



## **SHARPEN YOUR ACUMEN** TO SUCCEED IN THE CORPORATE WORLD



## AMITY BUSINESS SCHOOL

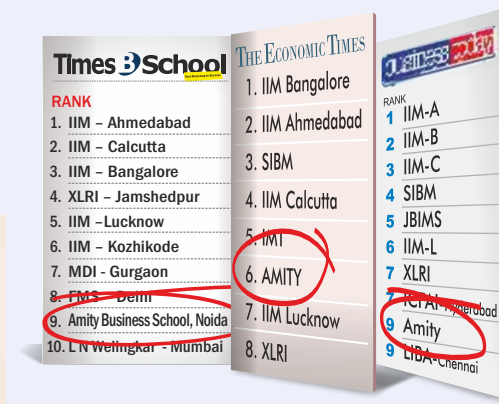
Amity Business School is a multi-disciplinary school, proud of its reputation for developing well-rounded business leaders, managers and marketers. Amity has achieved this by making sure that its education is always relevant and focused on encouraging students to discover new perspectives, see things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

Over **70**  
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





## ABS EVENTS



During Annual Event- 'Budget Manthan-2019' which provides an opportunity for students to gain knowledge and understanding on various aspects of Union Budget. The guests who were invited were CA Pradeep Goyal, Prof. Manish Hindvi and CS Anupam Jaiswal.



Dissemination workshop on ICSSR funded project: "Assessment of quality of life of cancer patients in a tertiary care hospital of Uttar Pradesh, India".



Interview Cracker Series organized to help students of MBA programme to equip themselves with necessary skills to crack the interview successfully.



A workshop on "Legal Aspects of Business" was organized to enable students to identify and explain the legal issues arising in day-to-day dealings of business by putting students through simulating exercise which matches with their course syllabus.

## 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

## PROGRAM FEES DETAILS

Program	Program fee (Rs. In Lacs)
B.Com (H)	0.61 per semester
BBA	1.18 per semester
BBA (3C)	1.96 per semester
MBA	2.05 per semester
MBA (3C)	2.96 per semester
Ph.D (Commerce)- Full time	0.40 per year
Ph.D (Management)- Full time	0.40 per year
Ph.D (Commerce) - Part time	0.25 per year
Ph.D (Management)- Part time	0.25 per year

\*The University provides financial assistance to meritorious students.  
For info log on [www.amity.edu/admissions](http://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:**

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