

AMITY INTERNATIONAL
BUSINESS SCHOOL

**RANKED
AMONGST THE TOP 5
BUSINESS SCHOOLS**
IN INDIA BY 4 PALMS OF
EXCELLENCE BY EDUNIVERSAL



BROCHURE 2024-25

www.amity.edu/aibs

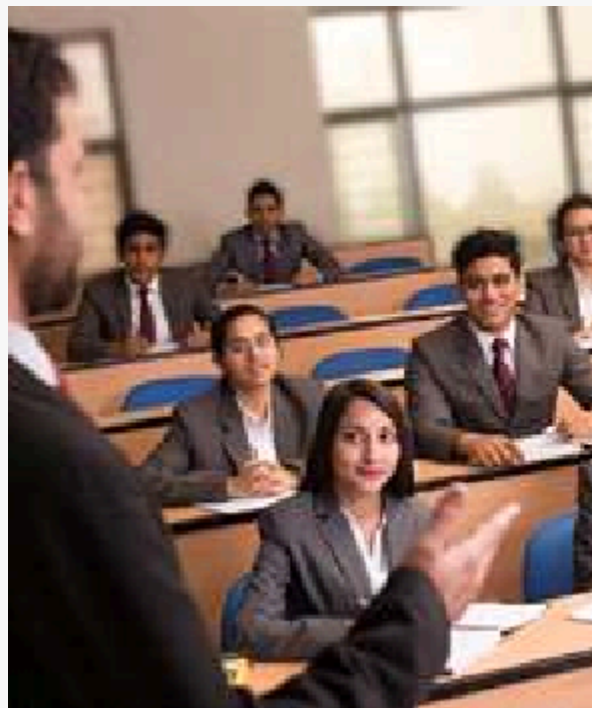
ABOUT AMITY UNIVERSITY

INDIA'S LEADING RESEARCH AND INNOVATION DRIVEN PRIVATE UNIVERSITY

- India's Leading Research & Innovation Driven Pvt. University
- Established in **2005** by an Act of the State Legislature of Uttar Pradesh by Honorable Founder President, Dr. Ashok K. Chauhan along with the expert leadership of Chancellor Dr. Atul Chauhan and Dr. Aseem Chauhan.
- Recognized by UGC under Section **22** of the UGC Act and accredited by the NAAC with the grade 'A+'.
- With over **27** years of teaching experience, here is what Amity has to offer:
 - **9** Universities
 - **14** international campuses
 - **80** international universities
 - **150+** institutions
 - **25000+** scholarships
 - **27000** on campus placements
 - **6000** reputed academicians, scientists, and researchers



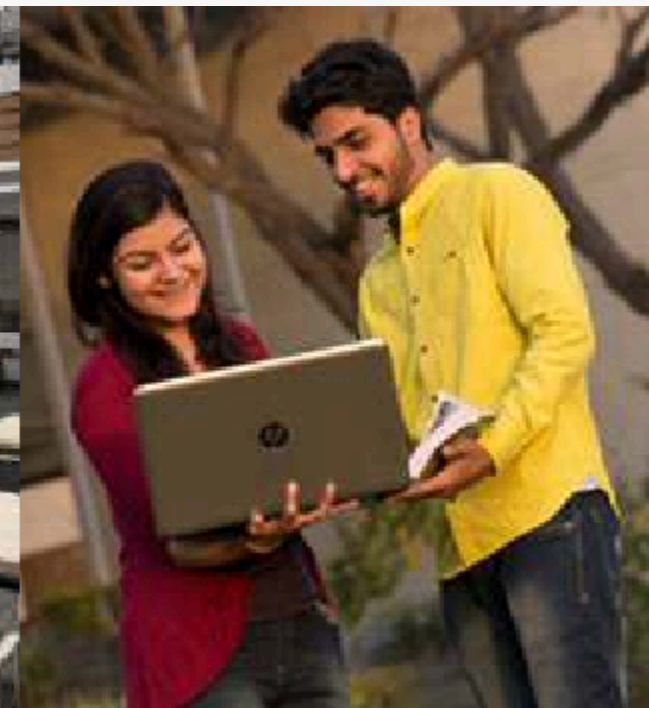
OUR INFRASTRUCTURE



State of the Art Classrooms



Library



Wi-Fi Campuses



Discussion Rooms



Sports



Cafeterias

VISION

To become the best university of the world driven by innovation and creativity through excellence in education, providing students' international exposure and industry-oriented projects and research work, making each and every student of Amity a success story.

