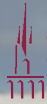




PROSPECTUS  
2020



Oxford Business  
College



# POST GRADUATE DIPLOMA IN MANAGEMENT



Recognized Amongst  
**'TOP 10 B-SCHOOLS - 2019'**  
By *The Knowledge Review Magazine*

**'BUSINESS SCHOOL OF THE  
YEAR - 2019'**  
By *Academic Insights*

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Asian Business School  
is indebted to



**Late Shri Suraj Parkash Marwah**  
(The Founder of Asian Education Group)  
for his invaluable contribution  
to our mission to provide quality  
management education worldwide

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**MARWAH  
STUDIOS**  
*a creative enterprise*

**MAET**  
PIONEER IN MEDIA EDUCATION

**ASMS**  
PIONEER IN MEDIA EDUCATION

**ABS**  
GROWTH WITH EDUCATION



Marwah  
Productions

**IBMRC**

**M.E.C. ART GALLERY**  
*20th c. 21st c. 22nd c.*

**radio noida**  
107.4 FM  
Community Radio

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# MESSAGE FROM PRESIDENT

DR. SANDEEP MARWAH

We at Asian Business School believe that education in business management is not just about management but it is also about how management can improve various other disciplines and functions of which business is comprised of. We also believe in adapting to western education model to suit the socio-economic conditions prevailing in this part of the world.

We are aware that with globalization and dismantling of rigid regulatory framework across the world, business environment has become very dynamic and the modern day manager must be capable of adapting to the fast changing business environment.

We are conscious of the fact that to be at the cutting edge of the business education and training, B-Schools have to work in partnership not only with the business-houses but also with similar institutions across the world.

We try and inculcate in the students the ability to foresee the changing business environment, make innovative plans, implement radical policies as well as take and manage risk in business operations.

We are committed to impart management education that is complete and self contained for preparing well rounded modern day managers. We also subscribe to the view that management concepts, approaches and techniques have to be continually evolved and that managerial decisions should be based both on systematic research and gut feeling.

We have also initiated research work with a view to expand the frontiers of knowledge in the realm of management.

*Adversity causes  
some men to break,  
others to  
break records*



# MESSAGE FROM CEO

MR. AKSHAY MARWAH

Driven by the dynamics of global environment, India is going through very challenging but interesting times socially as well as economically. The world talks of sustainability, but India is creating its own new grounds for global learning and practice out of its own diversity, complexity and philosophy. India's engagement with the world is dynamic and constantly evolving. Asian Business School is an exciting bridge to view these changes and actively engage in bridging the gaps.

The emerging global economy requires special managerial skills coupled with appropriate training and wide exposure to the state-of-the-art technical practices. With the dedicated efforts of faculty members and students, Asian Business School attempts to translate vision into action. We continuously strive for excellence in education through collaborative research in contemporary areas of relevance to education, society and international issues at large. We at Asian Business School are happy to have active

research collaborations with Oxford Business College, UK and other universities abroad.

Asian Business School fosters and nurtures leaders capable of making difference in the management of corporate and other sectors. It inculcates human values and professional ethics in the students which makes them independent in decision making and thus helps to create path that is good not only for them, but also for the society, nation and the world as a whole.

The Corporate Resource Cell (CRC) has carved a niche for our students in the corporate world by aligning training needs and business opportunities, thereby enabling the integration of these domains with core business concerns.

Aligning with our vision, I see that this is just the beginning of our progression in the direction of "Growth with Education" and surely we will grow pretty fast and achieve the lofty benchmarks. I welcome you to ABS to enjoy academic learning with professional development and at the same time, explore strategic fit in corporate world for yourself.

