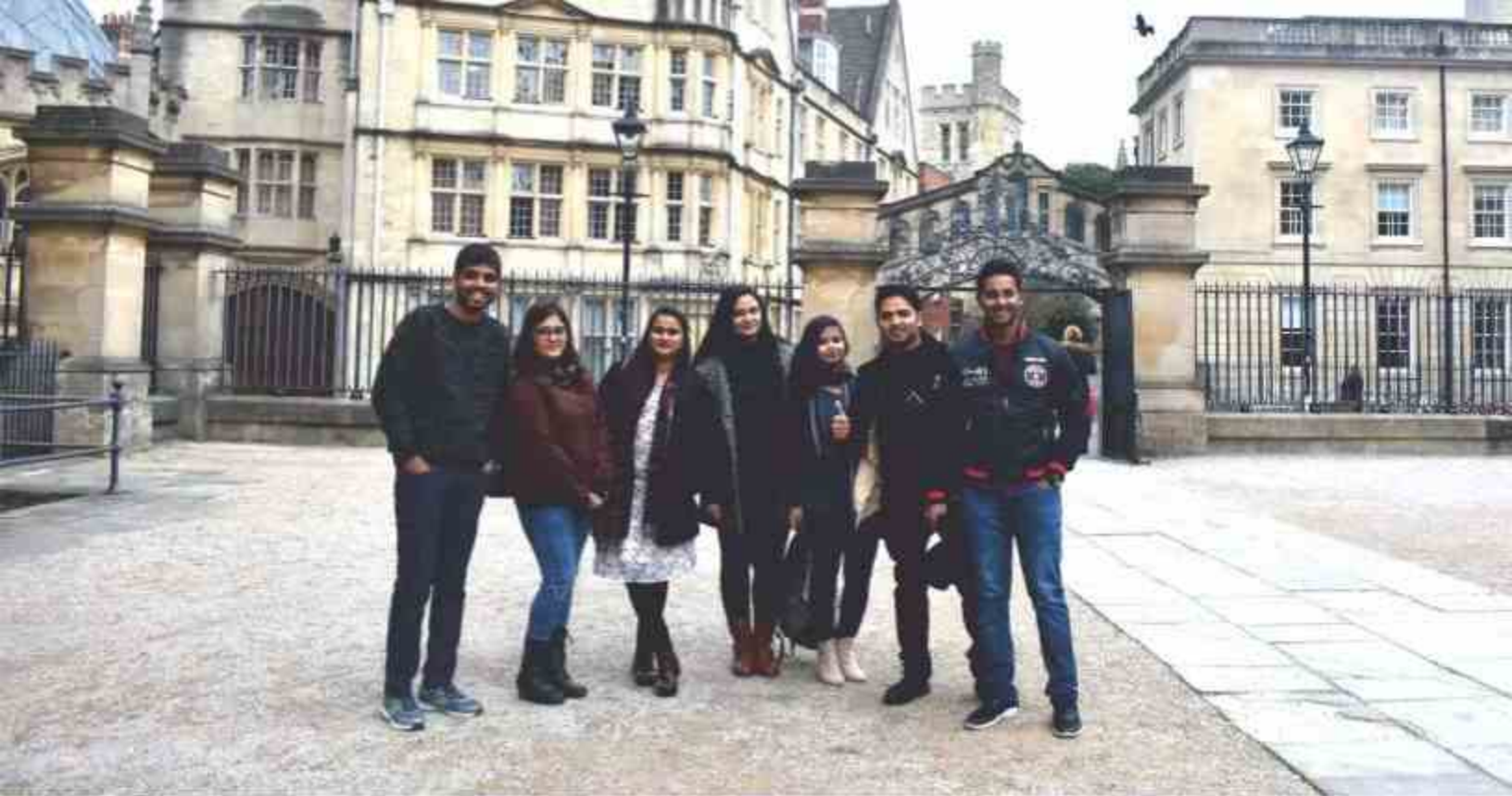
The Oxford Study Program is designed to give students the opportunity to **earn the Executive Diploma in International Business while residing in Oxford, England.** Along with classroom study, the Program includes on-site visits to historical and cultural venues and participating in project work. Oxford Business College is an independent education and training establishment specializing in Business Management courses. Situated in the center of Oxford, close to many of the university colleges, it is in a perfect position to enjoy all the facilities the city has to offer.

