

# AMITY

SCHOOL OF BUSINESS

2012

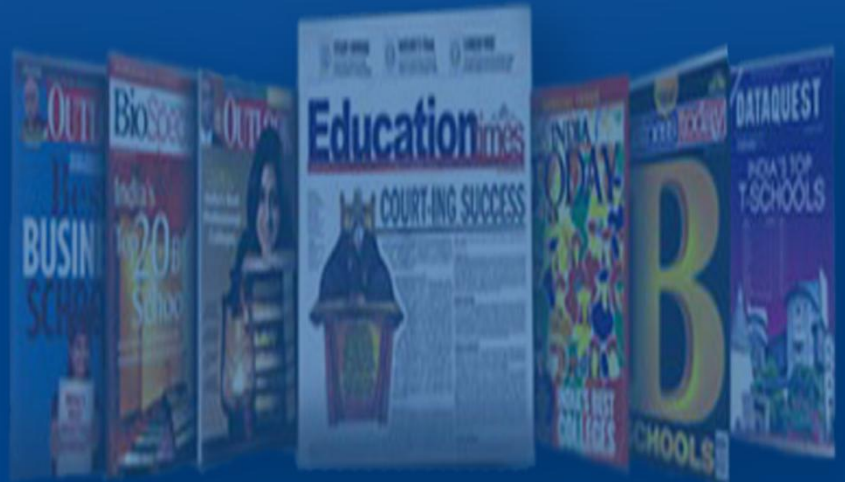
Integrated **MBA**

WORLD CLASS  
INFRASTRUCTURE

MAXIMUM  
INDUSTRY  
INTERACTION

INDIA'S ONLY UNIVERSITY  
WITH MULTIPLE INSTITUTES  
RANKED AMONG THE TOP IN INDIA

REPUTED  
FACULTIES



2012

▪ Amity University: An Overview	02	▪ Some Past Achievements Of ASB Students	26
▪ Amity School Of Business: An Overview	03	▪ Clubs/Committee At ASB	27
▪ ASB: Value	04	▪ Programs Offered	28
▪ Message From The Founder President	05	<b>Integrated MBA</b>	29
▪ From The Desk Of Head Of Institution	06	□ Integrated MBA: An Overview	30
▪ Why Amity School Of Business	07	□ Program Structure	31
▪ Our Core Strength	08	□ IMBA: A Differentiating Factor From MBA Gen.	37
▪ Our Faculty	09	□	
▪ Academia Industry Interface (All)	17	□ IMBA: Batch Profile	40
▪ Global Gurus Who Visited Amity	18	□ Internship Recruiters Of IMBA (2008-12) Batch	50
▪ Speakers Who Visited Amity	19	▪ Our Recruiters	51
▪ Events At ASB		▪ Joining Dates	53
□ Aura: Annual Management Fest	20	▪ Academic Industry Interface (All) Team	54
□ Marketing Seminar	21	▪ How To Reach Amity University, Sector-125	55
□ Corporate Seminar	22	▪ ASB: Brochure Team	56
□ HR and Finance Seminar	23		
□ Industry Visit & Guest Lectures	24		

2012

## AMITY UNIVERSITY: AN OVERVIEW

The Amity University has been established by an act of State Legislature and recognized by University Grants Commission (UGC) through the Act of State Legislature.

Amity is the leading education group of India with over 80,000 students studying across 1000 acres of hi-tech campus. At Amity we are passionate about grooming leaders who are not only thorough professionals but also good human beings with values and sanskars. This is just one of the many reasons given below, why we are consistently ranked no.1.

**World Class Infrastructure & Most Hi-tech Campus:** At Amity we benchmark only against the best institutions around the world. As part of this endeavor, we have air-conditioned amphitheatre style classrooms that provide the most conducive atmosphere for dynamic and focused discussions, while the libraries at our campus are equipped with over 1,00,000 books, periodicals, national and international journals, CD-ROMS, covering all aspects of academic studies and research material. **Reputed Faculty:** 3,500 strong faculties led by 11 former Vice Chancellors, former Chairman of UGC and Vice Chairman of AICTE. Leading corporate professionals, as visiting faculty, share rich industry experience.

**Ranked Top:** Amity institutions are constantly ranked amongst the top. Amity University has been ranked the no. 1 pvt. University (Source: Education Times).

**Intensive Corporate Interaction:** Over 1500 CEOs interacted with students. Corporate and Alumni Mentor for every student. Amity has organized or been academic partner to over 300 seminars. Amity is the only institution to have helped invite over 50 leading Gurus over the last few years. **Industry Oriented Teaching:** Practical industry-oriented teaching. Contemporary curriculum updated by Industry Advisory Board.



2012

## AMITY SCHOOL OF BUSINESS: AN OVERVIEW

WHERE  
“PASSION IS THE  
DIFFERENTIATOR”

Amity School of Business is a step towards making dreams come true. Amity wants the students to be pro-active and creative. It believes that in the road to excellence there is no finishing line. Most importantly, ASB is an institute where “passion is the differentiator” Be it academics, extra curricular activities, industry interaction or social contribution, exhibiting an equal zeal & carry out all of these activities with aplomb.

The classes are rigorous and interactive and students are constantly exposed to the corporate world.

Numerous presentations, case studies and long hours of study keep our students busy. To take individual care of our students it has a mentor program where a small group of students is attached to a faculty. ASB also organizes annual management fest known as AURA which provides a platform for interaction of students from various top business schools in India.

In this age of globalization, Amity School of Business, Amity University are determined to impart high quality management education with a view to create a pool of world – class managerial talent. Highly qualified and committed core faculty delivers a state-of-the-art management curriculum and strives to keep the students abreast of latest developments in management thoughts, techniques and practices. Students’ participation in all major areas is emphasized upon to build in them managerial and leadership traits from the very onset.



2012

AMITY : VALUE

“WHERE  
MODERNITY BLENDS  
WITH TRADITION”

### VALUE

At ASB supreme emphasis is laid on providing the modern and sophisticated learning environment coupled with Indian heritage, value system and sanskar. The guiding principal of the foundation is “Where modernity blends with tradition”.

The teaching methodology is contemporary which keeps the students and the staff abreast with the ever changing scenario in the educational arena along with a fine blend of traditional Indian ethics and value systems. Tradition gives us ethics and value and modernity gives us opportunity to apply those values to move ahead and make our mark. The academic and cultural activities at amity provide a platform where all students come together and explore the individual and group talent and resources.

The faculty and the management possess a high degree of integrity and knowledge, which turns the students into efficient and effective human beings. Hence we say, “WE NURTURE TALENT”.

2012

## MESSAGE FROM THE FOUNDER PRESIDENT

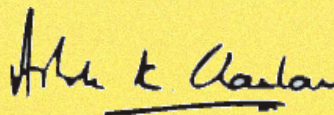


“EACH ONE OF  
OUR STUDENTS  
WILL BE A  
SUCCESS STORY”

Amity is not just a group of institutions which imparts world-class education, but an experience where everyone associated is part of a dream, a mission to see that we nurture truly great leaders. In my over 30 years stay in West Germany, I realized, through interacting with the over 6000 Europeans working for me, that we Indians have the intelligence, the talent and the potential to be the more successful people in the world. That is why we established the RitnandBalved Education Foundation in 1986 to start institutions which will groom young future leaders to be complete, value-driven human beings and competent professionals with a deep passion for humanity. These will be the people who will lead the world.

Today, we are proud that Amity is synonymous with practical; industry focused education, and attracts the best students. The fact that our alumni are working in the best companies across the world is a testament to our extremely talented faculty who inculcate, by example, in each student the spirit of dedication, sincerity and loyalty, and to all the corporate that support our mission with so much enthusiasm.

Each one of our students will be a success story. This is my dream; this is my commitment.



**Dr. Ashok. K. Chauhan**

Founder President,  
RitnandBalved Education Foundation  
Chairman, AKC Group of Companies

2012

## FROM THE DESK OF HEAD OF INSTITUTION



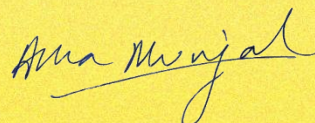
“EXCELLENCE IS  
NOT A SKILL, IT  
IS AN ATTITUDE”

Dear Corporate Partners,

Amity School of Business - an institute where *“passion is the differentiator”* and we are passionate about grooming leaders who are not only thorough professionals but also good human beings. ASB is a step towards making our students become successful in life and to achieve this we at Amity School of Business attempt to mould young minds with a bright vision of the future, driven by mission to make a difference in their future endeavors as values of commitment, integrity and perseverance are imbibed in them.

Today's professionals are required to be generalists and not just specialists, leaders and not just managers, thinkers and not just problem solvers and we at Amity try to do just the same. With the rigorous study programs, the classes become very interactive and meticulous and the students are constantly exposed to the corporate world. In our course curriculum we have a structured program for enhancing behavioral skills which make our students to achieve new heights.

At ASB we have a pool of dedicated faculty members and experts from the industry who create a friendly environment for learning. It is our conviction that *“Excellence is not a skill, it is an attitude”* and thereby while imparting this attitude, we blend theory and practice in an optimal mix for overall enrichment of the students. We, At ASB, have exhaustive years of learning to transform the youth. In these years of cognitive conditioning a student definitely emerges as a mature and confident professional with highest degree of integrity and dedication towards work & society. Our alumni have won for us lots of accolades around the globe. Venturing with us will add on many feathers to your hat as we nurture talent.



**Dr. AlkaMunjal**

Director - Amity School of Business  
Director Academics- Amity University (UP)

2012

## WHY AMITY SCHOOL OF BUSINESS?



ASB has been ranked constantly among the best management Institute in India. In just few years of existence, ASB has established itself into a highly acclaimed institution that has earned recognition for its commitment to excellence and quality education.

ASB boasts of most proactive and creative students -

Be it academics, extra curricular activities, industry interaction or social contribution, ASB exhibits unparalleled zeal in carrying out all of these activities.

- UGC Recognized Courses
- BSI Certified Courses
- Basket of Credit Courses, both Technical and Liberal Arts
- Choice of Foreign Languages
- Strong Industry Interface to provide exposure to students
- Personality Enhancement Modules
- Globally benchmarked Infrastructure
- Strong Alumni Network
- Military Training Camp

WHY AMITY  
SCHOOL OF  
BUSINESS



2012

## OUR CORE STRENGTH

### OUR FACULTY

At Amity School of Business, the core faculty comprises of distinguished academicians with outstanding academic background and leading professionals from the corporate world with rich industry experience. Students also get rich insights from visiting faculty and guest lectures of rich experience in India & abroad.

Amity faculty members are involved in all domain activities of Research, Consulting and MDPs. ASB faculty and senior team travel all over the globe to learn and imbibe the best practices so that we can give a solid foundation for learning.

### OUR INFRASTRUCTURE

At Amity we benchmark only against the best institutions around the world. Amphitheatre Style, air-conditioned classrooms.

Computer Centre: One computer lab with 60 terminals.

The Library: The Library is an ocean of knowledge consisting of huge collection of text and reference books, journals, magazine, newspapers, and research reports.



**Air conditioned  
classrooms,  
auditoriums &  
syndicate rooms**

“WE NURTURE  
TALENT”

2012

Our FACULTY

CORE STRENGTH



2012

## OUR FACULTY



**Dr. Prof. ALKA MUNJAL**

Director- ASB  
Director academics- Amity University (UP)  
B Tech, M.B.A. (Finance)  
**Teaching Interest:** Strategic Management, Financial Services, Corporate Finance, And Financial Management.  
**Research Area:** Balanced score card, EVA, Corporate Governance CSR, and Competitive Advantage.