*We continuously  
strive for excellence  
in education  
through collaborative  
research*



# MESSAGE FROM DIRECTORS, AEG



**DR. LALITYA  
VIR SRIVASTAVA**

With another year of successful advancement towards the achievement of excellence in management education, Asian Business School has added accolades to its credit. Aligning with the requirements of the global markets where the right set of knowledge, skills and attitudes is the key to meet the requirements of the globalised economy and the opportunities across the globe, Asian Business School has nurtured its students not only for the corporate opportunities but also sensitized them to the important issues of global research. We at Asian Business School have developed a healthy and disciplined environment that ensures quality education through a corporate driven course curriculum and an overall transformation of an individual student to a professional. Continuous up-gradation on the basis of expert talks and feedback from industry has distinguished ABS as an institution of distinctive and competitive advantage. The International visit to Oxford Business School, UK provides students an opportunity to explore and understand the International markets through the interactive sessions during the exchange programs. The research work done by our students on various important and current relevant issues of international business in UK gives them an edge in terms of international learning of cultural & corporate operational differences. We aim to build a strong, skillful and talented nation to bridge the gap between Indian and Global markets.



**MR. SAURABH  
SHARMA**

Higher Education in India and globe has undergone a paradigm shift especially for the professional courses. Market dynamics and the global economy have consistently challenged the statuesque of the level of education and also bestowed opportunities of growth for developing countries. Asian Business School has aligned with the requirement of paradigm shift required in higher education and contributed to quality management education by strongly following its vision "Growth with Education". ABS provides the right blend of academic, corporate and extracurricular activities to transform an individual into a well groomed professional. Though the curriculum is rigorous and is as per the industry norms, the innovative pedagogy used by academic wing makes it easy for students to learn through practical application based activities. The life beyond academics acknowledges the vibrant talent, creativity and individual managers hidden in their inner self. Further to add glory, our Corporate Resource Cell has developed the best of the linkages on PAN India basis and across the globe. The industry interface in terms of SIP, OW, ELC, SSA, SPA and industry visits helps to develop a right attitude for your corporate career. Further for preparing our students for the global opportunities, ABS exposes students to the different learning experiences through student exchange programs and foreign study trips. We can assure you that ABS would honestly work towards your growth and take every possible step to ensure that we are able to lay the right foundation for your future career path.

*Dedicate your  
attention to discipline  
for value addition  
in every aspect  
of life*



MR. GURDEEP  
SINGH RAINA

We at Asian Business School (ABS), extend a very warm welcome to you as an aspirant of management studies. I feel proud in sharing that ABS is among the fastest growing institutions in India in field of management studies. The Post Graduate Diploma in Management (Full Time), offered by ABS is approved by All India Council for Technical Education (AICTE) and is designed to bridge the gaps between academics and corporate practices. The faculty members at ABS have a rich blend of academic and corporate experience and thus use the teaching pedagogy which helps you visualize the management concept for applications in the corporate world. The mentoring process adopted by the faculty members helps you introspect your strengths and area of interest to further improve your place-ability scores. Corporate Resource Cell at ABS ensures the best corporate interface to expose students to the various activities of the corporate world, be it related to knowledge, skills or attitude. CRC contributions in ABS transform students to professionals for better opportunities in the corporate world. I assure that your two years journey in ABS for a professional course in management would be adding a different dimension to your life and provide you with a distinctive edge over other management graduates. I look forward to meet and wish you a very successful academic life at ABS.



# VISION

## GROWTH WITH EDUCATION

*Our vision of the future is to build ABS into a business school with a reputation that matches the reputation of Leading World Class Institution.*

*This means that our long-term objective is to become a leading Indian business school known for critical thinking and social responsibility. We envision ABS as an institution that produces outstanding research that has a direct impact on our educational activities and our engagement with the business world.*

*More specifically, we want to build ABS into an institution that:*

- attracts highly-qualified faculty who develop innovative knowledge that is highly relevant to the business world and society at large, and who disseminate this knowledge through publications in top-tier scientific and professional journals and through corporate engagement*
- attracts highly-talented students and provides them with an intercultural learning environment that offers research-based expertise in the various programs and executive education, and helps them develop their professional skills by cooperating closely with corporate partners.*