OXFORD STUDY PROGRAM

HISTORY AND ACCREDITATION

The College has been established for more than 30 years now and has a reputation for excellence with academic bodies, professional institutes and industry. The College has been accredited by Edexcel to offer a Higher National Certificate / Diploma in Business (Management) and Higher National Diploma in Travel and Tourism Management.

Over the years, the College has also been approved to offer courses awarded by ICM, OCR, Edexcel and AQA. In the 1990s, the college was successfully accredited by the British Accreditation Council (BAC).



In the same year, the College was granted approved centre status by the University of Sunderland in 2005 to offer through RDI the top-up Master of Business Administration (MBA) and the top-up BA (Hons) in Business.

Oxford Business College is registered on the Department of Innovation, Universities and Skills (DIUS) as an educational provider and a Listed Body. The college has also been granted language revision

by the UK Border Agency allowing them to recruit international students in return for compliance with the duties of a license holder.

The college got consistent nominations among the top 10 in the "WhatUni Awards" in the 'Best Independent Higher Education Provider' category in 2018, 2019, 2020 and 2021 and won the award in 2020 and 2021.



ACADEMIC STRENGTHS

Not only do the tutors have outstanding academic qualifications, but they also have extensive experience in senior management positions. In addition, the tutors have many years of teaching experience at both undergraduate and post-graduate level.

The tutors are all approved by the educational partners as well as by Oxford Business College. The small class sizes and personalized teaching methods all contribute to the College's outstanding pass rates in all qualifications.

LOCATION

Oxford Business College is located on George Street. George Street is a street in central Oxford, England. It is a shopping street running east-west. At its eastern end, it meets Cornmarket Street to the south, Broad Street to the east and Magdalen Street to the north. The New Theatre Oxford (formerly known as the Apollo Theatre), Oxford's main commercial theatre, is in the street, while the Burton Taylor Studio is in Gloucester Street, which runs off the north side of George Street. At number 40 on the north side there is the Old Fire Station Theatre. Gloucester Green bus station is off the north of George Street at the western end. Companies such as the Oxford Bus Company operate services from here. It has many fast food joints opposite the Odeon Cinema.



OXFORD (U.K.)

Oxford, The City of Dreaming Spire, is famous in the world for its architecture and education. For over 800 years, it has been a home to royalty and scholars, and since the 9th century an established town. Nowadays, the city is a bustling cosmopolitan town also to a growing hi-tech community. Many businesses are located in and around the town, whether on one of the Science and Business Parks or within one of a number of residential areas.



EXECUTIVE DIPLOMA IN INTERNATIONAL BUSINESS

Globalization has become an integral part of every business, no matter which sector it exists in. International norms and cultural trends have made their way into our financial markets, marketing domains, and organizational setups. Management graduates of today are thus expected to match pace with the steps of the global market that the world is rapidly transforming into. They should have the knowledge and know-how of not only the domestic market and industries but also the international markets, cross-cultural organizations, and their functioning.

Asian Business School along with the Post Graduate Diploma in Management, also provides its students an additional Executive Diploma in International Business which is conferred by the Oxford Business College, Oxford, UK. The diploma provides an insight on aspects such as International Business & Trade and International Marketing, Finance, HR that play a critical and important role in the development of an international outlook among the students.

For the final part of the Diploma completion, the students are sent on a study trip to Oxford, UK and are required to carry out a research project that is an international study aimed at studying critical components of business management as a comparative analysis between the India and UK.

