



SHARPEN YOUR ACUMEN TO SUCCEED IN THE CORPORATE WORLD



AMITY BUSINESS SCHOOL

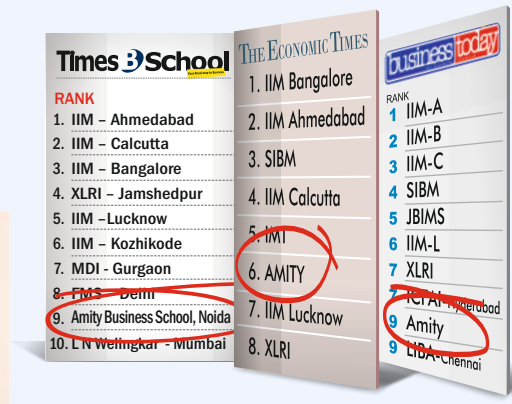
Amity Business School is a multi-disciplinary school, proud of its reputation for developing well-rounded business leaders, managers and marketers. Amity has achieved this by making sure that its education is always relevant and focused on encouraging students to discover new perspectives, see things differently and challenge the status quo.

With a long and successful heritage, the Amity MBA offers the prestige, academic standards, global accreditation and holistic programme a student needs.

Designed for the business world, Amity MBA brings together a range of skills needed to ensure relevance for today's environment. The pedagogical development, innovative learning and effective teaching methodology ensure that students remain focused. The students are trained thoroughly through experiential learning, simulation exercises and interaction with business leaders to understand the best endorsed practices by leading industries across the world.

Amity Business School has been ranked amongst the top-10 Business Schools of India by India's most respected surveys

- 6th top B-School in India for Marketing by corporate recruiters in the Economic Times survey
- Amongst top-10 in India by Business Today
- Amongst top 10 in India by Times B-School survey published in The Times of India on 27th February, 2015



DISTINGUISHED FACULTY

Amity's intellectual capital is the School's most valued resource. At Amity Business School, the core faculty comprises distinguished academicians from the best institutions and leading professionals from the corporate world with rich industry experience. Amity faculty members are involved in all domain activities of Research, Consulting and MDPs. Amity's excellent student/faculty ratio ensures close, enduring relationships between students and professors.

Amity Case Studies have been bought by 490 institutions across 62 countries by the following leading universities, institutions and corporates like:

LEADING GLOBAL UNIVERSITIES

- Harvard • Oxford • MIT • California • Chicago
- Yale • Columbia • Duke • Cornell • Boston
- Washington • London School of Economics
- New York • Durham

LEADING GLOBAL CORPORATES

- Price Water House Coopers • Bain & Co.
- McGraw Hill • McKinsey & Co.
- Boston Consulting Group • KPMG

2000
CASE-STUDIES
DEVELOPED BY
FACULTY

ALL ENCOMPASSING CURRICULUM

Teaching at Amity is highly practical and industry-focussed as it is evolved through constant interaction with leading professionals who are a part of the Industry and Academic Advisory Boards. Besides imparting theoretical knowledge, the curriculum stresses on developing analytical skills, communication, problem solving abilities and team work. Hence, case studies, industry projects, presentations, research work and role-play form an integral part of a student's tenure at Amity.

FLEXIBLE CREDIT SYSTEM

CURRICULAR UPDATION

SEMESTER SYSTEM

SEMESTER ABROAD PROGRAMME



MAXIMUM CORPORATE INTERACTION



Eminent speakers in CEO Meet shared insights on challenges and issues in managing businesses risks, fostering change, making decision, planning forward and solving problems.



A workshop on business research using SPSS was conducted to familiarize the participants about the various quantitative techniques and enable them to analyse and interpret data using SPSS software.



A Panel Discussion on Goods and Services Tax was organized at Amity Business School, Lucknow Campus. Various aspects related to implementation of Goods and Services Tax Act was discussed by the esteemed panel members.



Start-Up Yatra by Amity Entrepreneurship Cell to motivate students to take up entrepreneurship as a career option, to generate more university spin-off companies based on academic research in collaboration with incubators, accelerators, angel investors, venture capitalists and banks

INTERACTION WITH GLOBAL GURUS

Students of Amity Business School are groomed to become industry-ready professionals through regular interactions with the leaders of the corporate and the academic world.



Mr. Tom Peters,
Management and
Innovation Guru



Dr. Edward De Bono,
Lateral Thinking Guru



Dr. Philip Kotler,
Marketing
Management Guru



Mr. Jack Trout,
Marketing Guru

PROGRAMMES OFFERED:

GRADUATE

- B.Com. (Hons.)
- BBA

POST GRADUATE

- MBA (General)
- MBA (Human Resource)
- MBA (3 Continent)
- MBA (Marketing and Sales)
- MBA (International Business)

*The University provides financial assistance to meritorious students.
For info log on www.amity.edu/admissions

TOP PLACEMENTS

Amity has established relationships with some of the biggest names in the business world, giving access to students for employment and internship opportunities, with top names in the corporate world.

Summer Internship Projects, Dissertation and Term Paper - these projects provide a platform and opportunity to the students to showcase their talent to the industry when they undergo Internship.

AMITY UNIVERSITY, LUCKNOW CAMPUS

Amity University, Lucknow Campus is a part of India's leading education group with a legacy of excellence spanning over two decades and campuses spread over 1200 acres including 9 world-class universities, 25 schools & pre-schools, 150+ top-ranked institutions and 10 overseas campuses across London, USA, Singapore, Mauritius, Dubai, Abu Dhabi, South Africa, China (Beijing & Nanjing) and Romania. The Group is home to over 150,000 students pursuing 300 Programmes in over 60 diverse disciplines, across pre-school to Ph.D.

Amity University, Lucknow Campus is built on a foundation, which embodies all the qualities that have made Amity institutions world-class over the last two decades. Amity has instituted global standards in education, training and research with world-class infrastructure and the latest teaching methodologies. With the mission to train future leaders of the corporate world, the University strives to blend modernity with tradition in each of its students.

CAMPUS HIGHLIGHTS:

- 40 acre hi-tech campus with state-of-the-art facilities
- 200 advanced labs in various disciplines
- Air-conditioned and amphitheatre style classrooms
- Well-stocked library with over 65,000 books, 17,000 journals and references
- On-campus hostel for 2,000 students



AMITY
UNIVERSITY
—LUCKNOW CAMPUS—

For further information, please contact:

Amity Business School, Amity University Uttar Pradesh, Lucknow Campus

Malhaur (Near Railway Station), PO: Chinhat, Gomti Nagar Extension, Lucknow, U.P.- 226010

Phone: 0522- 239 9570/Ext-1070,0522-2399418 | Fax: 0522-239 9610

Email: admissionslko@amity.edu | Website: www.amity.edu/lucknow