# MISSION

*The Mission of Asian Business School is to establish well researched and pragmatic business practices to enable the students to meet the challenges of a fast changing business environment in the new world economic order. Asian Business School aims at developing conceptual and practical skills to convert abilities of students into managerial competence, required in today's competitive environment. We at Asian Business School strongly believe that a blend of relevant knowledge, skill and right attitude is essential for the overall development of students which determines their growth & success in the corporate world.*

# BOARD OF GOVERNORS



Anil Kapoor  
Cine Actor



Dr. Sandeep Marwah  
Founder &  
Managing Director -  
Marwah Studios  
Enterprise &  
Chairman -  
Asian Education Group



Akshay Marwah  
Chief Executive  
Officer,  
Marwah Studios  
Enterprise &  
Asian Education  
Group



Boney Kapoor  
Film Producer



Atul Marwah  
MD  
MEC Art Gallery



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Renowned  
Businessman

Dr. Lalitya Vir Srivastava  
Director Asian Education Group

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Mr. Saurabh Sharma  
Director Asian Education Group

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Mr. Gurdeep Singh Raina  
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President R&D, Indian Glycols Ltd.  
Former Vice Chancellor UP Technical University - Member

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**Dr. G. P. Rao**

Founder & Managing Partner, GPR HR Consulting;  
Former Head HR & Management Services - Malaysia, Reliance Industries Ltd. - Member

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**Dr. Dinesh Chandra Sharma**

Professor ABS - Member

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**Mr. Vinod Dhar**

IIM-A Alumnus, Assistant Professor ABS - Member

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# BOARD OF ADVISORS

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Master Prof., New York University

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Canada

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Professor & Ex-Head Department of Management Studies, IIT Delhi

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**Dr. Naushadul Haque Mullick**

Professor, Centre for Management Studies,  
Jamia Millia Islamia, New Delhi

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**Prof. Kartik Dave**

Professor & Dean School of Business,  
Public Policy & Social Entrepreneurship,  
Ambedkar University, New Delhi

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**Mr. Sudhir Mehani**

Chief Digitalization Officer  
Marzoli India - Camozzi Group  
Exec. Member FICCI - Committee on Industry 4.0

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**Mr. Saurabh Sharma**

Senior Manager - Program Management  
Publicis Sapient

# ASIAN BUSINESS SCHOOL

Approved by  
**ALL INDIA COUNCIL  
FOR TECHNICAL EDUCATION (AICTE)**  
Ministry of HRD- Govt. of India

Asian Business School is an innovative centre of academic excellence and one of the few Institutes having an AICTE approved PGDM. Our programs are purposeful and professionally oriented and the core advantage of studying at ABS is to get an internationally recognized qualification, by the finest academic minds who impart holistic knowledge by deductive learning methodology. The support from the industry is immense in the form of internship and job placements. The founders of ABS believe that education and training are vital inputs for human resource developments which in turn are essential for the economic well being and growth of the society. Asian Business School was established to prepare the youth for taking advantage of the unprecedented opportunities



and face the challenges posed by the economic reforms which have radically changed the complexion of business and their management across the world. ABS is run by a non-profit society registered under the Societies Registration Act XXI of 1860. It may be added that Asian Academy of Film & Television run by this Society is one of ten best film schools in the world for short term courses.

ABS has strong industry - business school interface to integrate class room teaching and training along with practical experience in the field to bridge the gap between theory and practice. ABS focuses on enhancing the capabilities of the students to lead and manage businesses by learning to adopt a systematic approach to

identify problems and finding their solutions using analytical, problem solving and decision making skills and understanding financial and accounting aspects of the business in a logical manner.

Asian Business School also prepares its students to pursue opportunities for doing business with optimum utilization of available resources. In other words, due emphasis is laid on inculcating the spirit of entrepreneurship among its students. Personality development, physical fitness, personal grooming and training in communication skills are an integral part of education and training at ABS for preparing its students to enter the business world with determination and necessary self confidence.