The Executive Diploma in International Business provides students with the international exposure required for every management graduate to understand, adapt and excel with the progressive outreach of international business dynamics and trends.



ONE WEEK
**RESIDENTIAL
LEARNING TRIP TO
OXFORD (U.K.)**



**Executive Diploma In
International Business
While Residing In
Oxford**

**The course structure
at Oxford can be changed
if deemed necessary*



ITINERARY

Day 1

Departure from New Delhi Airport to Heathrow Airport, London, London to Oxford.

Day 2

Market research survey for comparative analysis of Indian and UK consumer behaviour and preferences

Day 3

Lectures by Eminent Professors of Oxford Business College & IB Project presentations by ABS Students at Oxford Business College.

Day 4

Visit to places of Cultural Heritage and Educational Eminence at Oxford City

Day 5

Sight seeing at London

Day 6

Learning Outcome Evaluation and Departure from Heathrow Airport, London

Day 7

Arrival at New Delhi Airport





TRIP DETAILS

Includes:

Visa fee (one-time), Air travel, In-city travel, accommodation & meals.

Excludes:

Any Expenses of Personal nature, meals other than ones provided by the college.

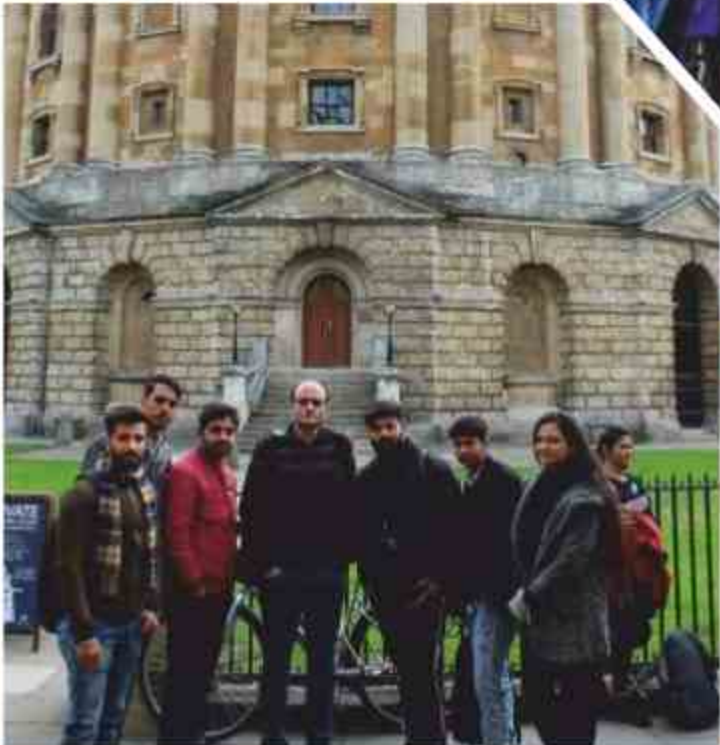
Sight Seeing:

Oxford is famous for Museums and Galleries, Ashmolean Museum, Britain's oldest museum, Pitt Rivers Museum, Museum of Natural History, home of (the remains of) the Oxford Dodo, Oxford University Press, The Bodleian Library, The Radcliffe Camera (one of several institutions named after John Radcliffe), The Sheldonian Theatre.

The trip also includes travel to London. The famous destinations in London include Tower Bridge, Buckingham Palace, Big Ben, London Eye, The British Museum, the National Gallery, the Royal Parks of Hyde Park, Kensington Gardens, Regent's Park, London Zoo, Madame Tussauds Wax Museum among others.