**Ms. RUCHI KHANDELWAL**

Deputy director- ASB  
Asst. Professor- Marketing  
M.I.B.  
**Years of Experience :** 10 Yrs  
**Teaching Interest :**Marketing Management, Market Research, International Marketing, Strategic Marketing & Business Marketing, Consumer Behavior, Service Marketing  
**Research Area:** Operations, Online Marketing.



**Dr. PRIYA SOLOMON**

Asst. Professor- Finance  
Ph.D. (Commerce), NET  
**Years of Experience :** 25 Yrs  
**Teaching Interest:** Economics (Development, Monetary, Micro & Macro), International Finance, And Financial Management &Accounting.  
**Research Area:** Monetary Economics, International Finance, Public Finance and Investment Management.



**Dr. RUCHI JAIN**

Asst. Professor- Marketing  
M.B.A., Ph.D. (Marketing)  
**Years of Experience :** 11 Yrs  
**Teaching Interest:** Service Marketing, Brand Management, Advertising, Sales & Strategic Management.  
**Research Area:** Technology & Innovations in Marketing, Demographics shifts,



**Brig(Rtd) S. K. DUBEY (VSM)**

Deputy director- ASB  
Professor- Operation  
MBA, M. Tech- IIT (IE & OR)  
**Teaching Interest:** Operation Management, Operation Research, Quantitative Technique, Supply Chain Management and TQM.



**Mr. JITENDRA TOMAR**

Asst. Professor- Information Technology  
M.C.A., Microsoft Certified Systems Engineer.  
**Years of Experience :** 13 Yrs  
**Teaching Interest :** Networking Technologies & Securities, .NET, RDBMS, Visual Studio, SAP and ERP  
**Research Area:** Cloud Computing & Distributed Architecture



**Ms. PUJA AGARWAL**

Asst. Professor- Finance  
M.B.A. (Finance), Pursuing Ph.D.  
**Years of Experience :** 10 Yrs  
**Teaching Interest :** Financial Management, International Finance, Financial Derivatives



**Ms. VIDYA YERNENI**

Asst. Professor- Operation  
M.Sc., M.Phil (Applied Statistics)  
**Years of Experience :** 12 Yrs  
**Teaching Interest:** Operation Research, Operation Management, Statistics and Mathematics.  
**Research Area :** Quality Management tools and its Applications

2012

## OUR FACULTY



**Mr. ANIL KUMAR**

Sr. Lecturer- Marketing & Law  
M.B.A., M.Phil., Ph.D.(Pursuing)  
**Years of Experience** : 11 Yrs  
**Teaching Interest** :  
General Management, Marketing, Business  
Law  
**Research Area:**Leadership /HR.



**Mr. ARPAN SINHA**

Sr. Lecturer-Information Technology  
M.C.A.  
**Years of Experience** : 10 Yrs  
**Teaching Interest** :Computer in  
Management, System Analysis and Design,  
C++ (Object Oriented Programming) , JAVA,  
Active Server Pages, ASP.NET



**Dr. ASHISH S. NOEL**

Sr. Lecturer- Finance  
M.Com, Ph.D.  
**Years of Experience** : 08 Yrs  
**Teaching Interest** :  
Finance and Taxation



**Ms DEEPALI A. CHOPRA**

Sr. Lecturer- Marketing  
M.B.A. (Marketing & IB)  
**Years of Experience** : 09 Yrs  
**Teaching Interest:** Marketing Management,  
Consumer Behavior, Sales Management,  
Retail Management  
**Research Area:** CSR, Consumer Behavior,  
Branding.



**Ms DIVYA GOEL**

Sr. Lecturer- Human Resource  
MBA (HR), UGC(NET), Ph.D. (Pursuing)  
**Years of Experience** : 08 Yrs  
**Teaching Interest** :Human Resource and  
General Management  
**Research Area:** Conflict Management, Talent  
Retention.



**Mr. GAURAV SHREEKANT**

Sr. Lecturer- Economics  
MBA, M.A. (Economics)  
**Years of Experience** : 12 Yrs  
**Teaching Interest** : Economics, Banking



**Ms JAYASHREE SAPRA**

Sr. Lecturer- Human Resource  
MBA(HR), Ph.D. (Pursuing)  
**Years of Experience** : 06 Yrs  
**Teaching Interest** : Human Resource  
Management , Business Communication,  
Personality Growth and Training &  
Development, Manpower Planning,  
Performance Appraisal, USE  
**Research Area:** Recruitment and Selection



**Ms KAREENA BHATIA**

Sr. Lecturer- General management  
M.Phil (Mgmt), MBA, MCA, PhD (Pursuing)  
**Years of Experience** : 08 Yrs  
**Teaching Interest:** Strategic Management,  
International Business Management,  
Management Information System and E-  
Commerce.  
**Research Area** : Higher education and WTO

2012

## OUR FACULTY



**Ms. KUSHI SHARMA**

Sr. Lecturer- Human Resource  
MBA(Mkt. & HRM), UGC(NET)  
**Years of Experience :** 08 Yrs  
**Teaching Interest :** Human Resource



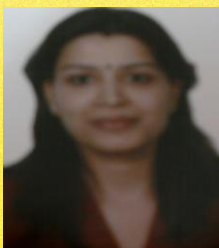
**Ms. MANJULA SHASTRI**

Sr. Lecturer- Finance  
M.Com, PGDFM, Ph.D.(Submitted)  
**Years of Experience :** 10 Yrs  
**Teaching Interest :** Financial Accounting, CAMA, Banking  
**Research Area:** Indian Banking sector assistance forces.



**Ms. NIDHI GUPTA**

Sr. Lecturer- Marketing  
M.B.A.(Marketing), M.Com., Ph.D. (Pursuing)  
**Years of Experience :** 07 Yrs  
**Teaching Interest :** Marketing Management, General Management, Business Law  
**Research Area:** Marketing & General Management.



**Ms. PARUL GOEL**

Sr. Lecturer- HR & LAW  
PGDBM, LL.B  
**Years of Experience :** 07 Yrs  
**Teaching Interest :** HR, Commercial Law, Labour Law  
**Research Area:** An Empirical analysis of Work-life balance with effect to managerial effectiveness.



**Ms. MANINDER JEET**

Sr. Lecturer- Business Law  
L.L.B., L.L.M.  
**Years of Experience :** 08 Yrs  
**Teaching Interest:** Commercial Law, Business Laws, And Environmental Management.  
**Research Area :** Commercial Law



**Ms MEENAKSHI GUJRAL**

Sr. Lecturer- Marketing  
M.Sc. (Community Resource Management & Extension)  
**Years of Experience :** 07 Yrs  
**Teaching Interest:** Management Foundations, Marketing & Consumer behavior, Business Communication.  
**Research Area:** Marketing studies, Consumer Sciences, Development & Global issues.



**Ms. NISHU SINGLA**

Sr. Lecturer – Finance  
MBA (Finance)  
**Years of Experience :** 07 Yrs  
**Teaching Interest :** Finance  
**Research Area :** International Finance, Behavioral Science



**Mr. PRIYANK BADOLA**

Sr. Lecturer- Finance  
BHM, PGDBM (Finance)  
**Years of Experience :** 07 Yrs  
**Teaching Interest :** Finance  
**Research Area:** Rural Banking, Micro Finance & Taxation

2012

## OUR FACULTY



**Mr. RAJNESH MISHRA**

Sr. Lecturer- Finance  
M.A.(Eco.), UGC(NET), Ph.D. (Pursuing )  
**Years of Experience :** 07 Yrs  
**Teaching Interest :** Economics, Banking & Business Environment  
**Research Area:** Migration (Demography).



**Ms. RASHMI RAI**

Sr. Lecturer- Human Resource  
MBA, PGCM (HR), M.Phil.,PhD (Pursuing)  
**Years of Experience :** 11 Yrs  
**Teaching Interest :** Marketing, Human Resource Management, Performance Management, Management Foundation ,Advertising Management  
**Research Area :** Human Resource Management



**Mr. RAVI BHASIN**

Sr. Lecturer- Marketing  
MBA, M.Phil, PGCPM (IIM-I)  
**Years of Experience :** 10 Yrs  
**Teaching Interest :** Marketing, Sales  
**Research Area:** Organizational Effectiveness, Marketing Research, Channel Development.



**Ms. ROLI RAGHUVANSHI**

Sr. Lecturer- Economics  
M.A. (Eco.), Ph.D. (Pursuing)  
**Years of Experience :** 08 Yrs  
**Teaching Interest :** International Economics, Macro Economics, Indian Economy  
**Research Area:** International Trade, Foreign Direct Investment, Industrial Scenario, BRIC Nations.



**Dr. SUPRIYA JHA**

Sr. Lecturer- Economics  
M.A.(Eco.), Ph.D. (Economics), UGC (NET), PGDBA  
**Years of Experience :** 10 Yrs  
**Teaching Interest :** Macro/ Micro Economics, Indian Economy, Research Methodology  
**Research Area :** Indian Economy



**Ms. SWARNA BAKSHI**

Sr. Lecturer- Marketing  
M.B.A.(HR & Mkt.), UGC(NET)  
**Years of Experience :** 06 Yrs  
**Teaching Interest :** Marketing Management, Retailing, Sales & HRM  
**Research Area :** Motivation



**Ms. SWATI MITTAL**

Sr. Lecturer- Human Resource  
M.B.A. (HR), M.C.A.  
**Years of Experience :** 06 Yrs  
**Teaching Interest :** Management Foundation, Organization Development & Change, HRM, IT  
**Research Area:** Grievance handling system, Performance Management System, Knowledge Management.



**Mr. VIVEK AHUJA**

Sr. Lecturer- General Management  
BE(IT),MBA, UGC(NET)  
**Years of Experience :** 05 Yrs  
**Teaching Interest :** Business Strategy, Information Systems  
**Research Area:** Customer Value Management, Strategic Information Systems.

2012

## OUR FACULTY



**Ms. AAKANKSHA ARORA**

Lecturer- General Management  
BBS, MBA, Ph.D. (Pursuing)  
**Years of Experience :** 04 Yrs  
**Teaching Interest:** Management,  
Entrepreneurship



**Ms. ABHILASHA SINGH**

Lecturer- Marketing  
M.B.A. (Marketing & HR)  
**Years of Experience :** 07 Yrs  
**Teaching Interest :** Marketing Management,  
Business Mathematics, Business Statistics ,  
**Research Area:** Recent trends in Marketing.



**Ms. APEKSHA HOODA**

Lecturer- Information Technology  
B.E (IT), MBA (IT)  
**Years of Experience :** 04 Yrs  
**Teaching Interest :** Information Technology  
Management  
**Research Area:** BPR



**Ms. ASTHA S GUPTA**

Lecturer- Marketing  
MBA (Marketing)  
**Years of Experience :** 05 Yrs  
**Teaching Interest :** Marketing  
**Research Area :** Direct Marketing



**Ms. BHAWANA GUPTA**

Lecturer- Information Technology  
MCA, M.Phil. , PhD (Pursuing)  
**Years of Experience :** 07 Yrs  
**Teaching Interest :**  
Information Technology, System Analysis and  
Design, Computer In Management.  
**Research Area :** Relational Database  
Management System



**Dr. DEEPA KAPOOR**

Lecturer- Marketing  
PhD, M.Com, M.B.A.  
**Years of Experience :** 08 Yrs  
**Teaching Interest:** Marketing research,  
Marketing.  
**Research Area:** Services sector, consumer  
behavior.



