E-Brochure
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Founder President’s Message

With our mission big, our goals challenging and the determination to scale greater heights, the Amity Business School (ABS), Amity Education Valley (AEV), Manesar, with the active and continued support of corporate world has achieved remarkable success and is poised to make a niche for itself in the near future to be amongst the top Business Schools of the country.

I am delighted to see that with the motivation, guidance and help provided to the students by the dedicated faculty of ABS, Manesar, they are equipped with the academic excellence, coupled with the values, ethics, traits and perfection in behavioural science which enables them to become a successful professional with the fullest commitment to serve their company, by which they start.

I am sure; this Recruitment Brochure would help the corporate leaders in knowing the tremendous potential our students possess to take up any challenges in the corporate sector and their capability to meet fully the expectations of their employers.

It is a matter of immense pride to note that due to these extraordinary qualities, the talents of our students is being duly recognized by the leaders of the corporate world by offering them the most challenging opportunities and take them to be a part of their team. On their part, our students, due to their hard-work, dedication, commitment and determination have become an integral part of the corporate world and industry and are immensely contributing in their growth.

I congratulate Dr. R.C. Sharma, Sr. Director, Amity Business School, Manesar, his worthy faculty members for attracting such great interest of corporate world for their institution.

I wish to compliment and thank the corporate world leaders for everything they are doing for ABS.

(Dr. Ashok K. Chauhan)
President, Amity Business School (ABS) Manesar & Founder President, Ritnand Balved Education Foundation (RBEF)
(The Foundation of Amity Institutions and the sponsoring body of AMITY Universities)
MESSAGE

China apart, India is the first major economy to shrug off the global recession. As per estimates worked out Indian economy is likely to grow 7 per cent in 2010-2011 and reach its long-term trend rate of 9 per cent the year after. Though the worst is behind us, but it is a hard climb out of the economic hole the world has dug itself into. Hence, Indian corporate sector requires competent managers to withstand the global challenges not only the current ones but also the ones that are likely to erupt in the near future.

It is in this context that the Amity Business School, Manesar has been endeavouring to groom the desired type of managers so that they can take up the challenges facing the corporate sector. We have been trying to ensure that our students have a holistic development of their personality, for which we organize Industrial Visits, teaching of Foreign Languages, Case Studies, Business Quizzes, Presentations, Guest Lectures, Corporate Meets, National Seminars, Military Training Camps and a host of other relevant activities on regular basis. Not only this, we maintain a close liaison with the leading industrial and management Associations in the NCR region, such as, Gurgaon Industrial Association (GIA), Gurgaon Management Association (GMA), IMT Industrial Association, NCR Chamber of Commerce & Industry (NCCI), Haryana State Productivity Council(Gurgaon Chapter), etc.

In view of the above, executives from the corporate sector are welcome to visit our campus and conduct campus interviews and get the desired caliber.

Dr. R. C. Sharma
Professor & Advisor
The Selection Procedure

All the interested candidates who desire to seek admission in Amity Business School, Manesar have to undergo a set selection procedure. Only those with the most promising talent stand a chance to succeed in the 'Management Aptitude Test' (MAT) conducted by the AIMA. The State Government conducts the process of admission based on the merit in MAT. The required information is displayed by the government on its website. Needless to mention that among all the affiliated Institutes, Amity Business School, Manesar is one of the most sought after destinations to pursue MBA programme.

Having got admission, students are chiseled and magnified through rigorous class instructions and business games coupled with intense interaction with the corporate world through summer training and interaction with the corporate leaders during their visit to the institute. Annual Corporate Meets and National Seminars make further value addition. Accompanied by other extra-curricular activities, they gain confidence and the skills required to excel in their chosen fields of specialization with a corporate relevance that stands the test of time.

Curriculum

Master of Business Administration

Leadership, Consistency, Assertiveness and Knowledge - these are the virtues that corporate establishments seek in their managers. The MBA Curriculum at ABSM focuses on assimilation of academic and professional knowledge and aims at providing a multi-functional perspective. The emphasis is on developing analytical and creative skills, augmenting problem-solving capabilities and imbibing an understanding of the business environment.