CORE VALUES

- National pride and global outlook.
- Integrity, transparency and trustworthiness.
- Continuous learning and knowledge creation.
- Professional morality, scientific ethics and academic freedom.
- Quality consciousness and environmental sustainability.

MISSION

- To foster academic innovations to create an environment of student centric learning.
- To nurture talent and creativity.
- To promote interdisciplinary and trans-departmental culture.
- To strengthen industry - academia integration for relevance driven excellence in education and research.
- To promote international collaboration and cooperation.
- To inculcate moral values, help embrace cognitive skills and social responsibilities.
- To provide an academic environment where 'Modernity blends with tradition'.

AMITY
UNIVERSITY

MESSAGE FROM GROUP VICE CHANCELLOR

Dear Recruiter,

Greetings from Amity International Business School!

Amity International Business School (AIBS) is among Asia's top business schools, offering programs that align with industry trends. Our syllabus is regularly updated based on recommendations from our governing council, academic council, and Industry Advisory Board.

AIBS has received prestigious accolades, including a 4 Palms of Excellence rating from Eduniversal for four consecutive years. We are also highly placed by various Indian rankings including Times B School Rankings, Outlook B School Rankings, India Today Rankings etc. As part of Amity University, AIBS as management institute is accredited by ACBSP, IACBE, AACSB, FIBAA Germany and EFMD Belgium.

AIBS is renowned for its global exposure initiatives, including the unique 3 Continent, Global Study, and Study Abroad Program pathways. These programs allow undergraduate and postgraduate students to study on three different continents. Participants spend a trimester each in the UK and the USA, gaining cross-cultural experiences and exposure to diverse pedagogies and managerial practices. We also offer the Global Study Program, which enables students to study part of their curriculum in India and complete the remaining modules at a global partner university.

Our International Business Programs offer specializations in areas such as Marketing, HR, Finance, IT, and Operations, providing students with a competitive advantage. Mandatory global exposure of approximately five weeks allows students to visit various countries, engage in campus and industry visits, attend conferences and seminars, and network with international counterparts.

We value industry support and involvement, which has led to successful implementation of programs in Artificial Intelligence (AI), Business Intelligence, and Data Analytics (BIDA) at both undergraduate and postgraduate levels. Our CEO Forum, HR Summit, Brand Summit, Finance Summit, and the annual conference, INBUSH ERA, provide direct access and exposure to industry leaders.

Our alumni excel globally in diverse industries, and we express gratitude to our industry friends for recognizing AIBS's potential.

We invite you to meet our enthusiastic AIBS champions, ready to contribute to the world's transformation. Your recommendations and feedback are highly appreciated as we strive for continuous improvement. With your cooperation and support, we aim to become one of the world's leading business schools.

Wishing you and your family good health and well-being.

Best regards,

Prof. (Dr.) Gurinder Singh
Group Vice Chancellor, Amity Universities
& Director General-Amity International Business School



ABOUT **AMITY INTERNATIONAL BUSINESS SCHOOL**

The Amity International Business School (AIBS, Noida) is one of the flagship institutions of Amity University. India's Top Ranked Pvt. University.

The college was founded in the year 1999 and now serves as the bone of the best Business schools in Noida. Apart from its strong national presence, the college also helps students to be industry ready.

The aim of AIBS Noida is to develop global managers with good human values and versatile personalities.

Amity international Business School focuses on equipping its students with all the knowledge and expertise in dealing with the Corporate World ranging from International Marketing, Economic Analysis, International Logistics, and Cross-Cultural Management to Management of MNCs, Global Business Information System, Export-Import Systems, International Regulatory Environment and International Strategic Management.

AIBS believes in strengthening its ties with the industry through constant interactions which is done through various seminars and summits, which are held monthly.