**Mr. DHARMENDRA PANDEY**

Lecturer- Marketing  
MBA (Mkt. & IT)  
**Years of Experience :** 05 Yrs  
**Teaching Interest:** Marketing Management,  
Rural Marketing, And Sales Management.  
**Research Area :** Web Marketing, Service  
Differentiation



**Ms GEETIKA CHAWLA**

Lecturer- Finance  
CFA, B.Com.(H), UGC(NET)  
**Years of Experience :** 04 Yrs  
**Teaching Interest :** Finance  
**Research Area :** Finance

2012

## OUR FACULTY



**Ms. GEETANJALI GULATI**

Lecturer- Marketing  
MBA (Mktg.), PGDCCEM, English Hons.  
**Years of Experience** : 04 Yrs  
**Teaching Interest** : Service Marketing, Brand Management, Retail Management and Business Communication  
**Research Area** : Organizational Development



**Ms GEETIKA JAIN**

Lecturer- Marketing  
B.Tech, MBA  
**Years of Experience** : 05 Yrs  
**Teaching Interest** : Marketing, Information Technology



**Ms. HAREEM TARIQ**

Lecturer- Finance  
B.Com (Hons), MBA  
**Years of Experience** : 05 Yrs  
**Teaching Interest** : Finance



**Ms. KIRTI SINGH**

Lecturer- Human Resource  
M.L.L., PGDM (PM & HR)  
**Years of Experience** : 07 Yrs  
**Teaching Interest**: HR, Labour laws, General Mgmt.



**Ms. KUNJANA MALIK**

Lecturer- Finance  
B.Tech.,MBA (Finance & HR), UGC(JRF-NET)  
**Years of Experience** : 04 Yrs  
**Teaching Interest** : Finance  
**Research Area**: Private Equity entry exit strategies.



**Ms. MANI ARORA**

Lecturer- General Management  
M.Com, UGC-NET, Ph.D. (Pursuing)  
**Years of Experience** : 06 Yrs  
**Teaching Interest** : Finance, Research, General Management  
**Research Area**: Finance and HR



**Ms. MANITA MATHUR**

Lecturer- Marketing  
M. Phil, M. Com., PGDBM, Ph.D (Pursuing)  
**Years of Experience** : 11 Yrs  
**Teaching Interest** : Marketing, Service Marketing, Organizational Behavior  
**Research Area** : Retail Marketing & Consumer Behavior



**Ms. NEETI SAXENA**

Lecturer- Human Resource  
**MBA(HR)**, PhD (Pursuing)  
**Years of Experience** : 05 Yrs  
**Teaching Interest** : HR

2012

## OUR FACULTY



**Ms. NEHA GAUTAM**

Lecturer- Operation  
M.Sc., M.Phil. (Statistics)  
**Years of Experience** : 04 Yrs  
**Teaching Interest** : Statistics and Operation Research



**Ms. PRINCY AGARWAL**

Lecturer- Operation  
B. Tech, MBA  
**Years of Experience** : 03 Yrs  
**Teaching Interest** : Operation Management



**Ms. PRIYANKA A. SINGH**

Lecturer- Human Resource  
MBA (HR & Mkt.)  
**Years of Experience** : 04 Yrs  
**Teaching Interest** : Human Resource, Marketing



**Mr. RAJESH KUMAR YADAV**

Lecturer- Information Technology  
MCA  
**Years of Experience** : 10 Yrs  
**Teaching Interest** :  
Business Mathematics , System Analysis and Design, Database Management System  
**Research Area**: IT Application in E-Governance.



**Ms. RICHA MANOCHA**

Lecturer- Human Resource  
MBA  
**Years of Experience** : 04 Yrs  
**Teaching Interest** : HR, Business Communication



**Ms. URVASHI VERMA**

Lecturer- Finance  
M Phil, PGDM, BE  
**Years of Experience** : 06 Yrs  
**Teaching Interest** : Finance  
**Research Area** : Share buybacks and real options



**Ms. ASHIMA AHUJA**

Lecturer- Adhoc  
MBA(Marketing)  
**Years of Experience** : 03 Yrs  
**Teaching Interest** : Brand Management, Advertising sales and promotion, Marketing Management  
**Research Area** : Sales and distribution Marketing



## 2012 GLOBAL GURUS WHO VISITED AMITY

### SOME OF THE GLOBAL GURUS WITH WHOM AMITY STUDENTS HAVE INTERACTED:

1. Mr. Tom Peters, acclaimed Management & Innovation Guru addressing corporate professionals at an event partnered by Amity University
2. Marketing Guru Philip Kotler at Amity University.
3. Prof. Philip M. Nichols of Wharton business school delivering a lecture in Amity University.
4. Growth Guru, Mr. VarneHarnish during an interactive workshop on "Global Growth Strategies".
5. Prof. Michael Tharne, VC of Anglia Ruskin University, UK at an event in Amity.
6. Dr. Peter Taylor, former director, UEL business school, London, speaking at the global management techniques
7. Mr. Jack Trout, acclaimed Marketing Guru addressing the gathering at Amity.
8. Amity students with Mr. Thomas Stewart, Managing Director and former Editor Harvard Business Review
9. Mr. Robert B. Miller, Global Sales Guru.



2012

## SPEAKERS WHO VISITED AMITY

SOME OF THE PROMINENT  
SPEAKERS WITH WHOM  
AMITY STUDENTS HAVE  
INTERACTED:

1. Microsoft Founder Bill Gates at Amity.
2. Edward De Bono at Amity University.
3. Dr. Kumar Krishnan senior scientist and lead technologist from NASA Johnson space centre at Amity University Campus.
4. Shri Sachin Pilot, the then Member of Parliament, delivering his address at Amity University
5. Hon'ble Chief Minister of Jammu & Kashmir, Mr. Omar Abdullah addressing Amity students
6. Dr. K Erick Drexler, Chief Technical Advisor, Nanorex, USA at Amity University.
7. Mr. Nicola Trevisan, CEO Veneto Nanotech during lecture at Amity University Campus.
8. Shri Kapi Sibal, Honorable HRD Minister Government of India, interacting with students at Amity University Campus.
9. Harry Beckwith at Amity.
10. Joel Stern at Amity University.



## 2012 AURA: ANNUAL MANAGEMENT FEST\*

The Annual Management Festival of the institution is generally held in second week of February every year. The festival sees the amalgamation of different student committees and the prominent Industry people committed for the success of the program. It is the relations of the Amity students with the Industry Experts developed during the commencement of their course which affirm the experts to witness the event at different stages like inauguration of the event, judging the management games, award distribution and concluding ceremony of the event. The experts share their life's experiences with the students and groom them to be better professional and human.

The event also sees the alumni meet where our laurels, the pass out students of Amity, come together and give their valuable suggestions and talk about their experiences & latest trends in the industry with the current batches. These alumni have already established themselves as entrepreneurs or successful managers in different fields.



Dr. Ashok K. Chauhan, Founder President, Amity University, addressing the gathering



From L-R Prof. AlkaMunjhal, Director, ASB, Mr. Rajeev Kumar, CEO, Rocky Talk , Dr. Kamal Agarwal, Chairperson, Dishabharti, Mr. Kartike Sharma, MD, India News, Mr. Sufian Khan, CEO, Kartavya Foundation



From L-R Mr. Kirti Azad, Former Indian Cricketer and current MP, Dr. AlkaMunjhal, Director, ASB, Director Academics Amity University UP, Delegate from Pooja Films.



Bollywood Actor Rishi Kapoor at AURA 2010



Aryan band performing at AURA (ASB)

2012

## MARKETING SEMINAR

Marketing Seminar was organized by the students wherein several Industry people expressed their views in the form of a discussion. The event brings together the prominent speakers from various industries specialized in the field of marketing and sales to interact with the students about discuss the various aspect of marketing in the practical corporate world.

The theme of the seminar was decided after brainstorming among the students and faculty focusing on an important current topic having universal appeal and relevance.

Marketing Seminar has grown from strength to strength recognizing and rewarding legendary achievers, welcoming high profile brilliant speakers and providing a platform for exchange of path breaking and stimulating ideas.



With a view to give an opportunity to its management students to interact and learn from successful and distinguished business leaders, Amity School of Business has been organizing the Corporate Seminar every year under the leadership of great strategist, Dr. Ashok K. Chauhan, Founder President, RitnandBalved Education Foundation (RBEF). Each year the theme of the seminar was decided after brainstorming among the students, faculty and the industry partners focusing on an important current topic having universal appeal and relevance. The seminar offered a truly enlightened podium for discussion and debate on the theme. It also provided an excellent opportunity for industry-academia interaction and networking.

The Annual Corporate Seminar has grown from strength to strength recognizing and rewarding legendary achievers, welcoming high profile brilliant speakers and providing a platform for exchange of path breaking and stimulating ideas.



2012

## HR SEMINAR AND FINANCE SEMINAR

### HR SEMINAR



HR summit is organized by the students in which various speakers from human resource domain speaks and interacts with students to make them aware about the industry trends and requirements.



### FINANCE SEMINAR

Prominent speaker's expert in Finance and Accounting from various industries interacts with students on current financial condition and the industry trends and requirements for grooming the students for the competitive challenges they face in the industry.



2012

## INDUSTRY VISIT & GUEST LECTURES

ASB focuses on the practical exposure given to the students in order to ensure their overall development. We make sure that students get an opportunity to have the first hand experience of the day to day operations of the companies by sending them for regular Industry Visits to various manufacturing facilities.

Several Industry Visits are conducted for students by All (the Academic Industry Interface) on a regular basis – Past visits include Mother Dairy, Sona Koyo Steering, Maruti, Honda Motors etc.

### GUEST LECTURES

Experts from the corporate world are invited to the campus for sharing their knowledge and experiences with our students and give the students the valuable guidance.

These experts share their views on different aspects of the management and provide an insight into the corporate working and help students to strive for a better future. The exposure helps our students to imbibe the knowledge disseminated by the connoisseurs.



2012

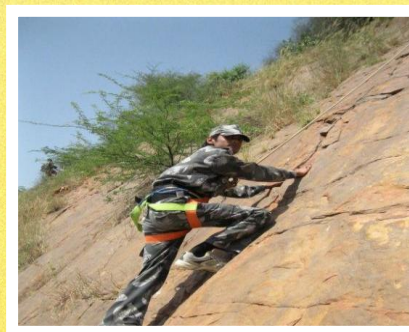
## SANGATHAN & MILITRY TRAINING CAMP

### SANGATHAN: ANNUAL SPORTS MEET

Sangathan is an Inter- Institute sports meet of Amity. It is organized every year at Amity University, Noida Campus to inculcate among all Amitians a convergence of team work, togetherness and excellence with a sense of fair play and mutual respect for both, personal and professional growth. "Sangathan" is held to celebrate the birthday of Dr. Ashok K Chauhan- Founder President, Amity and to promote the spirit of sportsmanship and camaraderie amongst the students of Amity.



### MILITARY TRAINING PROGRAMME



In accordance with the National Youth Policy which envisages that the youth of the country should spend at least one fifth of their time spent in an educational institution on out door activities, our Respected Founder President has directed that a seven days compulsory Military Training Camp for all students of Amity institutions be organized .

The aim of Military Training Camp is to expose the students to subjects of general awareness such as disaster management, Nuclear, Biological, Chemical and Radiological Threat and counter measures etc, to provide facilities for adventure related training and sports activities in an eco – friendly and pollution free environment etc



## SOME PAST ACHIEVEMENTS OF ASB STUDENTS

**“DYNAMIC,  
BRIGHT, AND  
HIGHLY  
ENTERPRISING”**

*ASB students participated in various management events organized by prestigious institutions like IIM-A, IIT, Roorkee, AIMA- New Delhi, BIMTEC- G.Noida, Christ College-Bangalore, CMS-Bangalore, Symbiosis- Pune, PES- Bangalore, KLE- Hubli, SDM-Mangloreetcand bagged various accolades.*



In September 2010, A team of students from ASB participated in the International Management Festival, ESPRIT 2010 organized by Christ College and won several accolades and stood 3rd overall.