*Asian Business School (ABS), Noida organizes educational tour to Oxford Business College (OBC), Oxford, UK, for the students at the end of the last semester of their PGDM program, depending upon the dates of visit provided to ABS by OBC. This tour to UK is complementary for the students to expose them to the international business environment thus has no monetary value to students for any claims. Though ABS extends its support to students during the entire process of visa approval and travel, but does not hold the guarantee of visa approval from competent visa authorities, as it is at the sole discretion of visa office of UK embassy to decide on visa approval of all the students on individual basis. As a norm visa fee is paid once by ABS and in case of visa rejection in first chance one more chance with the next immediate group travelling to UK, will be given to students, but the visa fee will be paid by such students themselves. The chance of travelling to Oxford will stand cancelled, if the student is not able to furnish his/her valid passport and relevant documents for visa process, within the deadlines of submission issued by the institution in the very first notification period for their batch.











CLUBS AT ABS



Physical activities are a common form of recreation and a source of well being and it works as a key for improving physical fitness as well as mental health. Physical activities may include recreational and competitive sports or outdoor activities, fitness training and recreational games incorporating muscle building. On the same lines, the Sports Club "Athleema" organises various sports events for taking full advantage of the unique role of sports and physical activity in contributing to a wide array of policy and community aspirations.

THE SPORTS CLUB ATHLEEMA

- ▶ To build-up competitive spirit among its students, Asian Business School facilitates a healthy environment via its Sports Club, Athleema. The objective of the club is to build self confidence in students, development planning, focus



concentration, goal setting, help them manage stress and the developing the art of imagery and visualization. It imparts the real learning to the students of how to manage any event and then how to coordinate with instant and sudden challenges. Further, such activities provide them a chance not only to display their talent but also to influence personal characteristics, such as self-esteem and sportsmanship. Such activities not only provide students break from study but also provide them social opportunities, lead to higher self esteem and help them learning real world skills like teamwork, goal setting, time management, problem solving, analytical thinking, leadership and public speaking.

Athleema club organizes a host of events related to sports as a regular activity which includes in-house activities like Chess, Carom, Table Tennis, Sudoku, Snooker as well as other outdoor activities like Basketball, Volleyball, Kabaddi, Badminton and Football. The club further conducts annual sports festival to boost the overall development of students along with education. Every season of Athleema is graced by well-known dignitaries and sports celebrities. It's an event filled with the vibrancy, colourfulness and eagerness of the young participants of colleges and universities spread over North India who wish to showcase their talent in the respective sports categories.

CULTURAL CLUB UTSAV



Culture is a way of life and expression of our ethos and core values. Cultural Club, Utsav, an extension of extra and co-curricular activities provides a platform for the students to showcase their talent and for staging various social and cultural events which will imbibe soft skills such as organizing, interpersonal skills like team building, collaboration and problem solving, confidence building and experiential learning among students which shall help them for their interviews. Under the Utsav Club, we organize various activities like Talent Hunt, Freshers Party, Annual Festival "Kesshet" that does cover dance, singing, dramatics, film making and many more. This club helps in building up the overall personality of the students.

Any student who is creative and willing to learn is welcome to join and become a member of this club. The basic idea is to provide students with an opportunity to develop life skills that will enable them to utilize these diverse forms of communication of ideas and sharing of views.

CSR CLUB

*"We make a living
by what we get.
We make a life by
what we give."*

- Winston Churchill



As part of Corporate Social Responsibility (CSR) Initiatives of Asian Business School, CSR Club reflects the parallel extension of simplicity, cooperation, unwarranted support & kindness. The institute intends not only to excel in education delivery but also by integrating value added activities into the course curriculum. Towards our commitment to such objectives, the club undertakes various activities in the field of CSR such as volunteering in NGOs, working with the local community, organising discussion forums and lectures for knowledge dissemination, exchange of ideas and sharing best practices related to CSR with various key stakeholders such as the companies, civil society organizations and civil society members.