OBJECTIVES

- To strengthen International Relations and provide students with international exposure.
- To inculcate the best industry-oriented teaching pedagogy for an enriching learning experience and development of the students
- To provide top placements to young future leaders

WHY AIBS

- International Exposure- Study Abroad Program (SAP), a unique opportunity given to our students.
- Scholarship- Financing for intellectual empowerment.
- Provide 100% placements to our students.





OUR PROGRAMS

Education 4.0 @ Amity International Business School

**Become Industry 4.0 ready with dual
specialization in AI / ML / DA / Blockchain**

GRADUATE

- BBA IB
 - 3C BBA
 - BBA+MBA IB (Integrated)
 - BBA-IB (Evening)
 - BBA International
 - BBA in Design Thinking
 - BBA in Digital Marketing
 - BBA (International Business with Artificial Intelligence)
 - BBA (Business Intelligence & Data Analytics)
 - BBA (Artificial Intelligence)
 - 3C BBA (International Business & Artificial Intelligence)
 - BBA International (International Business & Artificial Intelligence)
-

POST GRADUATE

- MBA IB
 - 3C MBA
 - MBA International
 - MBA (Business Intelligence and Data Analytics)
 - MBA (International Business with Artificial Intelligence)
 - MBA (Artificial Intelligence & Consulting)
 - MBA in Design Thinking
 - MBA-IB (Evening)
-

PH.D IN MANAGEMENT

- Ph.D. In Management (Full Time)
- Ph.D. In Management (Part Time)

FACULTY



IT & Operations,

Prof. (Dr.) Sharad Khattar
Dr. Anupama Rajesh
Dr. Seema Garg
Dr. Priyanka Malik
Dr. Amrish Kumar Choubey
Dr. Vinita Sharma
Dr. Sumita Mukherjee

Marketing

Prof. (Dr.) Pranay Verma
Prof. (Dr.) Mamta Mohan
Dr. Sandeep Bhasin
Dr. Aditya Kumar Gupta
Mr. Nitin Garg
Dr. Shweta Nanda
Dr. Astha Gupta
Dr. Ravneet Singh Bhandari

Finance

Prof. (Dr.) Ajit Mittal
Prof. (Dr.) Namita Sahay
Prof. (Dr.) Navleen Kaur
Dr. Ajay Sidana
Dr. Vibha Singh
Prof. (Dr.) Ajit Mittal

International Business, Economics, Strategy

Prof. (Dr.) Alka Maurya
Prof. (Dr.) Meghna Sharma
Dr. Harendra Kumar Pandey
Dr. Navita Mahajan
Dr. Namrata Pancholi

Human Resources

Prof. (Dr.) Shikha Kapoor
Prof. (Dr.) Nitin Arora
Dr. Rashmi Malhotra
Ms. Neha Suri

Business Comm.

Dr Kavita Thapliyal
Mr. Marut Bisht

RESEARCH AT AIBS

AIBS is passionately striving forward on a war footing to increase research outputs quantitatively & qualitatively in the right direction as befits a top globally ranked University.

All the faculty members and students are following a clear & well-defined strategy with focused targets to

- Organize Research Conference;
- File Patents & Copyrights;
- Publishes Books,
- Research Journals,
- E-Newsletter;
- Write Scopus Indexed Research Articles,
- Case Studies.



WHO ARE OUR GLOBAL STUDY PARTNERS



CLUB & COMMITTEES

THE OBJECTIVES OF A STUDENT CLUB MUST BE IN KEEPING WITH THE OBJECTIVES OF THE INSTITUTION.

Major objectives of the student committees are:

- To assist students with similar interests and talents to become better acquainted.
- To provide students the opportunity to carry classroom experiences over into the co-curricular life of the campus.
- To give students a chance to develop social attributes.
- To encourage students to participate in the democratic process.
- To develop leadership qualities among students.

Students give their choice for joining various clubs and committees to their mentors in the club activity sessions and become part of different clubs.