A team from Class of 2010 and 2011 went to Christ College, Bangalore. In this Competition, ASB students bagged the award for Best Manager, 2nd in Finance and stood 3rd in Entrepreneurship.

A team from Class of 2010 and 2011 went to CMS Bangalore. In this Competition, ASB students bagged the first prize for “Threshold” in HR and the Best Manager.



ASB won a special recognition award in a business plan presentation at IBRAD School of Management & Sustainable Development, Kolkata in February for their incredible performance in a mostly postgraduate attended event.

In December 2010, ASB students were the 2nd Runners Up at COGNITO 2011 annual management festival at Christ College of Professional Studies, Bangalore.



A team from the Class of 2009 and 2010 were overall Runner-up in the fest organized by Bhartesh College of Business Administration, Belgaum (Karnataka).

Our students made it to the finals of BT acumen in 2007- the only undergraduate team of India to make it to zonal finals.

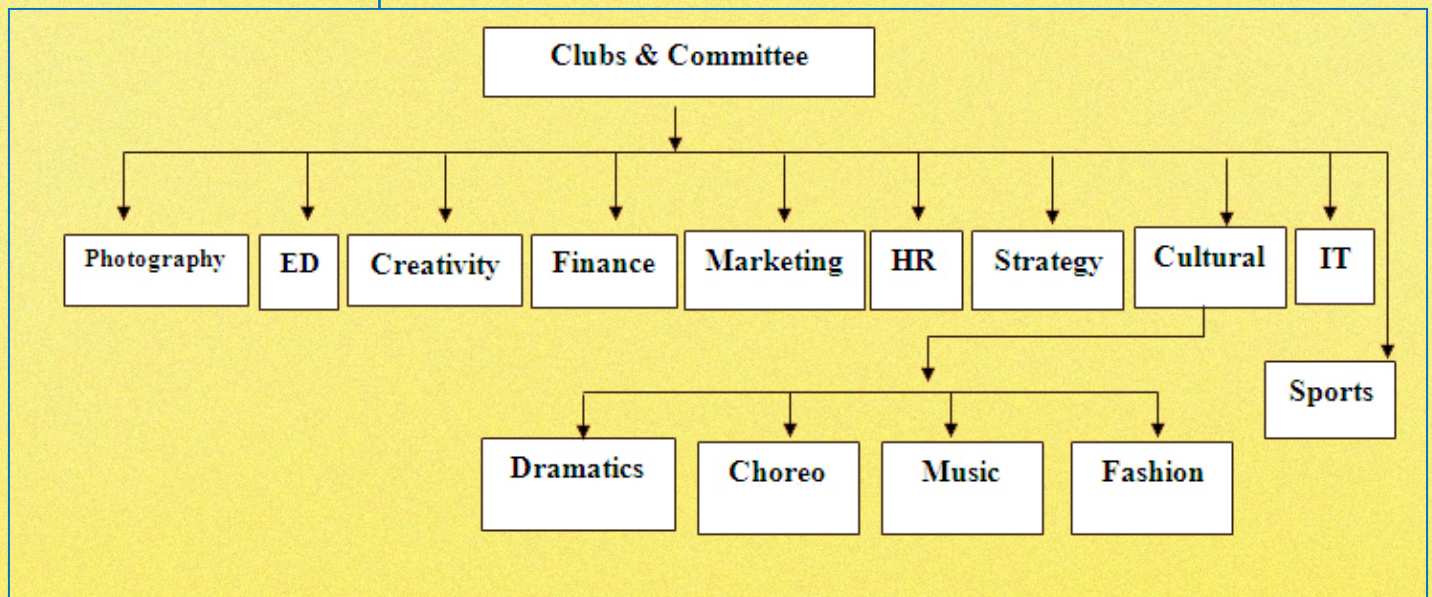
ASB students won National level Quiz Competition beating 104 teams at ICFAI Ahmadabad, including IIM A in the year 2006

2012

## CLUBS/COMMITTEE: AT ASB

The competitive academic environment and co-curricular activities on campus keep the students on their toes. But everyone needs some time off, to relax and recharge. Our students choose any clubs and do related activities under the guidance of faculty and student in-charge for the same.

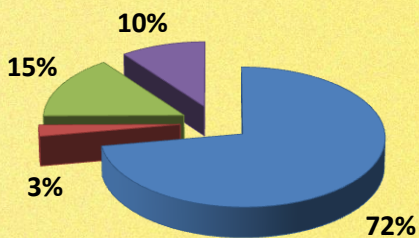
Around 18 clubs/committee including Marketing Finance Strategy, HR, Industry Interface, Debate, Sports etc headed by various faculties and students work in organizing different events for enhancing students competencies and practical implementation of the knowledge in simulated business environment



2012

## PROGRAMS OFFERED

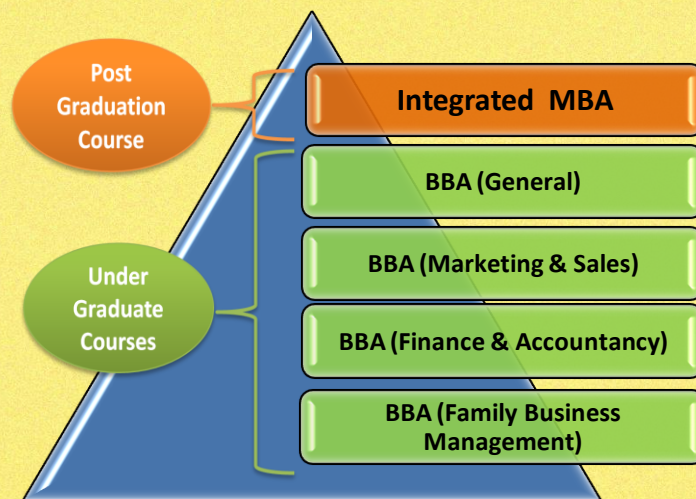
### TOTAL STUDENTS AT ASB



- BBA General
- BBA-F & A
- BBA-Marketing & Sales
- Integrated MBA

There is a strict attendance norm of 75% below which students are debarred from the examinations.

The courses for BBA/specialized BBA and BBA+MBA (Dual Degree) programs are designed to make thorough professionals of all our students. The specially framed course structure gives the students a cutting edge over other conventional degree programs offered by usual colleges and Universities. It is our continuous endeavor to upgrade & update the BBA program structure to keep up with the highly dynamic & changing corporate world.



Students have Multiple Choice to specialize in any of the areas as per their career aspirations and interests such as:

- Marketing
- Finance
- HR
- I.T
- Law

Integrated MBA offers Dual Specialization in which students will have to choose 2 Courses from Major and 1 Course from Minor in 5th 6th 7th 8th and 9th Semester for their specialization.

In order to give our students a distinct advantage in global market we offer all our students (all courses) a compulsory foreign language where the student has an option to choose any one of the five languages that we offer French, German, Spanish, Japanese and Chinese.

2012

Integrated **MBA**

POST GRADUATE  
PROGRAMME



2012

## INTEGRATED MBA: AN OVERVIEW

THE DIFFERENCE  
BETWEEN  
ORDINARY &  
EXTRA-ORDINARY  
IS THAT LITTLE  
“EXTRA”

It is a 4 ½ year course and comprises of nine semesters. Students are offered dual Specialization where in they can choose their major and minor specialization areas from:

- Finance
- Human Resource
- Marketing
- Law
- IT

Students will choose one course from their Minor Specialization field and two courses from Major Specialization field in their 5th 6th 7th 8th and 9th Semester. Students have to undergo 2 Summer Training during their Course, one after 4th Semester and 2nd after their 6th Semester. Emphasis is laid on continuous industry exposure to the students undertaking dual degree and for the same a subject Industry and Corporate Environment (ICE) has been included in their course curriculum. Students are constantly exposed to the corporate world by means of weekly Guest Lectures by eminent Industry professionals apart from regular CEO Forums and Seminars/Workshops.

At Amity, we truly believe that the difference between ordinary & extraordinary is that little “extra”. Therefore, along with a strong grounding in management courses, the students are offered compulsory value addition papers. These courses contribute towards overall personality development of our students. These courses are uniquely designed for each semester, as each semester the course aims at honing some aspect of a student's personality.

<b>SUMMER PROJECT</b>	At the end of II Semester. Application of Management concepts learned in Year I.
<b>SUMMER INTERNSHIP</b> <i>“A blend of theory with practical experience”</i>	8 - 10 weeks of <b>TWO</b> Internship After Semester IV and VI all students have to compulsorily work with an organization as Summer Interns
<b>TERM PAPER</b>	Term paper is an academic writing <b>TWO</b> Term papers are undertaken in the 7 <sup>th</sup> and 8 <sup>th</sup> Semester respectively
<b>DISSERTATION WORK</b>	Mini thesis in the chosen area of specialization Yet again, <b>TWO</b> Dissertations for Integrated MBA.

2012

## PROGRAM STRUCTURE: INTEGRATED MBA

### FIRST SEMESTER

Course Code	Course Title	Total Credit
IMBGM10101	Management Foundations	4
IMBGM10102	Business Environment	4
IMBEN 10101	Micro Economics for Business - I	4
IMBCS 10101	Computers in Management	3
IMBFN 10101	Financial Accounting – I	4
IMBRM10101	Business Mathematics	4
IMBHU 10101	Polity & Society	3
	English	-
IMBBS 10101	Behavioral Science - I	1
	Foreign Language – I	2
IMBFR 10101	French	
IMBGR10101	German	
IMBSH 10101	Spanish	
IMBJP 10101	Japanese	
IMBCE 10101	Chinese	
<b>TOTAL</b>		<b>29</b>

**Note:** # the students will study English from I semester but final evaluation will be done at the end of 2<sup>nd</sup> semester. However continuous evaluation will start from the 1<sup>st</sup> Semester

### SECOND SEMESTER

Course Code	Course Title	Total Credit
IMBEN 10201	Macro Economics for Business - II	4
IMBFN 10201	Financial Accounting – II	4
IMBHR 10201	Organization Behavior	4
IMBCS 10201	Data Base Management System	4
IMBRM10201	Business Statistics	4
IMBEN 10202	Environment Studies	4
IMBGM10201	Industry & Corporate Environment	4
IMBEG 10201	English	3
IMBBS 10201	Behavioral Science - II	1
	Foreign Language – II	2
IMBFR 10201	French	
IMBGR10201	German	
IMBSH 10201	Spanish	
IMBJP 10201	Japanese	
IMBCE 10201	Chinese	
<b>TOTAL</b>		<b>34</b>

SUMMER ASSIGNMENT/PROJECT

### THIRD SEMESTER

Course Code	Course Title	Total Credit
IMBOM20301	Operations Research	4
IMBFN 20301	Financial Management - I	4
IMBCS 20301	Management Information System	4
IMBMK20301	Marketing Management - I	4
IMBFN20302	Cost & Management Accounting	4
IMBLW20301	Business Laws	4
IMBBS 20301	Communication Skills – I	1
IMBBS 20302	Behavioral Science - III	1
	Foreign Language – II	2
IMBFR 203201	French	
IMBGR20301	German	
IMBSH 20301	Spanish	
IMBJP 20301	Japanese	
IMBCE 20301	Chinese	
IMBPR 20370	Summer Assignment & Project (Evaluation)	3
<b>TOTAL</b>		<b>31</b>