The CSR club of ABS attempts to bring about significant changes in the society through interactions at the grassroots level with regards to different sectors including education, healthcare, and environmental care. Young learners are the best messengers to spread the awareness of the social and global issues and their voice do leave an impact on ones' mind. CSR Club aims to develop a sense of compassion and sensitivity in students towards our fellow countrymen and contribute as responsible citizens for maintaining harmony and peace in order to encourage amicable existence among everyone.

Seed the Entrepreneurial Club is committed to impart academic excellence coupled with pragmatic approach by organizing number of activities that make the students understand the current day expectations of the society. Aim of the Club is to create an atmosphere that is conducive for budding wannabe entrepreneurs so that we as Indian society become more of job creators rather than job seekers. Under the club major events happen like Young Asian Entrepreneur of the Year, Road not Taken (an inter-college competition), etc.

The Vision of this club is to prepare the students to become competent future managers who are able to perform to the best of their abilities in the ever-changing dynamic corporate world. The Club aims to mix & match various activities for the students, which will be helpful in giving the finishing touches to their overall grooming & sharpening of marketing skills. The major focus would be to equip students for the competitive times ahead.

The main aim of this club is to prepare the students to be sought after marketing professionals. Through this club, we aim to hone the skills of **team work, salesmanship, communication, planning, organizing and creativity** amongst the PGDM Students of the Asian Education Group. Marketing is the most critical functions of any organization and preparing students to be able future managers requires training on multiple aspects through well designed marketing club activities.

The Finance Club - BULLS & BEARS is a pioneer academic club initiated towards enhancing knowledge in the field of finance through innovative activities. It boosts students' interest in finance and helps indulge that interest through competitions, workshops, and professional opportunities. It encourages students to incorporate financial theories in their daily lives. The Club allows students to better understand the complexities of the financial sector while also providing an atmosphere in which they may contribute, participate, organize, and network with industry.

ENTREPRENEURIAL CLUB SEED



MARKETING CLUB MARK-TECHOS



THE FINANCE CLUB BULLS & BEARS



THE HR CLUB SYNERGIZE TO-GET-HR



Human Resource Club "Synergize To-Get-HR" aims to provide a platform to students to learn basic concepts and latest trends in the field of human resources. The Vision of the Club is to enable the students develop interpersonal skills needed to become successful professionals. The Club promotes active participation in various activities such as Role Play, Case Study Analysis, Management Games, Guest Lectures by professionals etc. The prime focus of Synergize To-Get-HR Club is to bring students together and make them learn the practical aspects and implication of concepts in Human Resources that go beyond the class room lectures. It also provides a platform for enhancing human resource management competencies.



IT CLUB TECHNOCRATS



Today we are living in the world of Bits and Bytes. Technocrats, IT Club endeavors to provide the students good technological skills through innovative activities and events. Technocrats is a world of fun, excitement, and learning.

The main objectives of the club are:

- To create awareness on the current trends in technology among students.
- To sensitize students to the netiquette of using the internet and related technology.
- To learn the use of IT Skills in various management fields.

Activities undertaken by the club include blogging, Techno-Quiz, Techhunt, Excel formula war, Tech-Talk, Tech-Tambola, IT games and lots more.



Gnosis is the Greek word which stands for "action". As a club we believe in making the young Asianites proficient in communication by the means of literary activities. We organize interesting activities like "I am Shakespeare"; depicting the Shakespearean plays in contemporary light, "In the foot prints of sand - Transformational leaders", "Debate Competitions", to name a few. Objective of the club - "Gnosis, the literary club" is to make students proficient in spoken English which will help them to communicate effectively. The activities will enhance their creativity, logical thinking and analytical skills. It will also make them confident to face the audience in a short span of time.



THE LITERARY CLUB GNOSIS



Prakriti, the Environment Club has the purpose of sensitizing the young generation towards the numerous issues related to environment. Following are the broad objectives of the club:

- Motivate the people to keep their surroundings green and clean by undertaking plantation of trees.
- Promote ethos of conservation of water by optimizing the use of water.
- Sensitize everyone to minimize the use of plastic bags and save the environment.