The first year course aims at providing the students with a solid foundation in the fundamental functional disciplines, thereby, giving them a basic understanding of core functions- Business Planning, Production, Human Resources, Marketing, Information Technology, Finance and Operations etc. Equipped with the newly found knowledge, the budding managers go forth in the industry to apply the theoretical concepts in real corporate world during eight weeks of summer training.

The second year of the study equips the students with an in-depth understanding of the core functional areas of their choice.
Structure of MBA Programme

Semester I
Management Concepts and Applications
Managerial Economics
Organizational Behaviour
Quantitative Analysis
Accounting for Managers
Computer Applications in Management
Business Communication Skills
Business Environment

Semester II
Financial Management
Marketing Management
Human Resource Management
Operations & Supply Chain Management
Business Research Methods
Computer Networks and Internet
Operations Research
International Business

8 weeks Summer Training in Industry

Semester III
Strategic Management
Management Information System
Business Legislation
Summer Training Report
Three Electives from First Specialization
Three Electives from Second Specialization

Semester IV
Entrepreneurship
E-Commerce
Project Report
Comprehensive Viva-voce
Three Electives from First Specialization
Three Electives from Second Specialization

Dual Specialization - An edge over others
A student at ABSM has to go for dual specialisation and has to opt six courses in each area of specialisation in the last two semesters.
The curriculum is a fine blend of theoretical and practical knowledge. Students get a thorough exposure in the problems of the corporate world through teaching pedagogy, guest lectures by corporate leaders, case studies, projects, reports, etc that prepare students in their journey towards corporate excellence.
FACULTY PROFILE

Prof. (Dr.) R.C. Sharma
- MA (Econ), MA (Eng Lit), PG Dip in PM&LW (Gold Medalist), Ph.D., MIMA
- Professor (HRM&IR) & Advisor
- 45 Years in Teaching and 08 years Industry Experience
- Supervised 13 Ph.D. Scholars
- Has been Director of five Institutes
- Member of various Academic bodies
- Visiting Faculty to Management Institutes/Universities/Corporate
- Recipient of 20th Century Excellence Award
- Renowned author of 04 books and over 130 Research Papers and Articles to his credit
- Editor in Chief, Amity Management Analyst
- Recipient of “Best Academician in HRM” Award (awarded at NCR HR MEGA CONCLAVE 2006)

Prof. (Dr.) Vikas Madhukar
- B Com, MBA (Fin & HRM), Ph.D.
- Professor (Finance and Strategic Management)
- 11 years experience in Corporate Sector and Academia
- Managing Editor, Amity Management Analyst and representations on a number of Management Journals
- Has organized a number of National Seminars and Corporate Meets during eight years at Amity Business School
- Visiting Faculty to Management Institutes and Corporate
- Has several Research Papers and Articles on Management subjects to his credit

Mr. Praveen K Sharma
- B Com, MBA
- Lecturer (Finance and Entrepreneurship)
- Has two years Corporate experience and four years in Teaching
- Has seven Research Papers and Articles on Management subjects to his credit
Ms Vasudha Dhingra
- B Sc (Med), MBA (HR & Fin), Ph.D. (Pursuing)
- Lecturer (HRM)
- Has three years experience in Teaching and two years in Research at MDI
- Has seven papers and Articles in different Management subjects to her credit.

Ms Poonam Sharma
- B. Tech (Electronics & Comm Engg), MBA (Mkting & HRM), NET, Ph.D. (Pursuing)
- Lecturer (Marketing)
- Has one and a half year teaching experience
- Has three Articles on different Management subjects to her credit.

Mr. Vikram Singh
- BIT, MBA, PG Dip in Retail Mgmt
- Lecturer (Marketing)
- Four years experience in Corporate and Teaching

Corporate Resource Centre
Col Anil Gulati
- B. Sc (Agri), MBA, Dip in T&D (Pursuing)
- Head Corporate Resource Centre (CRC)
- Soft Skills Trainer
- 30 years experience in Army, including two years as Instructor at School of Artillery, Devlali.
- Five years corporate experience and two years at the current position
Industry Interface
Our Recruiters...