### FOURTH SEMESTER

Course Code	Course Title	Total Credit
IMBFN 20401	Financial Management – II	4
IMBMK20401	Marketing Management – II	4
IMBRM20401	Research Methodology & Report Preparation	4
IMBGM20401	Analytical Skill Building	4
IMBOM20401	Production & Operation Management	4
IMBIT 20401	System Analysis & Design	4
IMBBS20401	Communication Skills – II	1
IMBBS 20402	Behavioral Science - IV	1
	Foreign Language – IV	2
IMBFR 204201	French	
IMBGR20401	German	
IMBSH 20401	Spanish	
IMBJP 20401	Japanese	
IMBCE 20401	Chinese	
<b>TOTAL</b>		<b>28</b>

SUMMER TRAINING - I (8-10 WEEKS)

# 2012 PROGRAM STRUCTURE: INTEGRATED MBA

## FIFTH SEMESTER

Course Code	Course Title	Total Credit
IMBLW 30501	Taxation Laws & Practice	4
IMBHR 30501	Human Resource Management	4
IMBBS 30501	Communication Skills – III	1
IMBBS 30502	Behavioral Science - V	1
	Foreign Language – V	2
IMBFR 30501	French	
IMBGR 30501	German	
IMBSH 30501	Spanish	
IMBJP 30501	Japanese	
IMBCE 30501	Chinese	
IMBSI 30550	Summer Training I (Evaluation)	9
<i>Students will choose one course from their Minor Specialization field and two courses from Major Specialization field will be compulsory.</i>		
IMBMK 30501	Consumer Behaviour	4
IMBMK 30502	Service Marketing	4
IMBFN 30501	Financial Services	4
IMBFN 30502	Principles of Investment Management	4
IMBHR 30502	Organizational Development & Change	4
IMBHR 30503	Training & Development	4
IMBIT 30501	Relational Database Management System	4
IMBIT 30502	Software Project Design & Analysis	4
IMBLW 30502	Law of Crimes	4
IMBLW 30503	Investment & Competition Laws	4
<b>TOTAL</b>		<b>33</b>

## SIXTH SEMESTER

Course Code	Course Title	Total Credit
IMBOM 30601	Total Quality Management	4
IMBGM 30601	Entrepreneurship Development	4
IMBBS 30601	Dissertation - I	9
IMBBS 30602	Communication Skills – IV	1
	Behavioural Science - VI	1
	Foreign Language – VI	2
IMBFR 30601	French	
IMBGR 30601	German	
IMBSH 30601	Spanish	
IMBJP 30601	Japanese	
IMBCE 30601	Chinese	
<i>Students will choose one course from their Minor Specialization field and two courses from Major Specialization field will be compulsory.</i>		
IMBMK 30601	International Marketing	4
IMBMK 30602	Rural Marketing	4
IMBFN 30601	International Finance & Accountancy	4
IMBFN 30602	Banking & Financial Institutions	4
IMBHR 30601	International Human Resource Management	4
IMBHR 30602	Industrial Relations & Labour Laws	4
IMBIT 30601	Programming with Microsoft Visual Basic	4
IMBIT 30602	Data Communication & Network	4
IMBLW 30601	Law & Technology	4
IMBLW 30602	Intellectual Property Rights	4
<b>TOTAL</b>		<b>33</b>

SUMMER TRAINING - II (8-10 WEEKS)

# 2012 PROGRAM STRUCTURE: INTEGRATED MBA

## SEVENTH SEMESTER

Course Code	Course Title	Total Credit
IMBIB 40701	International Business Management	4
IMBGM 40701	Business Environment & Strategic Analysis	4
IMBTP 40730	Term Paper - I	5
IMBSI 40750	Summer Training - II (Evaluation)	9
IMBBS 40701	Communication Skills – V	1
IMBBS 40702	Behavioural Science – VII	1
	Foreign Language – VII	2
IMBFR 40701	French	
IMBGR40701	German	
IMBSH 40701	Spanish	
IMBJP 40701	Japanese	
IMBCE 40701	Chinese	
<i>Students will choose one course from their Minor Specialization field and two courses from Major Specialization field will be compulsory.</i>		
IMBMK 40701	Brand Management	4
IMBMK 40702	Advertising & Sales Promotion	4
IMBFN 40701	Financial Derivatives	4
IMBFN 40702	Advanced Corporate Accounts	4
IMBHR 40701	Performance Management System	4
IMBHR 40702	Compensation & Reward Management	4
IMBIT 40701	Object Oriented Programming with Java	4
IMBIT 40702	Web Database Programming with ASP	4
IMBLW 40701	Human Rights	4
IMBLW 40702	Law Relating to Labour Management Relation in India	4
<b>TOTAL</b>		<b>38</b>

## EIGHTH SEMESTER

Course Code	Course Title	Total Credit
IMBOM 40801	Supply Chain Management	4
IMBGM 40801	Business Policy & Strategic Management	4
IMBTP 40830	Term Paper - II	5
IMBBS 40801	Communication Skills – VI	1
IMBBS 40802	Behavioural Science – VIII	1
	Foreign Language – VIII	2
IMBFR 40801	French	
IMBGR40801	German	
IMBSH 40801	Spanish	
IMBJP 40801	Japanese	
IMBCE 40801	Chinese	
<i>Students will choose one course from their Minor Specialization field and two courses from Major Specialization field will be compulsory.</i>		
IMBMK 40801	Retail Management	4
IMBMK 40802	Marketing for Entrepreneurs	4
IMBFN 40801	Financing for New Ventures	4
IMBFN 40802	Advanced Corporate Finance	4
IMBHR 40801	Strategic Human Resource Management	4
IMBHR 40802	Managing Creativity & Innovation	4
IMBIT 40801	Java and Web Designing	4
IMBIT 40802	E-Business Management	4
IMBLW 40801	International Trade Law	4
IMBLW 40802	Environmental Law	4
<b>TOTAL</b>		<b>29</b>

# PROGRAM STRUCTURE: INTEGRATED MBA

## NINTH SEMESTER

Course Code	Course Title	Total Credit
IMBGM 50901	Ethics in Business	4
IMBIB 50901	Cross Cultural Management	4
IMBDI 50960	Dissertation - II	9
IMBBS 50901	Communication Skills – VII	1
IMBBS 50902	Behavioural Science – IX	1
	Foreign Language – VIII	2
IMBFR 50901	French	
IMBGR50901	German	
IMBSH 50901	Spanish	
IMBJP 50901	Japanese	
IMBCE 50901	Chinese	
<p><i>Students will choose one course from their Minor Specialization field and two courses from Major Specialization field will be compulsory.</i></p>		
IMBMK 50901	Integrated Marketing Communications	4
IMBMK 50902	Customer Relationship Management	4
IMBFN 50901	Mergers, Managements Buy-Outs and corporate re-structuring	4
IMBFN 50902	Infrastructure Project Management & Control	4
IMBHR 50901	Managerial Counseling	4
IMBHR 50902	Organizational Structure Design & HR Planning	4
IMBIT 50901	Enterprise Resource Planning	4
IMBIT 50902	Information Security & Risk Management	4
IMBLW 50901	Corporate Law	4
IMBLW 50902	International Humanitarian Law	4
	<b>TOTAL</b>	<b>33</b>

2012

## PROGRAM STRUCTURE: INTEGRATED MBA

### SUMMER PROJECT

This is the first exposure of the students to the Secondary Research. Summer Project is the first hands on Research positioned for the understanding of the general management for the students. The primary purpose of this applied research project is discovering, interpreting, and the development of business methodologies.

The focal objective of this project is to harness the curiosity toward the theories & explanations of the nature and the properties of broad-spectrum of management. This leads to the understanding of the relations among variables.

The Project is scheduled in the summer vacation after the end of 2nd semester every year.

### SUMMER INTERNSHIP

The internship program of 8-10 week can be described as an attempt to institutionalize and bridge the gap between the professional world and the academic institutions. Entire effort in internship is in terms of extending the program of education and evaluation beyond the classroom of an institution.

The educational process in the internship course focuses on many latent attributes like intellectual ability, professional judgment, decision making ability, inter-disciplinary approach, skill in data handling, sense of responsibility and so on, which a person should possess as a professional. The two months Internship Program at Amity School of Business ensure the development of such qualities in the students.

The program is scheduled at the end of 4th Semester during Summer Vacations each year for the BBA students and for Integrated MBA it was scheduled twice at the end of 4<sup>th</sup> and 6<sup>th</sup> semester.

2012

## PROGRAM STRUCTURE: INTEGRATED MBA

### DISSERTATION

Student's Research and Finding for the partial fulfillment of a Degree.

The basic objective of the dissertation is to provide the student with an opportunity to further enhance the intellectual and personal development in the chosen specialized field by undertaking a significant practical unit of activity, having an educational value at a level commensurate with the award of the Degree.

The Dissertation is defined as a scholarly inquiry into a problem or issues, involving a systematic approach to gathering and analysis of data / information, leading to production of a structured report. The student is exposed to the critical and supporting views regarding the research idea which will help the ward in formulation of his idiosyncratic view point justified by him.

It is a continuous assignment taken by the student in the beginning of 5th semester which is evaluated in the 6th semester and in 8<sup>th</sup> semester which is evaluated in 9<sup>th</sup> semester.

### TERM PAPER

Term paper is an academic writing, which is performed by the students in the set period of time (semester). The basic objective of the term paper is to provide the student with an opportunity to enhance the knowledge and intellectual development in the specialization field.

Research activities are much more focused, research oriented. It helps the student to know the insight of the specific area chosen by them.

Term papers are undertaken in the 7th and 8<sup>th</sup> Semester respectively for the post graduation batch of Integrated MBA only.

## IMBA: A DIFFERENTIATING FACTOR FROM MBA GEN.

MANY IMBA STUDENTS GOT THEIR RESEARCH PAPER PUBLISHED IN VARIOUS REPUTED NATIONAL AND INTERNATIONAL MANAGEMENT JOURNALS

Integrated MBA is not like any other general MBA done by the students after their graduations. Integrated MBA is different and provides a competitive edge to the students in terms of the knowledge and the difficulties that they face.