# INFRASTRUCTURE

## THE CAMPUS

To make the students follow the changing trends of latest technology, 24x7 internet facility is available in the campus. The lush green campus with virtuous sprawling lawns and meticulously designed institute provides a professionally motivating atmosphere for learning and sharing. The college building is spacious, well-ventilated and lighted and there are enough open spaces around the buildings.



## LECTURE HALLS

The lecture halls are designed as auditoriums with step-up seating to facilitate discussions and are equipped with Computers & LCDs for effective learning. The air-conditioning in the classrooms creates the right atmosphere for long hours of learning. Lectures are delivered using latest & modern teaching aids.



Located amidst the hub of national & international business centres

## THEATRE HALL

The academic life at ABS goes beyond the curriculum. For cultural and social functions, the theatre hall with a large capacity at the campus provides an ideal platform for students to express themselves in public for speech, theatre, plays and general entertainment. Weekly debates / quizzes / guest lectures are organized to enable them to be better managers and leaders.



## AUDITORIUM

Auditorium at Asian Business School is equipped with the most modern and audio visual facilities and can accommodate more than 250 people. It is well furnished with acoustics and hosts various events including annual day award functions and various Inter College Competitions. It is fitted with projector, effective and modern lighting and sound system and is centrally air conditioned. All the major functions like conferences, seminars, workshops and other academic and literary activities are held in this auditorium.





## KNOWLEDGE RESOURCE CENTRE

The Knowledge Resource Centre is well-stocked with Indian and International books and journals covering all areas of management, commerce, etc. to meet the needs of students, faculty and research scholars from varied areas. The library is continuously augmented with the latest books and journals to help the students keep abreast of current and contemporary issues. It has over 20000 books with 6000 titles and renowned National and International Journals (print and online).



## CENTRE FOR INFORMATION TECHNOLOGY (CIT)

The computer lab is connected with 2 Mbps leased line internet connection, has latest software and operating systems and other peripherals which facilitate the budding managers in acquiring the desired technical skills. The networking facilities are provided through LAN as well as Wi-Fi connectivity.



## SPORTS FACILITY

The healthy body acts as a catalyst in the process of gaining knowledge. The sports facilities facilitate the students in strengthening their physical energy level as well as in fostering team spirit. The typical day in the life of an Asianites starts with yoga / light exercise or other sports activity. We believe "A healthy body is a must for a healthy mind". The indoor and outdoor facilities are available and the sports kit is readily available for the students for games like Basketball, Table Tennis, Snooker, Chess, Badminton, etc.

## CAFETERIA

The vibrant and intelligent minds fueled with the passion to excel need a rich and hygienic diet. The Institute provides canteen facilities within the campus. The kitchen is totally modern and with state of the art mechanized cooking range. Every effort is made to see that hygiene is maintained. The cafeteria becomes a piece of attraction for relaxation as well as for snacks. The cafeteria has exclusive variety of Indian and Chinese dishes. This is an ideal place to chill out after the hectic class schedule to recharge for the next session.



## RECREATION CENTRE

A world class amphitheatre for student activity, a student lounge with facilities for television and various indoor games.

## MEDICAL FACILITY

On campus medical facility is available so as to provide immediate first aid in case of an emergency.



# ACADEMIC PEDAGOGY

The academic pedagogy model at ABS is a highly interactive model based on international standards. The students learn in a practical learning environment that gives them a real insight into the competitive corporate world. The basic characteristics of the model are:



### CURRICULUM

Global and updated

### FACULTY

Academicians +  
Corporate  
Professionals

### INTERACTIVE LEARNING

High level of interaction and  
discursive model of learning

### GROUP PROJECTS

Research oriented and  
practical group projects in all  
semesters of the Program

### CRITICAL THINKING & ANALYTICAL SKILLS

Critical thinking a mandatory skill that  
hones out-of-the-box thinking ability.  
Analytical ability developed into application  
based skills



### BENEFITS OF ABS GROUP PROJECTS

ABS Group project in every subject imparts  
corporate skills that are high in demand.