Prominent clubs and committees run by student are:

1. Placement Committee
2. Academic Clubs: (Marketing Club, Finance Club, HR Club, Operations Club, Analytics Club)
3. Debate Club
4. Quiz Club
5. Social Outreach Club
6. Case Study Committee
7. Alumni Committee



MERITORIOUS STUDENTS AWARDS & SCHOLARSHIPS

MERITORIOUS STUDENTS AWARDS

To acknowledge and recognize the hard work, sincerity and dedication of the students during the program, several prestigious awards are given to students like:

- Prestigious Shri BaldevShastri award for Best in Human and Traditional Values
- Merit award
- Non-academic Awards
- Salvers and citations to the meritorious and deserving students

SCHOL ARSHIPS

At Amity, we believe in rewarding the hard work and excellence achieved by meritorious students in their academic endeavours. Over 5,000 meritorious students have been awarded Amity Scholarships.

The Amity Scholarships have been initiated to encourage the talents of such students, thereby strengthening the roots of our future generation. A small step towards the collective goal of making India the knowledge superpower of the world.

- On Admission Merit-Scholarship in UG/PG Programme
- Merit-Scholarship during the Programme
- Merit-Cum-Means Scholarship
- Special Scholarships-Granted to students showing exemplary performance in extra-curricular activities
- Other Scholarships-Instituted grants from Corporates, Institutions, Trusts and Individuals



BEYOND CIRRICULUM

Events @ AIBS: Meets & Conferences

- Amity International Business School organizes Webinars, Conferences and Domain meets with prominent Industry CEOs and Business leaders every year.
- Interaction with Industry offers a unique opportunity for students to gain insights into Industry and also exhibits their skills in planning, organizing, managing and executing the events.
- Top Academicians, Corporate Leaders, Ambassadors, Political Leaders, Researchers share the single platform brainstorming during the summits.
- Over 100+ excellence awards are conferred to Corporate Leaders, Media Stalwarts, & Export Promotion Councils, Ambassadors, Vice Chancellors and leading Academician



I. Domain meets snapshots.

- Finance Meet
- Brand Summit
- IB Meet
- HR Meet

ii. INBUSH Era World Summit snapshots

iii. Sangathan- Annual sports meet snapshots.

iv. Community Service snapshots



ALUMNI CELL

To develop a sense of fraternity among AIBS students and Faculty members AIBS maintains active links with our alumni.

AIBS Alumni Cell is platform to share and contribute towards furthering the movement started by AIBS to facilitate its students realize their true potential.

Our Alumni cell has taken the responsibility to help all AIBS students to achieve success in their lives through our various events specifically planned for our alumni and current students. Alumni voluntarily participate with our system to keep the students together to strengthen the network and further support the new students.



Mr. Sumit Arora
Chief Commercial Officer,
PXP Financial, Netherlands



Mr. Karan Khanna
Head of Sales- Unorganized Business
BharatPe



Ms. Anu Siwach
Associate Director
Deloitte



Mr. Amit Janmejaya
Marketing Head – India & SAARC,
Samsung ITIL



Ms. Vani P
Director,
SAVVAK Group



Mr. Harshit Pandey
Manager
HR Business Partner



Mr. Saurabh Amar
Chief Commercial Officer,
PXP Financial, Netherlands



Mr. Abhinav Bhagat
Deputy General Manager
Havells India Ltd



Mr. Varun Mishra
AVP & Area Manager
Religare Enterprises



Mr. Sachin Agarwal
Director,
Kamdhenu Ltd.



Mr. Adarsh Arya Manu
Managing Consultant
Manpower Group



Mr. Anand Shankar
VP & Business Head
Times Internet Ltd



Mr. Mainak Roy
Group Manager
HCL Technologies
Watford , United Kingdom



Mr. Divya Dwivedi
Team Lead Consulting Bid
Management
Oracle
Bengaluru



Mr. Rahul Wadhawan
Chief Digital Officer /
National Digital Head
Pernod Ricard
Gurgaon



Ms. Meera Chopra
Director Revenue
Yahoo Inc
New Delhi



Mr. Vikas Gangwal
Vice President, Transaction Advisory
Ernst & Young
New Delhi



Mr. Umang Sood Associate
Director S&P Global Market
Intelligence

INDUSTRY INTERACTION

"Empowering Success Amidst Technological Changes & Building Bridges for Success":

The Industry Interaction Cell's robust interactions forge strong bonds and foster healthy career trajectories, enabling students to

seize growth opportunities in these challenging times of technological changes and adaptation.