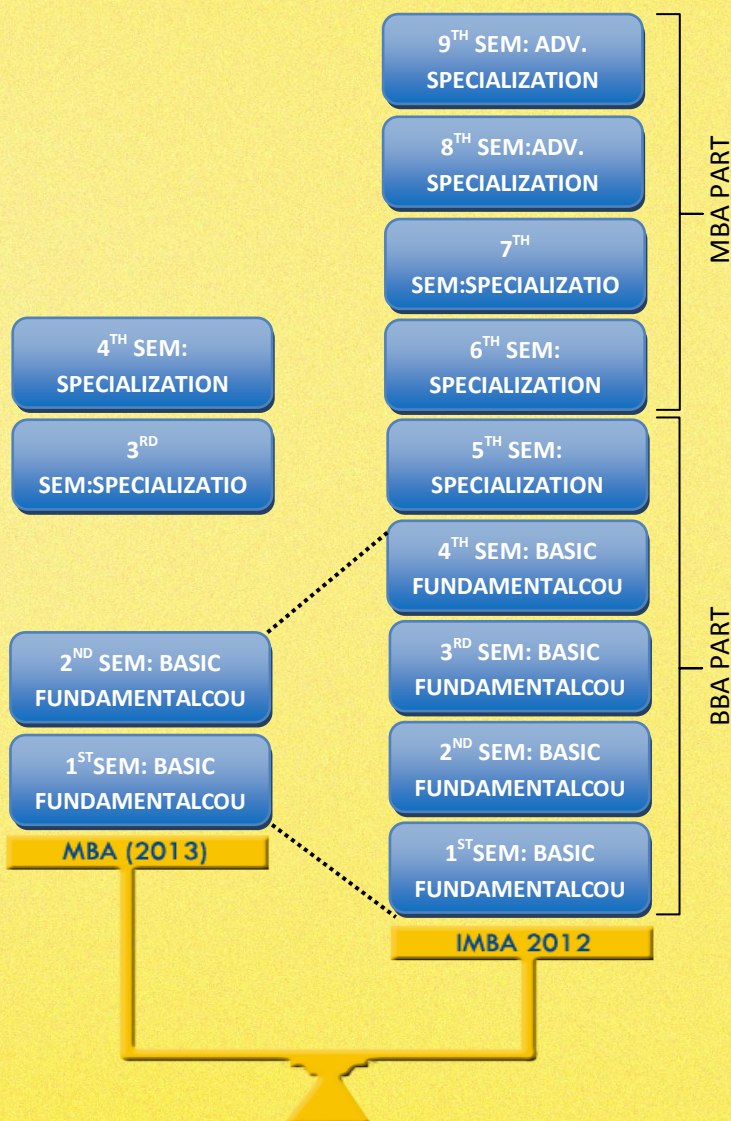
The specialty of this course is the structure that the students are taught all the new subjects right from the beginning of the MBA which are not repetitive or revision of the subjects studied earlier whereas, all the General MBA students start their studies with the course that they have already studied in their BBA. So the real studies or the specialization course of the general MBA starts from their 3<sup>rd</sup> semester effectively. IMBA does their specialization for 3 consecutive years which led's to the super specialization.

The other interesting and important fact is that the level of the challenges that the students face during their industry interaction increases as the continuation of the whole course. They face progressive difficulties as the course is the continuation of the BBA on the other hand, the level of the difficulties that are experienced by the general MBA students is very low in the starting and gradually takes on to another yet comparatively low level as that of an IMBA. Moreover, the content difference remains between the two.

	MBA- Gen	IMBA
<b>COURSE STRUCTURE</b>	Repetitive for BBA graduates. Therefore, restricted avenues for new learning.	Non repetitive course and rigorously and progressively delivered.
<b>QUALITY OF CONTENT</b>	The level of difficulties or challenges is much less as then first year of the course is general. This gives IMBA an edge over them.	Much more challenging as IMBA face progressive difficulties because the course is continuation of BBA and is specialized from 3 <sup>rd</sup> year itself. This prepares us to become better managers.
<b>GUEST LECTURES, SEMINARS &amp; CONFERENCES</b>	For 2 year	For 4½ years: more exposure and interaction with corporate experts and practical business world

# IMBA: A DIFFERENTIATING FACTOR FROM MBA GEN.

MANAGEMENT COURSE:  
MBA Gen WITHOUT BBA BACKGROUND  
VS  
Integrated MBA



PG COURSE:  
MBA Gen WITH BBA BACKGROUND  
VS  
Integrated MBA



\*MBA General 2011-13 batch are considered as students from both course (IMBA and MBA Gen) starts graduation in 2008

## IMBA: A DIFFERENTIATING FACTOR FROM MBA GEN.

	MBA- Gen (2013)	IMBA (2008-12)
<b>SPECIALIZATION COURSE</b> (MAJOR+ MINOR)	A combination of 8+4 or 6+6 course from major and minor course:  <b>TOTAL 12 COURSE</b>	10 course from major & 5 from minor:  <b>TOTAL 15 COURSE FROM SPECIALIZATION</b>
<b>SUMMER PROJECT</b> Duration: 2 month	<b>NIL</b>	<b>ONE:</b> The primary purpose of this applied research project is discovering, interpreting, and the development of business methodologies
<b>INDUSTRY EXPOSURE / INTERNSHIP</b> Duration:8-10 week	<b>ONE:</b> limited industry exposure. Restricted to 2months only.	<b>TWO:</b> much more elaborate as we interact with the industry for more then 4 months in which level of interaction and difficulty increases simultaneously.
<b>TERM PAPER</b>	<b>NIL</b>	<b>TWO:</b> Research activities are much more focused, research oriented and large as compared to that of MBA General programs.
<b>DISSERTATION</b>	<b>ONE</b>	<b>TWO</b> dissertation research paper in which the progressive difficulties increases at each level