The club through these activities also is able to encourage students to showcase their talent as well to provide them with a platform to shed their inhibitions and fears so that they are ready to face the corporate world with better confidence and optimism.

ENVIRONMENT CLUB PRAKRITI



ORIENTATION PROGRAM





VISIT OF HON'BLE
DR. HARSH VARDHAN



VISIT OF HON'BLE
SHRI RAVI SHANKAR PRASAD

EVENT CALENDAR

2023-24

JUL 2023	Orientation Program 2023-25 Batch	Workshop	INDUSTRY EXPERT TALK: Guest Lecture	
AUG 2023	INDUSTRY EXPERT TALK: Guest Lecture	Specialization Club Activities	Extra-Curricular Club Activities	Independence Day Celebration
SEPT 2023	INDUSTRY EXPERT TALK: Guest Lecture	Freshers' Party 2023	Industrial Visit	Management Development Program (MDP)
OCT 2023	INDUSTRY EXPERT TALK: Guest Lecture	Specialization Club Activities	Extra-Curricular Club Activities	Corporate Visits
NOV 2023	INDUSTRY EXPERT TALK: Guest Lecture	Specialization Club Activities	National Entrepreneurship day celebration	International Conference Corporate Visits
DEC 2023	INDUSTRY EXPERT TALK: Guest Lecture	Specialization Club Activities	Extra-Curricular Club Activities	Mgmt. Development Program (MDP) Corporate Visits
JAN 2024	Republic Day Celebrations	Specialization Club Activities	Annual fest : Kesshet 2024	Entrepreneurship Development Program (EDP)
FEB 2024	INDUSTRY EXPERT TALK: Guest Lecture	Specialization Club Activities	Convocation 2024	Annual Sports Meet : Athleema 2024
MAR 2024	INDUSTRY EXPERT TALK: Guest Lecture	Specialization Club Activities	Extra-Curricular Club Activities	Alumni Meet Corporate Visits
APR 2024	INDUSTRY EXPERT TALK: Guest Lecture	Industrial Visit Faculty Development Program Corporate Visits	MAY-JUN 2024	Summer Internship & Industrial Projects

GLOBAL EDGE

AT ABS



Dr. Augusto Lopez Claros
Executive Director of the Global Governance Forum



Dr. Arthur Lyon Dahl
President of the International Environment Forum



Dr. Joshua Lincoln
Senior Fellow (non-residential) at the Centre for International Law and Governance at Fletcher, the Graduate School of Global Affairs, Tufts University



Lord Raminder Ranger
Member of the House of Lords of the United Kingdom

ABS nurtures its students to become global leaders and provides an exposure of cross cultural functioning through interaction with renowned experts of varied domains from all across the world.



Paolo Venturini
Professional ultrarunner-Italian's Policemari -
Fiamme Oro Team



Prof. Kim Soo Yeon
Director, International Youth Fellowship India
(IYFI)



Patricia Caroline Haveman
Founder Mundo Younido - Award Winning Inspirator;
Global Peace Ambassador, Philanthropist, Humanitarian



Dr. Kazem Samandari
Exec. Chairman L'Opéra; President KCSH & Associates;
President Terra Firma International

FOUNDERS OF UNICORNS / START-UPS

AT ABS



PEYUSH BANSAL

Founder & CEO
Lenskart.com

AMAN GUPTA

Co-Founder & CMD,
boAt Lifestyle

CHETAN BHAGAT

Renowned Author

KANIKA TEKRIWAL

Founder & CEO
JetSetGo Aviation



SAGAR DARYANI

Co-Founder & CEO
Wow! Momos Food
Pvt. Ltd.

**SANJEEV
BHIKCHANDANI**

Founder
Info-Edge India Ltd.