The cell paves the way for students to excel and connect with industry professionals, creating a thriving ecosystem for professional development."





INDUSTRY ADVISORY BOARD

To strengthen its programs, curriculum and delivery strategies, Amity International Business School (AIBS) has constituted an Industrial Advisory Board comprising of representatives from leading corporate entities thereby generating a mechanism for providing precious and valuable inputs.

They provide a strategic planning and program development insights and unique industry perspectives. Board members serve as ambassadors for the school externally and are integral to forging alliances between the AIBS and Industry.

Industrial Advisory Board helps in creating close interaction between the institute and serves as a platform for showcasing best practices, latest technological advancements, and their implementation.

THIS INDUSTRIAL ADVISORY BOARD SERVES THE FOLLOWING OBJECTIVES

- To improve the quality of education adequately and meet the needs of the industry and academia based on cross-fertilization of ideas for systems improvement
- Bridge gap between Industry & Academia strengthening the ties
- More intense and effective implementation of interaction channels like industrial visits, faculty and student internships, industry projects, training, and consultancies
- Offering more and more industry relevant courses through curriculum
- The pursuit of new broad research agendas (e.g., through the creation of research centers and strategies for technology development)
- Fostering entrepreneurship by facilitating expertise

INTERNSHIPS & CAPSTONE PROJECTS

- An integral part of academic curriculum of our MBA & BBA programs
- Contributes towards student professional development and corporate exposure.
- Helps hone the research skills of the student.
- Usually are 30-45 days duration

Typical representative samples of projects undertaken by students:

MARKETING

- Digital Marketing,
- SEO
- Social Media Marketing
- Branding and Advertising
- Consumer Behaviour and Research

OPERATIONS PROCESS

- Supply chain
- Inventory Management
- Logistics
- Project Management
- Emerging Technologies in Operations

DATA ANALYSIS & ARTIFICIAL INTELLIGENCE

- Data, ML projects
- Web Analytics
- HR Analytics
- Marketing Analytics
- AI impact on select sectors

HUMAN RESOURCES

- Recruitment analysis
- Employee engagement,
- Attrition analysis
- Employee performance management,
- Training needs analysis,
- Company policies framework

FINANCE & WEALTH MANAGEMENT

- Analysis of Financial Statements
- Analysis of Mutual Fund and Portfolio Management in Mutual Fund
- Credit Appraisal Process
- Working Capital Management
- Financial Modelling

INTERNATIONAL BUSINESS

- International marketing strategies and practices
 - International trade practices
 - Trends, Impact & analysis in select product groups or in select countries
 - Impact of trade regulations and tariffs due to regulations
 - Comparative study of custom duties and tariffs
 - Comparative study on different commodities traded in countries.
 - Impact of globalization.
- Collaborative studies with different trade federations/ Export councils



PLACEMENTS & STUDENTS PROFILE

At AIBS, our vision is to develop our students into outstanding performers and industry-ready professionals. We are dedicated to nurturing the skills and talents of our students. We prioritize their personal and professional growth through a holistic approach that encompasses career advice, life skills, and innovative experiential learning.

We believe in a 360-degree vision that addresses the students' gaps, weaknesses, and challenges, while leveraging opportunities for their achievements. Our goal is to equip them for success in their chosen fields and help them excel in any profession they pursue.

Our expert faculty, supported by robust systems and resources, adopts a process-oriented approach to instil a constant quest for excellence in our students. With the right blend of people, processes, and international partnerships, we ensure that every stakeholder experience maximum satisfaction and fulfils their inherent potential.

Here are the profiles of our Integrated BBA+MBA Dec 2024 batch and MBA 2025 programs, categorized according to their domain-wise specialization.