ABN Amro
Accenture
Agilent Technologies
Adobe Systems
Aircel Digilink
Alcatel
American Express
Apollo Tyres Ltd.
AT&T
Bajaj Capital
Bank of Punjab
Bennet & Coleman
Bharti Enterprises
Bhilwara Group
BNP Paribas
BPL
British Airways
Business Standard Ltd.
Canon India Ltd.
Citibank
Citicorp
CMC Ltd.
CNBC
Coca Cola
Cox & Kings
Dabur India Ltd.
DCM Beneton India
DS Group
DLF Ltd.
DSP Merril Lynch
Duncans Industries
Engineers India Ltd.
Ernst & Young
Escorts Group
Escorts Heart Institute
Escotel Mobile
FCB Ulka Advertising Ltd.
Fedders Lloyd
Flex Industries
Frito lay India Ltd.
GE Capital
Gestetner India Ltd.
Gillette India Ltd.
Glaxo Smithkline Beecham
Godfrey Philips India Ltd.
Goodyear India
Grand Hyatt Hotel
Grasim Industries
HCL Group
HDFC Bank Ltd.
Hero Corp Services Ltd.
Hewlett Packard
Himachal Futuristic Comm. Ltd.
Hindustan Thompson Associates
Hindustan Times
Holiday Inn Worldwide
Honda Motors
Hongkong & Shanghai Bank
HSBC
Hughes Software Systems
Hutchison Essar
ICC India Pvt. Ltd.
ICICI Bank
ICICI Prudential Ltd.
IFB Industries Ltd.
Indian Express
Indus Ind Bank
Jindal Strips Ltd.
JK Insurance Services Ltd.
Johnson & Johnson
Kimberly Clark
L’oréal Consumer Division
LG Electronics
LG Hotline
LML
Lupin Lab Ltd.
Luxor Parker
Mahindra Holidays
Max New York Life Insurance
Mc Cann Erickson
Mckinsey & Co.
Mercedes Benz
Microsoft India Pvt. Ltd.
Modi Entertainment Network
Morgan Stanley
Modi Reilon
Motorola
Nestle
Net 4 India Pvt. Ltd.
New Holland Tractors
Nicholas Piramal Ltd.
NIIT Ltd.
Ogilvy & Mather
Paharpur Industries Ltd.
Panacea Biotech
Parle India Ltd.
Pepsi
Phills India Ltd.
Price Waterhouse Coopers
Punj Lloyd Ltd.
QAI India Ltd.
Ranbaxy
Raymond Synthetics
Rediffusion DY & R
Reliance Industries
Reliance Telecom
Royal Sundaram Finance
RPG
Saatchi & Saatchi
Samsung India Ltd.
Scotia Bank
Siemens
Sona Okegawa
Sona Somic
Sony India
Spice Telecom
Standard Chartered-Grindlays
Surya Roshni
Systems America
Tata Consultancy Services
IBM
Taj Hotel
Tata Infotech
Telco
TERI
The Park Hotel
Thompson Press
Times of India
Unichem Labs
Unicorp Industries Ltd.
UTI Bank
Vardhman Spinning Mills
Wipro
Wizcraft
Wockhardt Ltd.


<table>
<thead>
<tr>
<th>Company Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>Infosys Technologies</td>
</tr>
<tr>
<td>ITC Hotels</td>
</tr>
<tr>
<td>JCB Escorts</td>
</tr>
<tr>
<td>Jindal Strips &amp; Power Ltd.</td>
</tr>
<tr>
<td>Xansa India Ltd.</td>
</tr>
<tr>
<td>Zee Cinema</td>
</tr>
<tr>
<td>Zee Telefilms Ltd.</td>
</tr>
</tbody>
</table>
Corporate Speak

*Excellent environment and very disciplined students*

Subhash Jagota  
CEO, Global Business Solutions

*Institute has really taken care of developing all-round personality of students*

Narendar Kumar  
Director(Retd) IFCI Ltd

*It is good to see that institute has done so much to bring out good quality management graduates who all are disciplined, presentable and have good communication skills and subject knowledge.*

R.K. Lakhotia  
VP Finance  
Somany Ceramics
Alumni Speak

I feel blessed to be an Amitian. Its not only those two years of my MBA that developed me into a balanced professional I cherish, but equally important is the continuing education I get from my alma mater through regular interaction.