2012

# BATCH PROFILE

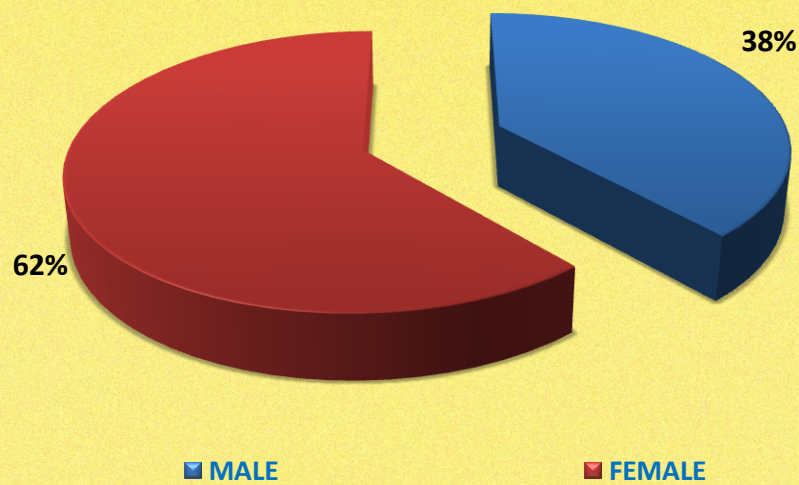
Integrated MBA



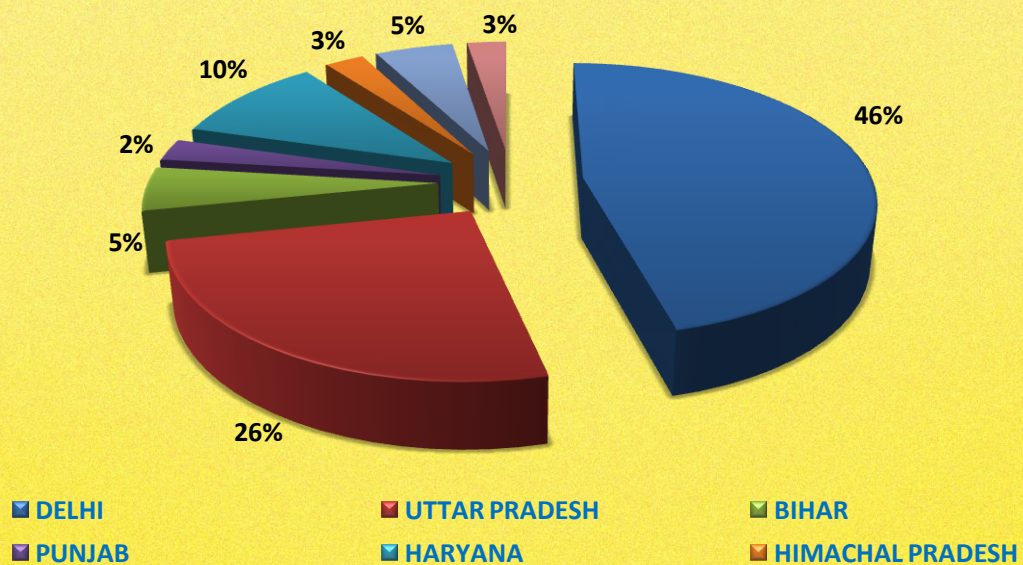
2012

## IMBA: BATCH PROFILE

### GENDER DISTRIBUTION



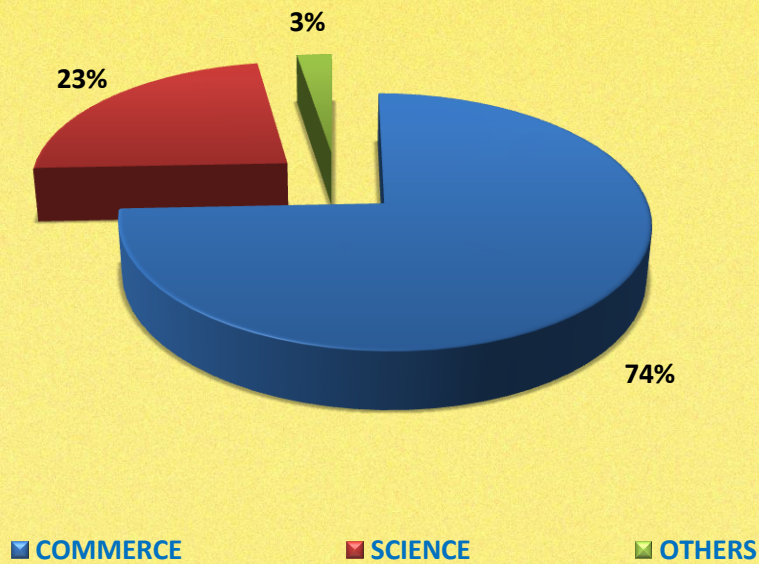
### GEOGRAPHICAL DISTRIBUTION



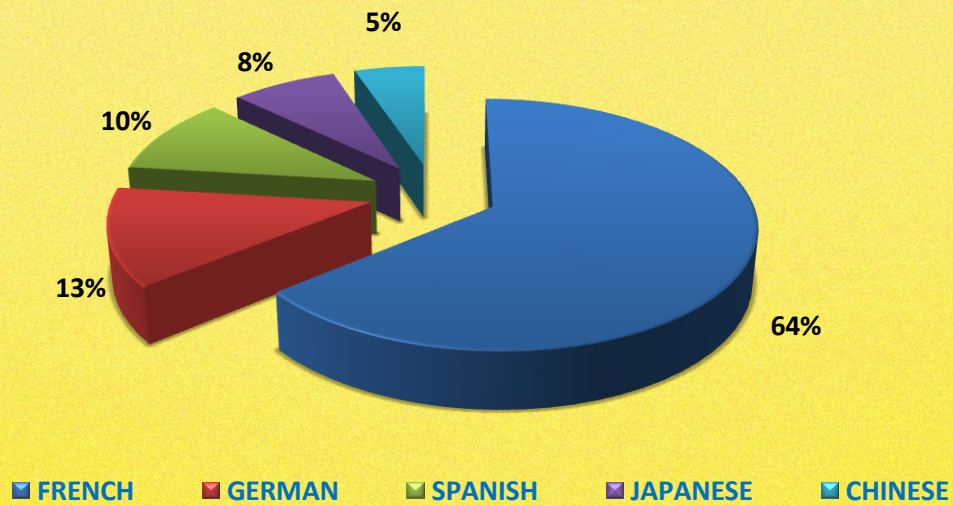
2012

## IMBA: BATCH PROFILE

### 12<sup>TH</sup> STREAM

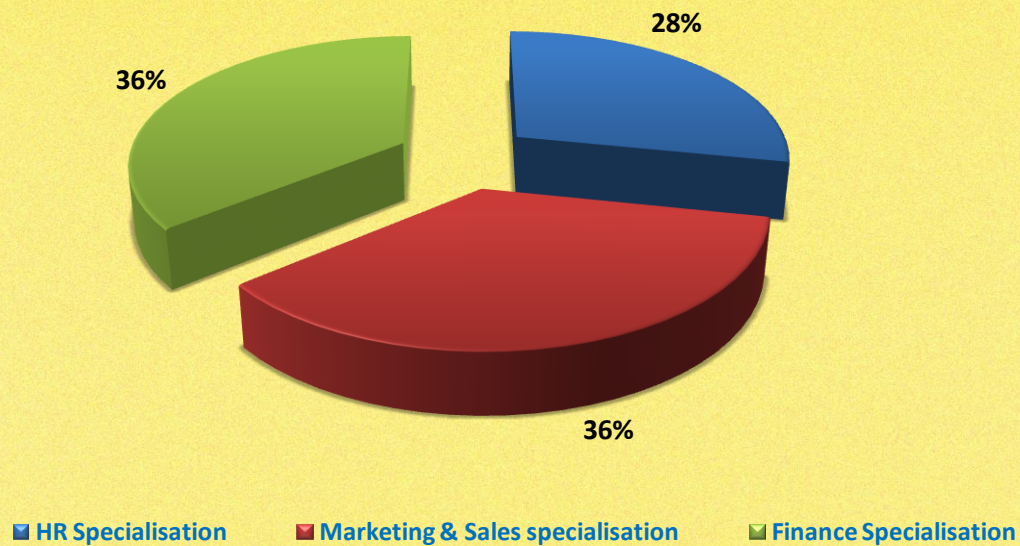


### FOREIGN LANGUAGE

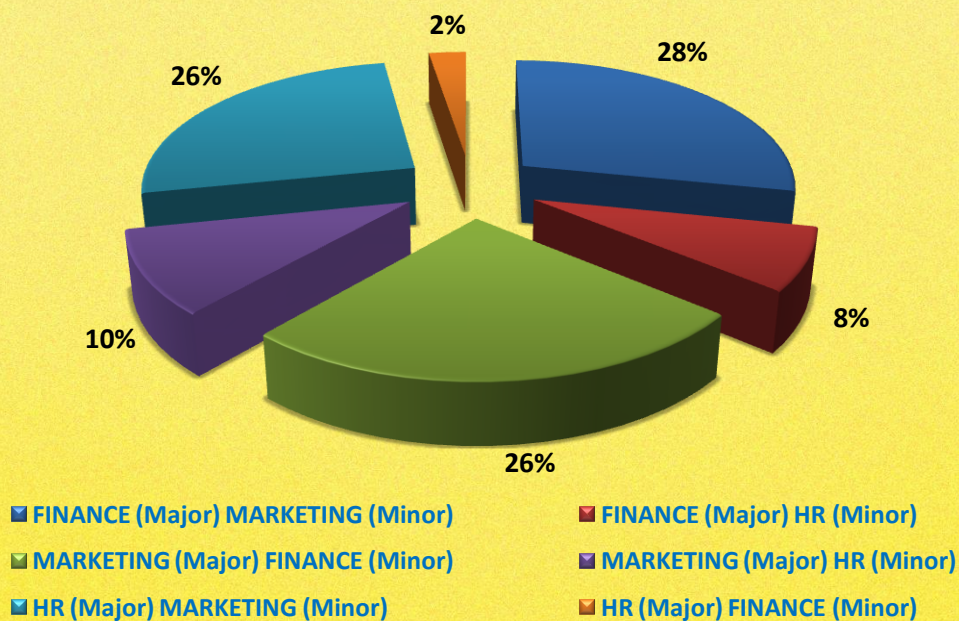


# 2012 IMBA: BATCH PROFILE

## MAJOR SPECIALIZATION



## DUAL SPECIALIZATION



2012

## INTEGRATED MBA: FINANCE (MAJOR)



**NAKUL PARAMESWAR, 21**  
Minor: **MARKETING**  
CGPA: **9.52**  
12<sup>th</sup> score: **86.4%**  
Internship 1: **MADURA GARMENTS**  
Internship 2: **NTPC LTD.**  
Foreign language: **GERMAN**  
*Additional qualification: Basic certificate course on RTI*



**VIKKY AGARWAL, 21**  
Minor: **MARKETING**  
CGPA: **8.60**  
12<sup>th</sup> score: **84.20%**  
Internship 1: **TECON PROJECTS PVT. LTD.**  
Internship 2: **INDIA BULLS REAL ESTATES**  
Foreign language: **FRENCH**



**SHRUTI CHANDRA, 21**  
Minor: **MARKETING**  
CGPA: **7.88**  
12<sup>th</sup> score: **82.40%**  
Internship 1: **AJAY MITTAL AND C.A**  
Internship 2: **INDIA BULLS REAL ESTATES**  
Foreign language: **FRENCH**



**SIMRAN PREET SINGH, 21**  
Minor: **MARKETING**  
CGPA: **7.58**  
12<sup>th</sup> score: **74%**  
Internship 1: **INTERARCH BUILDINGS PVT. LTD.**  
Internship 2: **RELIGARE ENTERPRISE LTD.**  
Foreign language: **FRENCH**



**SWETA KUKREJA, 21**  
Minor: **MARKETING**  
CGPA: **7.20**  
12<sup>th</sup> score: **82%**  
Internship 1: **BHUSHAN STEELS LTD.**  
Internship 2: **BHUSHAN STEELS LTD**  
Foreign language: **GERMAN**



**SRISHTY AGARWAL, 21**  
Minor: **MARKETING**  
CGPA: **7.20**  
12<sup>th</sup> score: **83 %**  
Internship 1: **HDFC STANDARD LIFE INSURANCE**  
Internship 2: **VENTURA SECURITIES LIMITED**  
Foreign language: **CHINESE**



**MANISHA SHARMA, 21**  
Minor: **MARKETING**  
CGPA: **6.84**  
12<sup>th</sup> score: **71%**  
Internship 1: **ANSAL BUILD WELL PVT.LTD.**  
Internship 2: **NTPC LTD.**  
Foreign language: **FRENCH**



**ANMOL KATHURIA, 21**  
Minor: **HR**  
CGPA: **6.66**  
12<sup>th</sup> score: **72.20%**  
Internship 1: **AKME BIOTECH PHARMACEUTICALS**  
Internship 2: **AVIVA LIFE INSURANCE**  
Foreign language: **FRENCH**

2012

## INTEGRATED MBA: FINANCE (MAJOR)



**SHAYNA TANEJA, 21**

Minor:HR

CGPA:6.60

12<sup>th</sup> score:77%

Internship 1:HCL INFOSYSTEMS LTD.

Internship 2:COSMIC KITCHEN PVT. LTD.

Foreign language:FRENCH



**ISHA SACHDEVA, 21**

Minor:HR

CGPA:6.47

12<sup>th</sup> score:75%

Internship 1:WIZCRAFT INTERNATIONAL ENTERTAINMENT PVT. LTD

Internship 2:ERNST & YOUNG

Foreign language: FRENCH



**ARPIT RAJ,22**

Minor:MARKETING

CGPA:6.10

12<sup>th</sup> score:76.50%

Internship 1:AXIS BANK

Internship 2:AXIS BANK

Foreign language:SPANISH



**ARIHANT SETHIA, 21**

Minor:MARKETING

CGPA:5.92

12<sup>th</sup> score: 75.36%

Internship 1:RDB GROUPS

Internship 2:RDB GROUPS

Foreign language:SPANISH



**SURBHI SHARMA, 21**

Minor: MARKETING

CGPA:5.91

12<sup>th</sup> score:73%

Internship 1:DHARAMPAL SATYAPAL LIMITED

Internship 2:HDFC BANK- HP

Foreign language: FRENCH



**LUBHANSH BHARADWAJ, 22**

Minor:MARKETING

CGPA: 5.66

12<sup>th</sup> score:79%

Internship 1:CHARTERED ACCOUNTANT FIRM

Internship 2:JK TYRES AND INDUSTRIES LTD.

Foreign language: FRENCH

## 2012 INTEGRATED MBA: MARKETING (MAJOR)



**NIKHIL KUMAR, 23**  
Minor: **FINANCE**  
CGPA:**8.69**  
12<sup>th</sup> score: **76.20%**  
Internship 1:**MICROMAX PVT. LTD.**  
Internship 2:**TOSHIBA INDIA PVT. LTD.**  
Foreign language: **FRENCH**



**VIPUL JAKHODIA, 21**  
Minor: **FINANCE**  
CGPA:**8.61**  
12<sup>th</sup> score: **89%**  
Internship 1:**KAMDHENU ISPAT LTD.**  
Internship 2:**KAMDHENU ISPAT LTD**  
Foreign language: **FRENCH**



**SAKSHI SINGHAL, 21**  
Minor: **FINANCE**  
CGPA:**7.98**  
12<sup>th</sup> score: **80%**  
Internship 1:**BHUSHAN STEELS LTD.**  
Internship 2:**RAJNEESH GUPTA & CO.**  
Foreign language: **FRENCH**



**SWATI GUPTA, 21**  
Minor: **FINANCE**  
CGPA:**7.78**  
12<sup>th</sup> score: **78%**  
Internship 1:**MICROMAX PVT. LTD.**  
Internship 2:**TOSHIBA INDIA PVT. LTD.**  
Foreign language: **JAPANESE**



**ABHIGYAN SINHA, 22**  
Minor: **FINANCE**  
CGPA:**7.47**  
12<sup>th</sup> score: **75%**  
Internship 1:**TATA STEELS LTD**  
Internship 2:**AVIVA LIFE INSURANCE**  
Foreign language: **FRENCH**



**HIMANSHI TIWARI, 24**  
Minor: **FINANCE**  
CGPA:**7.09**  
12<sup>th</sup> score: **79.20 %**  
Internship 1:**FIREFLY E- VENTURES**  
Internship 2:**WHIRLPOOL INDIA LTD.**  
Foreign language: **FRENCH**



**AKSHAY ARORA, 22**  
Minor: **HR**  
CGPA:**6.66**  
12<sup>th</sup> score: **74.80 %**  
Internship 1:**HEAVEN GROUP OF HOTELS AND RESORTS**  
Internship 2:**EICHER MOTORS**  
Foreign language: **FRENCH**



**PRANAV BANSAL, 21**  
Minor: **FINANCE**  
CGPA:**6.41**  
12<sup>th</sup> score: **70.40 %**  
Internship 1:**BHATINDA CHEMICALS PVT.LTD.**  
Internship 2:**RBC**  
Foreign language: **GERMAN**

2012

## INTEGRATED MBA: MARKETING (MAJOR)



**SAKSHI MISHRA, 21**  
Minor: **FINANCE**  
CGPA:**6.26**  
12<sup>th</sup> score: **80 %**  
Internship 1:**PREMIUM COATINGS PVT LTD**  
Internship 2:**BANK OF BARODA**  
Foreign language:**JAPANESE**



**SAMEEKSHA TANEJA, 21**  
Minor: **FINANCE**  
CGPA:**6.10**  
12<sup>th</sup> score: **65 %**  
Internship 1:**IRCTC**  
Internship 2:**IRFC**  
Foreign language: **SPANISH**



**ABHISHEK BAHL, 24**  
Minor: **HR**  
CGPA:**4.89**  
12<sup>th</sup> score: **80.25 %**  
Internship 1:**INTERNATIONAL PHILLIP MORR**  
Internship 2:**LETSINTERN.COM**  
Foreign language:**SPANISH**



**PANKHI AGARWAL, 21**  
Minor: **HR**  
CGPA:**6.14**  
12<sup>th</sup> score: **72%**  
Internship 1:**ONGC**  
Internship 2:**FEVER 104 F.M**  
Foreign language: **FRENCH**  
*Additional qualification: Pursuing French Diploma (External student) from Alliance Francais de Delhi*



**ADITYA GUPTA, 21**  
Minor: **FINANCE**  
CGPA: **5.60**  
12<sup>th</sup> score: **74 %**  
Internship 1:**SMC GLOBAL SECURITIES LTD.**  
Internship 2:**SMC GLOBAL SECURITIES LTD.**  
Foreign language: **GERMAN**