For enquiries on Students profiles and Placements, please reach out to our Industry Interaction Cell Team

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E mail: AIBSPLACEMENTS@amity.edu

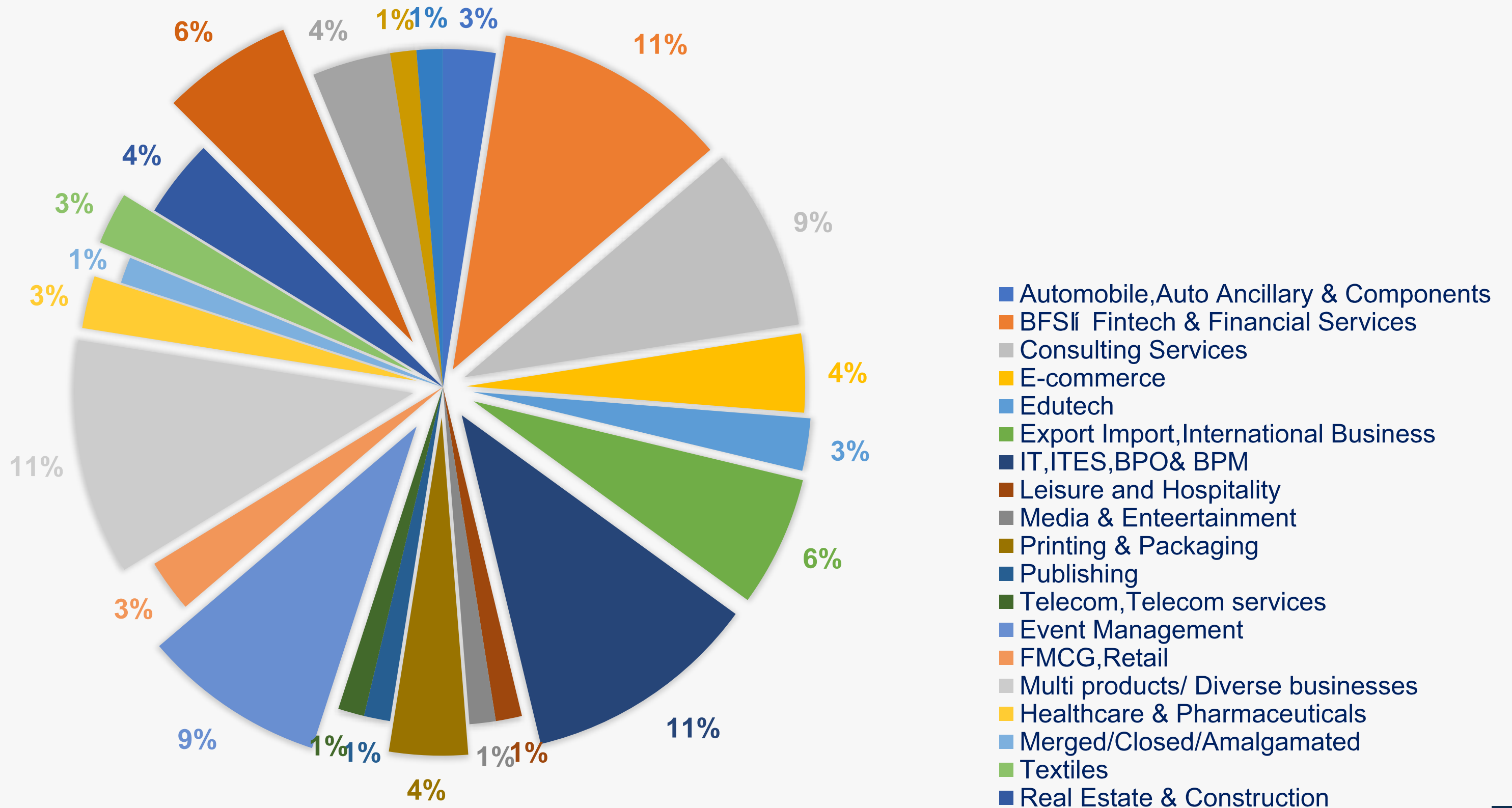
Tel: +91-120-439 2033



OUR INDUSTRY ASSOCIATES AT PLACEMENTS & INTERNSHIPS



SECTORAL WISE PLACEMENT 2018-2024



CONTACT US

Amity International Business School (AIBS)
I-3 Block, Amity University Campus,
Sector-125, Noida - 201 313

E mail: aibs@amity.edu
Phone: +91-120-4392043
Or visit - www.amity.edu/aibs

Industry Interaction Cell Team:
aibsplacements@amity.edu

Vijay Sahni
Jt Director
vsahni@amity.edu

Ashwin S Anand
Assoc Vice President
aanand1@amity.edu