Sandeep Chaudhary
Manager – Training, MetLife

Amity Business School, Manesar is an institution whose objective is to develop young people into fine managers keeping in view the global perspective.

Ali Adil Zadi
Manager - Sales
Tata Telecom

After having worked with Airtel for sometime, I realized that I needed some more skills in order to sustain myself in today’s corporate world and I chose to be an Amitian. I have been greatly benefited in terms of finding a niche for my career plans. I have literally rediscovered myself at Amity. I not only witnessed the transformation of my institution but the institute transformed my life as well. I must thank Prof.(Dr)R.C Sharma and all my faculty members for their encouragement and support at all times. I am proud that I chose to learn at Amity. Thank u Amity!

Er. Shiva Ganju,
Sr. Officer- India HR
Camfil Farr Air Filtration India Ltd
Today when I sit back and think about the time I spent at Amity Business School, Manesar, I realise that what I gained there is invaluable and is what I call "real experience". The training and education I got there is different from any other educational institute I have ever attended.

Puneeet
Senior Executive
Godrej Interior
Student Profile:

Marketing and Finance

Amit Malhotra, 22
B.com
Finance + Marketing
Dematerialization of Shares
Karvy Stock Broking Ltd.

Ankit Kumar, 23
B.com
Finance + Marketing
Evaluation of Mutual Funds for
India Infoline & Future Trends
India Infoline Ltd.

Ankur Bhardwaj, 23
B.com
Finance + Marketing
Financing and Recovery Procedure
in Automobile Leasing
Tranzlease Holding (I) pvt. Ltd.

Anshu, 21
B.com
Finance + Marketing
Analysis of financial statement
at Hero Honda Motor Ltd.
Hero Honda Motor Ltd.
Arun Kumar, 23
B.Sc(Non-Medical)
Finance + Marketing
A study of consumer awareness and satisfaction level of Reliance General Insurance
Reliance General Insurance company Ltd.

Arya Mitra, 22
B.Sc(Non-Medical)
Finance + Marketing
A Comparative Analysis of Insurance Plans of Selected Cos.
Aviva Life Insurance Co. Ltd.

Deepak, 24
BA
Finance + Marketing
Consumer perception towards mutual fund Value money Investment

Kanchan Gulati, 22
B.com
Finance + Marketing
Management of Account receivables
Ashok Leyland
Kunal, 21  
B.com  
Finance+Marketing  
Analysis of working capital management  
Krishna Maruti Pvt. Ltd.

Manisha Nagpal, 21  
BBA  
Finance+Marketing  
costing of the automotive components  
Sandhar components Ltd.

Manish Sharma, 22  
B.com (Hons)  
Finance+Marketing  
Study of process and Documentation of letter of credit  
JSL Ltd.

Monika Yadav, 23  
B.tech  
Finance+Marketing  
Study of Dealer Satisfaction with MINDA Corporation Ltd.  
MINDA Corporation Ltd.
Mukta Sharma, 21
B.com
Finance + Marketing
Descriptive study of Mutual Fund and Investors Perception regarding Mutual fund Anand Rathi share and stock Brokers Ltd.

Nisha Ahlawat, 22
B.com
Finance + Marketing
Working capital management Suprajit Engineering Ltd.

Nisha Garg, 22
BA
Finance + Marketing
Financial analysis of JBML Jay Bharat maruti Ltd.

Nisha Chauhan, 21
B.com
Finance + Marketing
A study on working capital Management Hero Honda motor Ltd.
Parul Ghai, 23
B.com
Finance+Marketing
A study to analyse the role of financial advisor in mutual fund segment at Karvy
Karvy Stock Broking Ltd

Puneet, 20
B.com
Finance+Marketing
A study on customer satisfaction with Jay Cee Enterprises
Jay Cee Enterprises Pvt. Ltd.

Rahul Kumar, 21
B.com
Finance+Marketing
Customer Satisfaction Level at State Bank of Patiala,
State Bank of Patiala

Ramesh Kumar, 22
B.com
Finance+Marketing
Costing of Packaging Films
SRF Ltd.(PFB),
Ruchi, 21
BA
Finance+Marketing
Customer Perception towards
Internet Banking
Allahabad Bank

Sachin Kumar, 22
B.com
Finance+Marketing
Consumer Behaviour
towards Share trading and
Brand Sales Promotion
Master Capital Services Ltd.