**ARUNACHALAM
MURUGUNANTHAM**

Social Entrepreneur & Founder
Jayashree Industries
The Real Padman of India

**PRASHANT
PITTI**

Co-Founder
EaseMyTrip.com



M. YESHWANT NAG

Founder
The Thick Shake Factory

SWATI BHARGAVA

Co-Founder,
CashKaro & EarnKaro
Fortune 40 under 40
Ex Goldman Sachs
London & LSE

**MAJ. (RETD.)
VANDANA SHARMA**

Co-Founder - STREE,
LinkedIn Top Voice 2019,
TEDx Speaker,
Winner Woman Icon
Asia Pacific Award

**DR. GARIMA
SAWHNEY**

Co-Founder
Pristyn Care

ABS made sure that its future entrepreneurs do not suffer on account of Covid 2019 pandemic thereby organising a series of webinars thus providing students with an opportunity to keep on Learning by interacting with the first generation of entrepreneurs who have already proved themselves:

			
<p>ANIL BHASIN President Havells India Ltd.</p>	<p>DR. R. S. SODHI Managing Director Amul India</p>	<p>SHIV KHERA Renowned Author</p>	<p>AASTHA ALMAST Founder The New Shop</p>
			
<p>ANANYA BIRLA Entrepreneur & Song Writer</p>	<p>Dr. VIVEK BINDRA Founder & CEO Baba Business</p>	<p>R. GOPALKRISHNAN Former Director TATA Sons Ltd.</p>	<p>SAHIL PRUTHI Founder The New Shop</p>
			
<p>DR. BINISH DESAI Social Entrepreneur & Innovator The Recycle Man of India</p>	<p>ANSHU GUPTA Indian Social Entrepreneur Founder, Goonj</p>	<p>LAXMI AGARWAL Founder Laxmi Foundation</p>	<p>RATNESH VERMA Founder & CEO PIDGE</p>

ALUMNI
**SUCCESS
STORIES**

Asianites leading and outshining in the best of national and international companies in the industry with their professional excellence.

1193+
Alumnus

Global
presence

Working
with
prominent
& leading
multi-
nationals



MAGANDEEP SINGH



CHANDAN SHARMA



Bagish Mishra
Honeywell



Saloni Singh
Adobe



Pulkit Chaudhary
Coca-Cola COE



Sobhan Chakraborty
Emami Ltd.



Vishvaditya Shah
Federation of Indian
Exporters Organization



Anoop Shukla
Capgemini



Hemnisha Singh
Standard Chartered Bank



Ankit Raj
Mankind Pharma



ALUMNI CONNECT





Shelly Saini
Accenture



Palak Mahanjan
Amazon



Md. Azad Khan
ITC



Gauri Srivastava
Citi Bank



Abhinav Prakash
McCain Foods



Shivi Tripathi
BlackRock



Geetika Arora
Schindler India



Apoorva Pandey
NetAmbit



Deepkant Shukla
Deloitte



Divya Golcha
S&P Capital IQ



Chetna Sagar
Ernst & Young



Preeti Rawat
Salesforce



HOUSING

BOY'S HOSTEL



GIRL'S HOSTEL

ABS hostel is situated at a short distance from the institute. The infrastructure provided in the residential blocks ensures an all-round and balanced development of students' personality. We provide hygienic living conditions with modern amenities for healthcare and recreation. Our hostel is equipped with wellness and facilities like television sets, indoor games, internet access and recreation facilities. It is virtually a home away from home.

Boarders are taught to live like an extended family in perfect harmony with the others. A host of co-curricular activities are organized to give expression to students' creative skills like debate, declamation, essay writing, quiz and public speaking, in addition to the curriculum of the school. The dining hall provides a range of cuisines to cater to student's varied tastes. A professionally managed mess takes care of the balanced diet as we firmly believe in the principle of a healthy mind in a healthy body.

Excellent medical facilities are available round the clock in Noida. Several super-specialty hospitals of New Delhi are located at a short distance from the hostel.

