

EDPs, PROGRAMS, TRAININGS & CONSULTANCY

ABS has been a pioneer in consultancy & training programme of B-schools and conducts many EDPs, workshops & training programmes.

Women Entrepreneurs Development Program: Women's economic empowerment initiative powered by Walmart was conducted by ABS and A CED.

Sleepwell: Amity Business School provided its consultancy services to Sleepwell Foundation. The CSR arm of Sheela Foam Ltd. proactively works in the areas of wellness, skill development, Swachh Bharat and Education of girl child. The objective of the ongoing project is in assessing the impact of training provided by Children First, an organization working in the field of emotional well-being of the community. The impact assessment was done at three tiers- At Teachers, Parents and Students level. The beneficiary is Prayati Seth Vidyalaya. The objective of the consultancy was to identify gaps in learning and overall development of the beneficiary with Parents, Teachers, student with his background as major.

A number of Executive Development Programs (EDPs) and Certificate Courses have been successfully conducted by ABS in the year 2017 and 10 study programmes have been proposed for the year 2018 as of now.

Passenger Satisfaction Survey: The Department of Customs and Excise, Ministry of Finance, Govt. of India had approached Amity Business School for "Passenger Satisfaction Survey". The team comprised of 12 faculty members and 15 students. The study was aimed to find "What went well" and "What could be Better" with respect to Information about Customs, the various procedures and process followed.



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DGR PROGRAM: Amity Business School conducted 37 Programs for DGR related courses on different management aspects.

CORPORATE TRAINING: ABS along with AITD has conducted training for Allahabad Bank, Union Bank of India, Election Commission and Dragon Oil Turkmenistan and other corporates.

UDDAN SCHEME: An MoU was signed with TATA Motors under UDAAN, an initiative of National Skill Development Corporation - Govt. of India. Under this scheme, 45 Works Manager Trainees from the State of Jammu & Kashmir are trained by Amity Business School for three-month Residential Management Training. ABS has conducted a number of such programmes.

NCDEX INVESTOR AWARENESS PROGRAMME was organized for awareness of the students regarding Investments.

COMMODITY AWARENESS PROGRAMME: A programme on Commodity Exchanges and Derivatives markets was organized under the collaborative MOU with MCX.

MILITARY TRAINING PROGRAM: Amity University organizes Military Training Campaign where students get a first hand experience to develop their leadership skills as a part of extracurricular activities.



EDP Development Activity Calendar 2018-19

Activities in the Odd & Even Semester

Date & Month	Date	Faculty Co-ordinator	Topic	No of Days					
August 2019									
September 2019	3 rd	Dr.Ashima Dr.Priyanka Dr.Smrita Dr.Rajneesh Dr.Anitavenaik	Hands on Business Analytics tools using case-lets	02					
	4 th								
	20 TH	DrSupriti Agarwal	Health care marketing	01					
October2019	12 th ,13 th	TBS	2 Day Digital Marketing Workshop for Corporate	02					
December 2019	20th Dec'19 (Friday)	Dr. T.V Rama &Dr.Ruchi Arora	Financial Modeling	1					
January 2020	5 th ,12 th ,19 th 26 th	TBS	3 months Digital Marketing program (Sunday only)	1					

	(10th Jan'2020) (Friday)	Dr. T.V Rama &Dr.Ruchi Arora	Financial Planning & Budgeting for Women						
	22 nd	Dr Ashok Sharma	Digital Marketing for Small & family business						
	18 TH	Prof Ramesh Baghla	Customer Relationship manager for Bankers						
February 2020	2 nd ,9 th ,16 th 23 rd	TBS	3 months Digital Marketing program (Sunday only)						
	13 & 14 th Feb	DR.Taranjeet Duggal on HR Practices							
	22 nd	Dr.Anupama R	Report writing in Research						
		DrHarminder	NLP/TA						

		Gujral& Dr. Jaideep							
March 2020	14 th , 15 th	TBS Dr.SumeetJaisa I	2 Day Digital Marketing Workshop for Corporate Operations management	02					
April 2020	17 TH	MrVinamra Jain	Using Digital Platforms to increase sales						