**SWATI BANBAH, 22**  
Minor: **HR**  
CGPA:**4.74**  
12<sup>th</sup> score: **86 %**  
Internship 1:**ADIVA GROUP OF HOSPITALS**  
Internship 2:**SPARSH NGO**  
Foreign language: **FRENCH**

## 2012 INTEGRATED MBA: HUMAN RESOURCE (MAJOR)



**RASHMI SHARMA, 21**  
Minor: **MARKETING**  
CGPA: **7.66**  
12<sup>th</sup> score: **86 %**  
Internship 1:**GOODYEAR TYRES INDIA LTD.**  
Internship 2:**ESCORTS LTD.- AGRI MACHINERY**  
Foreign language: **FRENCH**



**DIVYA SEHGAL, 22**  
Minor: **MARKETING**  
CGPA:**7.25**  
12<sup>th</sup> score:**83 %**  
Internship 1:**ESCORTS LTD.- AGRI MACHINERY**  
Internship 2:**ESCORTS LTD.- AGRI MACHINERY**  
Foreign language: **FRENCH**



**PRIYANKA SINGH, 21**  
Minor: **MARKETING**  
CGPA:**6.53**  
12<sup>th</sup> score:**80 %**  
Internship 1:**MTS**  
Internship 2:**DABUR**  
Foreign language: **FRENCH**



**SHUBHANGI SINGH, 22**  
Minor: **MARKETING**  
CGPA:**6.28**  
12<sup>th</sup> score:**83 %**  
Internship 1:**NGO**  
Internship 2:**ROYAL BANK OF SCOTLAND**  
Foreign language: **FRENCH**



**NEHA SETHI, 21**  
Minor: **FINANCE**  
CGPA:**7.46**  
12<sup>th</sup> score: **72.80 %**  
Internship 1:**ITC LTD**  
Internship 2:**PALIWAL EXPORTS LTD.**  
Foreign language: **FRENCH**



**SUMEDHA S. K. THAKUR, 21**  
Minor: **MARKETING**  
CGPA:**6.82**  
12<sup>th</sup> score:**77 %**  
Internship 1:**ARVIND MILLS**  
Internship 2:**TROIKA PHARMACEUTICALS PVT.LTD.**  
Foreign language: **FRENCH**



**SONAM KANSAL, 21**  
Minor: **MARKETING**  
CGPA:**6.49**  
12<sup>th</sup> score:**77.5 %**  
Internship 1:**NEWLINE PUBLICATIONS**  
Internship 2:**SPICE MOBILITY**  
Foreign language: **FRENCH**



**MEGHA JAIN, 21**  
Minor: **MARKETING**  
CGPA:**6.24**  
12<sup>th</sup> score:**75 %**  
Internship 1:**TECH MECH HANDLING EQUIPMENTS**  
Internship 2:**ESCORTS LTD**  
Foreign language: **FRENCH**

## 2012 INTEGRATED MBA: HUMAN RESOURCE (MAJOR)



**RITU KHANNA, 21**  
Minor: **MARKETING**  
CGPA:**6.11**  
12<sup>th</sup> score:**72 %**  
Internship 1:**HCL**  
Internship 2:**MOTHER SON LTD,**  
**NOIDA**  
Foreign language: **FRENCH**



**ANKITA ARORA, 21**  
Minor: **MARKETING**  
CGPA:**5.85**  
12<sup>th</sup> score:**84 %**  
Internship 1:**SANTACLAUS PVT. LTD.**  
Internship 2:**HCL INFOSYSTEMS LTD.**  
Foreign language: **FRENCH**



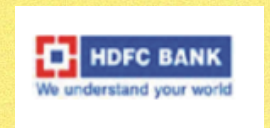
**PRINCE ALEXANDER, 21**  
Minor: **MARKETING**  
CGPA:**5.24**  
12<sup>th</sup> score:**71 %**  
Internship 1:**WNS GLOBAL SERVICE**  
**PVT. LTD**  
Internship 2:**WNS GLOBAL SERVICE**  
**PVT. LTD**  
Foreign language: **GERMAN**

# INTERNSHIP RECRUITERS OF IMBA (2008-12) BATCH



2012

## OUR RECRUITERS



.....and many more...

2012

## TOP RECRUITERS: AT AMITY



2012

## JOINING DATES

### Integrated MBA (IMBA)- Early Joining

IMBA course is designed in such a way that it provides maximum exposure to our students, so in this front also it provides competitive edge over MBA-General (2011-13) as the IMBA batch will join the organization earlier than their counterpart MBA- General.

The students will join the organization from **September 2012** onwards as full time employee and will come back for few days and give their final exam in November 2012 and then again join the company.

## 2012 ACADEMIA INDUSTRY INTERFACE (AII) TEAM



**MS. SWARNA BAKSHI**  
M.B.A.(HR & Mkt.), UGC(NET)  
Sr. Lecturer  
Academia Industry Interface  
[sbakshi@amity.edu](mailto:sbakshi@amity.edu)  
+91-9971152113



**MS. ABHILASHA SINGH**  
M.B.A. (Mkt& HR)  
Lecturer  
Academia Industry Interface  
[asingh9@amity.edu](mailto:asingh9@amity.edu)  
+91-9999106185



**MS. KIRTI M. SINGH**  
M.L.L., PGDM (PM & HR)  
Lecturer  
Academia Industry Interface  
[kmankotia@amity.edu](mailto:kmankotia@amity.edu)  
+91-9810111059



**MR. DHARMENDRA PANDEY**  
MBA (Mkt. & IT)  
Lecturer  
Academia Industry Interface  
[dpandey2@amity.edu](mailto:dpandey2@amity.edu)  
+91-9971056010



**MS. NEETI SAXENA**  
M.B.A. (HR)  
Lecturer  
Academia Industry Interface  
[nsaxena@amity.edu](mailto:nsaxena@amity.edu)  
+91-9958833678



**MR. RAVI BHASIN**  
MBA, M.Phil, PGCPM(IIM-I)  
Sr. Lecturer  
Academia Industry Interface  
[rbhasin@amity.edu](mailto:rbhasin@amity.edu)  
+91-9810165438

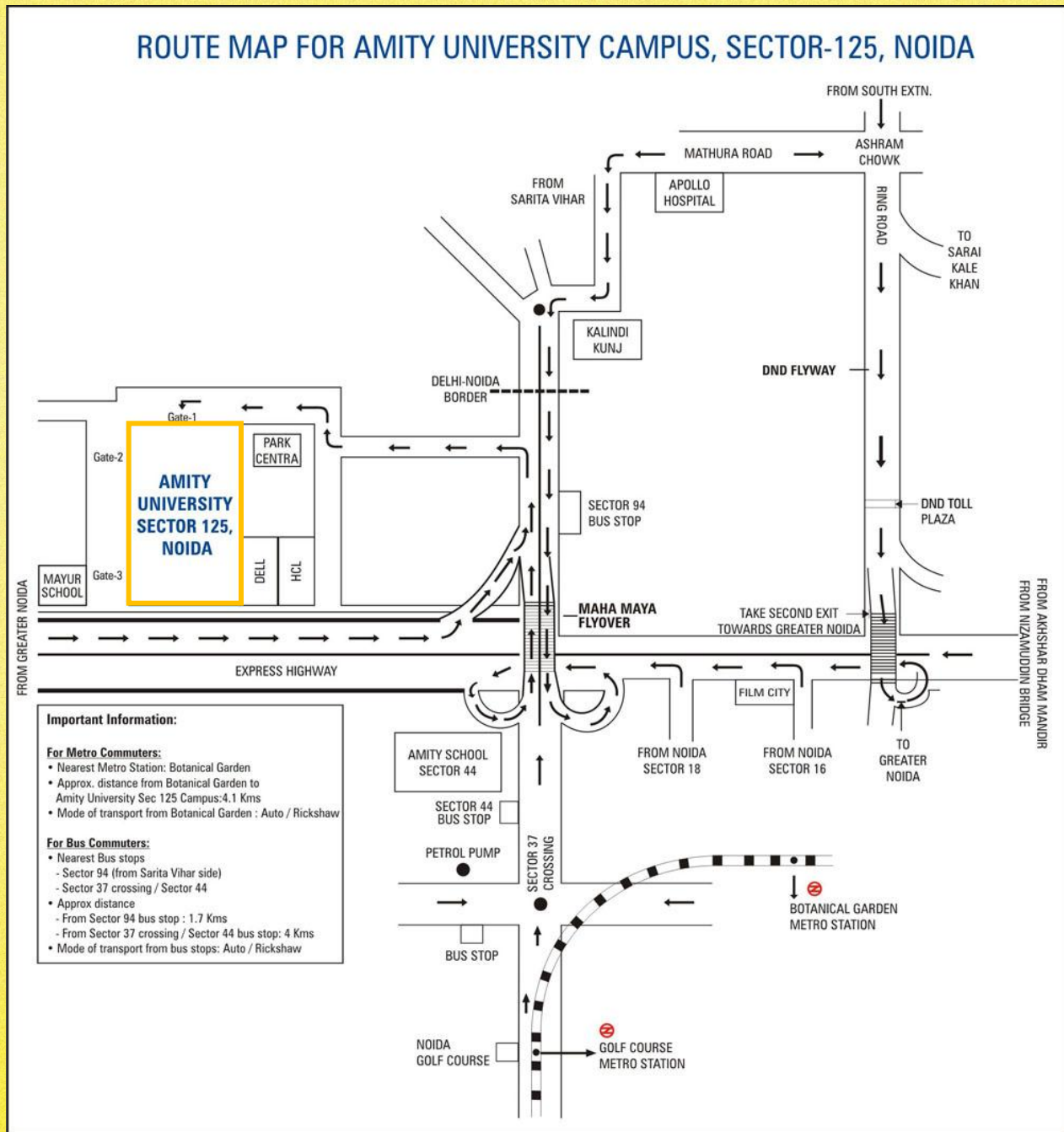


**MS. ASHIMA AHUJA**  
MBA(Mkt.)  
Lecturer- Adhoc  
Academia Industry Interface  
[aahuja@amity.edu](mailto:aahuja@amity.edu)  
+91-9999083626



**MR. PARAG SAURABH**  
Asst. Manager All  
Academia Industry Interface  
[psaurabh@amity.edu](mailto:psaurabh@amity.edu)  
+91-9313356911

# HOW TO REACH AMITY UNIVERSITY, SECTOR-125



2012

## ASB: BROCHURE TEAM



**Ms. SWARNA BAKSHI**  
Sr. Lecturer  
Academia Industry Interface  
[sbakshi@amity.edu](mailto:sbakshi@amity.edu)  
[+91-9971152113](tel:+91-9971152113)



**Ms ABHILASHA SINGH**  
Lecturer  
Academia Industry Interface  
[asingh9@amity.edu](mailto:asingh9@amity.edu)  
[+91-9999106185](tel:+91-9999106185)



**Ms KIRTI M. SINGH**  
Lecturer  
Academia Industry Interface  
[kmankotia@amity.edu](mailto:kmankotia@amity.edu)  
[+91-9810111059](tel:+91-9810111059)



**NIKHIL KUMAR**  
Integrated MBA (2008-12)  
[nikhilsingh11@hotmail.com](mailto:nikhilsingh11@hotmail.com)  
[+91-8802131607](tel:+91-8802131607)  
[+91-9960745590](tel:+91-9960745590)



**SWATI GUPTA**  
Integrated MBA (2008-12)  
[swati.gupta212@gmail.com](mailto:swati.gupta212@gmail.com)  
[+91-9971876200](tel:+91-9971876200)