Sakshi, 24
B.com
Finance+Marketing
Financial Analysis
ADHESIVE Ltd.

Shankar Garg, 22
B.Sc
Finance+Marketing
Investor's Expectation toward
Retail brokerage Companies
Value Money Investment
Shaweta, 23  
B.com, M.Com  
Finance+Marketing  
Analysis of Accounts Receivables for Leaseplan Rentals 
Leaseplan India Ltd.

Somveer Kalonia, 22  
B.com  
Finance+Marketing  
General Management Practices at OM Logistics 
OM Logistics Pvt. Ltd.

Sunil Kumar, 23  
B.com (Hons)  
Finance+Marketing  
Consumer Behaviour during taking new mobile connection 
Tata Tele Services Ltd  
1 year experience as an account manager in 
Tata Tele Services limited

Sunny Kumar, 23  
B.com  
Finance+Marketing  
Comparative study of online trading v/s offline trading 
Anand Rathi Financial service ltd
Sweety, 21
B.com
Finance+Marketing
Customer satisfaction towards online share trading and competitive Analysis
Anand Rathi Financial Services Ltd.

Vikas Singla, 24
B.com
Finance+Marketing
Working Capital Management
Jay Bharat Maruti

Vineet, 24
B.com
Finance+Marketing
Comparison between Automobile Leasing and Automobile Financing
Tranzlease Holdings (I) Pvt. Ltd.

Vishal Sandhu, 22
B.com
Finance+Marketing
Working Capital Management
Liberty Shoes Ltd.
Ajay, 22
BA
HR+Marketing
Consumer’s attitude towards life Insurance product
Bharti Axa Life Insurance Company Ltd

Anju Saini, 23
Bsc(Med.)
HR+Marketing
Creating Brand Awareness Through Grass Root Level Marketing, Green Fiesta Pvt. Ltd.

Charu, 23
Bsc
HR+Marketing
An indepth study of recruitment & selection process of ienergizer

Deepa Kumari, 22
Bsc
HR+Marketing
The study & evaluation of HR practices at L& T
Deepshikha, 21
BA
HR+Marketing
A study on Compensation and Benefit
Lumax Industries Ltd.

Gajender Kumar, 21
BA
HR+Marketing
Effectiveness of Performance Appraisal
Hema Engineering Industries Ltd.

Hitesh Bhan, 23
B.Tech
HR+Marketing
Talent Management in Jindal Stainless Ltd.
Jindal Stainless Ltd., Hisar

Mayank Siwach, 22
BA (Hons)
HR+Marketing
Retailers Satisfaction with Grasim Bhiwani Textile Mills
Mohit, 24
B.Com
HR+Marketing
Training Effectiveness in ICICI Lombard, ICICI Lombard

Neetika, 22
B.Sc (Non medical)
HR+Marketing
A study of competency Mapping at CFA Fil India
Camfil Farr Air Filtration India

Neha, 23
B.Sc (Non medical)
HR+Marketing
A study on ways to reduce stress at Camfil Farr Air Filtration India Ltd

Pradeep Kumar, 23
B.A
HR+Marketing
A Study of HR practices in Escorts Ltd
Escorts Ltd
Rajan Singh, 22
BA
HR+Marketing
A study on labour welfare and social security system
Speedomax Pvt. Ltd

Rashmi Ahuja, 22
BA
HR+Marketing
Payroll Management system at ITGI, Iffco Tokio Genral Insurance company Ltd

Ravi Kumar, 23
BA
HR+Marketing
Mutual Fund- A better Investment option
Anand Rathi Financial Services Ltd.

Ritesh Saini, 22
B.Sc. (Non-medical)
HR+Marketing
Recruitment and selection process
Bharti AXA Life Insurance company Ltd.
Sachin Yadav, 22  
BA  
HR+Marketing  
The future of online Trading  
Motilal Oswal Securities Ltd.  
6 months experience as a customer care executive with Moksha Business Solutions.

Sukhdeep Siwach, 20  
BA  
HR+Marketing  
A study of concept Advantage and Limitation of Mutual Fund  
Anand Rathi Financial Services Ltd.