There are separate wings of hostel for the boys and girls.



ADMISSION

PROCEDURE

Programme

2 Year PGDM

(Equivalent to MBA Degree)

Recognition/ Approval

AICTE

Accreditation

NBA

Affiliation

AIU

No. of seats

240

Duration

2 years

Fee Structure (full course)

₹7.95 lacs

Registration fee

₹45,000

1st installment

₹1,85,000

2nd installment

₹1,85,000

3rd installment

₹1,90,000

4th installment

₹1,90,000

The admission process is based on overall assessment of an applicant's abilities and potential for a successful management career.

ELIGIBILITY

All the aspiring applicants should be graduate from a recognized University.

Candidate appearing in the final year is also eligible provided he/she furnishes the proof of having met the minimum eligibility criteria within 15 days from the date of publication of the result and latest before the start of the first term exam.

APPLICATION FORM

The prospectus and application form may be obtained from the Admission Office on payment of Rs 1,000.

OR

You can also apply online at www.abs.edu.in

DOCUMENTS REQUIRED FOR ADMISSION

1. 10th Mark sheet and certificate
2. 12th Mark sheet and certificate
3. Graduation Mark sheets and Degree
4. CAT / MAT / XAT / CMAT / ATMA / GMAT / ABSAT
5. Photocopy of passport
6. Four recent passport size photographs

The Applicant is required to carry three sets of photocopies of the documents (duly attested by a gazetted officer) along with the original documents at the time of admission.

SELECTION PROCESS

STEP 1

Score of national level Common Admission Tests - CAT / MAT / CMAT / ATMA / XAT / GMAT / ABSAT exam will be taken as the preliminary score of admission

STEP 2

The applicants shortlisted on the basis of the qualifying exam scores will be called for the Institute's selection process. The dates will be intimated to the short-listed students

STEP 3

Merit list will be prepared based on the Score in the Common Admission test (CAT, XAT, CMAT, ATMA, MAT, GMAT, ABSAT; Score for academic performance in X Std., XII Std., Under Graduate Degree/ Post Graduate Degree and the Score of Performance in the institute's selection process

STEP 4

The candidate, if selected based on the merit list will be issued the selection letter. The selected candidate must pay the registration amount within the given time, failing which the offer will be considered as cancelled.

EDUCATION LOAN

Asian Business School has PAN-India tie-up for education loan with:



*Examination fee for reappear, supplementary and makeup examinations to be paid by the student.

*As per AICTE norms, ragging is strictly prohibited and might result in expulsion of the student from the college.

*Laptops would be provided to every student in the month of December (2nd Year), after payment of his/her 2nd installment of the fee.

*The institution hereby does not assure its eligibility in regards to any and every scholarship scheme, in case a student wishes to apply for any scholarship state/national/other, process compliance will be solely the responsibility of the student.

Route Map For ASIAN BUSINESS SCHOOL Campus, Sector-125, NOIDA



Important Information:

For Metro Commuters:

- Nearest Metro Station : Okhla Bird Sanctuary
- Approx. distance from Okhla Bird Sanctuary to Asian Business School Sec-125 Campus : 2 Kms
- Mode of transport from Okhla Bird Sanctuary : Auto/Bickshaw

For Bus Commuters:

- Nearest Bus stops
 - Sector 94 (from Sarita Vihar side)
 - Sector 37 crossing / Sector 44
- Approx distance
 - From Sector 94 bus stop : 1.7 Kms
 - From Sector 37 crossing / Sector 44 bus stop: 4 Kms
- Mode of transport from bus stops: Auto / Bickshaw



ASIAN BUSINESS SCHOOL

Plot A2, Sector 125, Noida-201303 (Delhi NCR), India

web: www.abs.edu.in | info@abs.edu.in

Tel: 0120-4594200

TOLL FREE No. 1800-1033-032

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