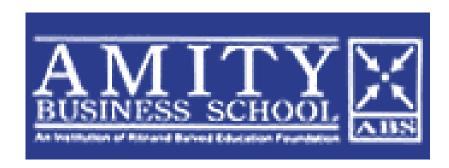
E-Brochure



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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 multifunctional 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

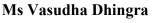
- B Com, MBA (Fin & HRM), Ph.D.
- Professor (Finance and Strategic Management)
- 11 years experience in Corporate Sector and Academia
- Managing Editor, Amity Management Analyst and representations on a number of Management Journals
- Has organized a number of National Seminars and Corporate Meets during 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





- 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 & Comn 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 Tecnologies 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 Benetton 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 Fritolay 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'oreal 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 Revlon 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.

Pepsico

Philips 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

Vardhaman Spinning Mills

Wipro Wizcraft Wockhardt Ltd. Infosys Technologies ITC Hotels JCB Escorts Jindal Strips & Power Ltd.

Xansa India Ltd. Zee Cinema Zee Telefilms Ltd.

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 Ceremics

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.



Puneet Senior Executive Godrej Interior

Student Profile:

Marketing and Finance



Amit Malhotra, 22 B.com Finance + Marketing Dematerilization 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
Discriptive 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 onine
trading v/s offline trading
Anand Rathi Financial service ltd



Sweety, 21
B.com
Finance+Marketing
Customer satisfaction towards
on line 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 CapitalManagement Liberty Shoes Ltd.

HR and Marketing



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 Engnerring Industries Ltd.



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



Mayank Siwach,22 BA (Hons) HR+Marketing Retailers Satisfactin 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 compency Mapping at CFAFIL 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 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 an customer
care executive with Moksha Business Solution



Sukhdeep Siwach,20 BA HR+Marketing A study of comcept 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.



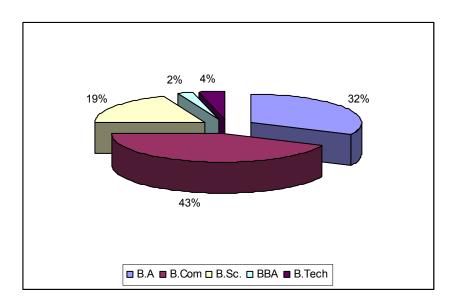
Nikhil,23 BA HR+Marketing Recruitment and selection SBI life insurance



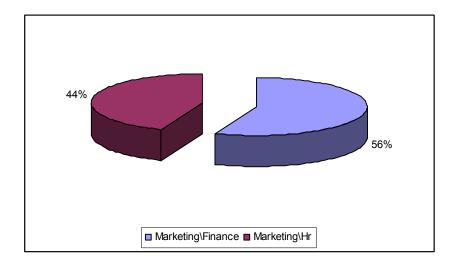
Parveen Jakhar,22 B.A HR+Marketing A study of CRM practices in Vetrro Soins Vetrro Soins Auto Pvt. Ltd

Students' Profile MBA Class of 2010

Academic Qualification



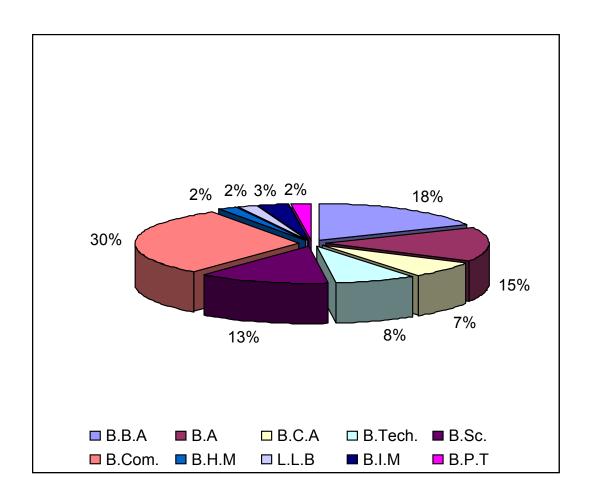
Distribution of Dual Specialization



AMITY BUSINESS SCHOOL

MBA (1st yr)

ACADEMIC QUALIFICATION



FINAL PLACEMENT RESPONSE FORM AMITY BUSINESS SCHOOL

Amity education valley , Manesar , Pachgaon , Distt. Gurgaon , Haryana -122413 Tel.: 0124-2337639/40/51 fax: 0124-2337641

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SUMMER PLACEMENT RESPONSE FORM AMITY BUSINESS SCHOOL

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E-mail: crc@absm.amity.edu

Organizational details:		
Organization: Contact person: Address:		Designation:
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 PROJECTO	OR 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

Contact Us

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Route MAP