Sushil, 23  
B.Sc  
HR+Marketing  
"Consumer Awareness and satisfaction about mutual fund"  
Anand Rathi Financial Services Ltd.

Swati, 22  
BA  
HR+Marketing  
Evaluation of HRM software Market for Total Solutions incorporated.
Tamanna Sharma, 22
B.Sc (Non-medical)
HR+Marketing
Effectiveness of performance appraisal in LPS LPS Pvt. Ltd.

Nikhil, 23
BA
HR+Marketing
Recruitment and selection
SBI life insurance

Parveen Jakhar, 22
B.A
HR+Marketing
A study of CRM practices in Vetro Soins Vetro Soins Auto Pvt. Ltd
Students` Profile MBA Class of 2010

Academic Qualification

Distribution of Dual Specialization
AMITY BUSINESS SCHOOL

MBA (1st yr)

ACADEMIC QUALIFICATION

[Graph showing academic qualifications with percentages]

- B.B.A: 30%
- B.A: 18%
- B.C.A: 15%
- B.Tech.: 13%
- B.Sc.: 8%
- B.Com.: 7%
- B.H.M: 2%
- L.L.B: 2%
- B.I.M: 3%
- B.P.T: 2%
FINAL PLACEMENT RESPONSE FORM
AMITY BUSINESS SCHOOL
Amity education valley, Manesar, Pachgaon, Distt. Gurgaon, Haryana -122413
Tel.: 0124-2337639/40/51 fax: 0124-2337641
E-mail: crc@absm.amity.edu

Organizational details:
Organization: 
Contact person: 
Designation: 
Address: 
Telephone: 
Fax: 
E-mail: 

Job details:
Functional area: 
No of positions: 
Location: 
Brief job description: 

Remuneration offered:
Salary during training on confirmation
Gross 
Basic 
HRA 
Others 
Will accommodation be provided? Yes No 
Any consideration to candidate with prior work experience? Yes No 
Would you like to give pre-placement Talk (PPT)? Yes No 

Facilities required:
OHP SLIDE PROJECTOR ANY OTHER

Intended dates of visit for PPT:

Kindly courier/fax this form to
Col. Anil Gulati
Head (CRC)
Amity business school
Amity education valley,
Pachgaon-122413, Mnesar
Tel: 0124-2337640/45/46
Mobile: 09810095685
E-mail: crc@absm.amity.edu

Please attach your business card here
SUMMER PLACEMENT RESPONSE FORM
AMITY BUSINESS SCHOOL
Amity education valley, Manesar, Pachgaon, Distt. Gurgaon, Haryana -122413
Tel.: 0124-2337639/40/51 fax: 0124-2337641
E-mail: crc@absm.amity.edu

Organizational details:
Organization:                                                                                          Designation:
Contact person:                                                                                       
Address:                                                                                               
Telephone:                                               Fax:                                             E-mail: 

Job details:
Functional area:                                           No of positions:                          Location: 

STIPEND OFFERED:
Will accommodation be provided?                                                  Yes                          No
Any consideration with candidate prior work experience?                Yes                          No
Would you like to pre-placement Talk (PPT)?                                     Yes                       No

Facilities required:                                                                                             
[ ] OHP                       [ ] SLIDE PROJECTOR                  [ ] ANY OTHER

Intended dates of visit for PPT:

Kindly courier/fax this form to
Col. Anil Gulati
Head (CRC)
Amity business school
Amity education valley,
Pachgaon-122413, Manesar
Tel: 0124-2337640/45/46
Mobile: 09810095685
E-mail: crc@absm.amity.edu

Please attach your business card here
Contact Us

Dr. R.C. Sharma
Professor & Advisor
Amity Business School
Amity Education Valley,
Panchgaon-122413,
Manesar, Gurgaon
Tel. : 0124-2337639/40/45/46
Fax. No. : 0124-2337641
Mobile: 9810125544
E-mail: drrcsharma@absm.amity.edu

Col Anil Gulati
Head, Corporate Resource Centre,
Amity Business School
Amity Education Valley,
Panchgaon-122413,
Manesar, Gurgaon
Tel. : 0124-2337640/45/46
Fax. No. : 0124-2337641
Mobile: 9810095685
E-mail: crc@absm.amity.edu