**Team Work:** It enhances various abilities  
like team building, leadership, conflict  
management, and working with people.

**Social Networking:** Our Group Projects  
enable students to work with each other  
even if they don't know each other well.

**Improved Placeability:** Group projects add  
to the practical exposure and research  
aptitude of the students and adds to their  
work experience for improved placeability.

**Integrating Theory with Practice**

**Holistic Skill Honing**

# ACADEMIC PROGRAM

## Post Graduate Diploma in Management

2 Year Full Time Program,  
Approved by AICTE,  
Ministry of HRD,  
Govt. of India

### OBJECTIVE OF PROGRAM

The objective of this program is to provide knowledge and deep insight into the dynamic discipline of business management, to enable students to analyse and apply principles and skills of Economics, Finance, Marketing, IT and Human Resource Management to the contexts and environment of business and to equip students with the skills of developing effective business strategies. The 2 year PGDM Program is only approved by AICTE. Further accreditations and affiliations for adding value to the Program are subject to norms of concerned Government/ regulatory authorities.



### CURRICULUM & COURSE STRUCTURE

The 2-year curriculum is divided into four semesters, each semester of six months duration. This essentially includes teaching, evaluation and 6-8 weeks of compulsory summer internship program. The programme is well structured as it emphasizes on sound foundation of basic concepts. Basic courses are introduced in each functional area of management to help the students in developing a sound foundation.



| SEMESTER     | NO. OF COURSES                          | NO. OF CREDITS |
|--------------|---|----------------|
| 1            | 9 + Capstone Group Project              | 30             |
| 2            | 9 + Capstone Group Project              | 30             |
| 3            | 2 Core + 7 Electives                    | 27             |
| 4            | 1 Core + 7 Electives + Research Project | 27             |
|              | Summer Internship                       | 6              |
| <b>Total</b> | <b>35 courses + 4 Projects</b>          | <b>120</b>     |

In the first year, 18 compulsory courses and in the second year, 3 compulsory courses are offered. Every student has to choose 12 functional elective courses, for dual specialization with 6 courses in each specialization. Apart from the dual specializations, ABS offers two open electives catering to emerging areas of business with one elective each to be chosen in the third and fourth semester. Thus, a total of 35 courses are taught in PGDM programme. The elective courses provide in-depth understanding of every functional and industry elective within which a student is specializing. The functional electives for dual specialization are from Marketing, Finance, HR and IT while minor elective specializations are in Retail Management, Tourism & Hospitality Management, Supply

Chain & Logistics Management and Small & Micro Business Management. The detailed list of elective streams is provided in the following pages. It is indicative and is subject to change if required as per the industry requirements.

Students work in groups for Capstone Projects to be submitted at the end of each semester in the first year of PGDM. After completion of first year, the student is supposed to undergo Summer Internship Program (SIP) and submit a detailed report of SIP/ OJT. In the fourth semester, students are required to submit an academic project based on Basic or Empirical Research. The purpose of the same is to provide students with industry and research exposure so that they learn the basic applications of the management concepts learned during their course.

## SEMESTER I

| CODE    | SUBJECTS   | CREDITS   | TEACHING HOURS |
|---------|--|-----------|----------------|
| PGDM101 | Management Principles & Organizational Behaviour   | 3         | 30             |
| PGDM102 | Accounting for Managers                            | 3         | 30             |
| PGDM103 | Managerial Economics                               | 3         | 30             |
| PGDM104 | Business Statistics & Quantitative Techniques      | 3         | 30             |
| PGDM105 | Computer Fundamentals & Applications in Management | 3         | 30             |
| PGDM106 | Business Communication                             | 3         | 30             |
| PGDM107 | Legal & Business Environment                       | 3         | 30             |
| PGDM108 | Business Ethics & Corporate Governance             | 3         | 30             |
| PGDM109 | Personality Development Program I                  | 3         | 30             |
| PGDM110 | Capstone Project                                   | 3         |                |
|         |  | <b>30</b> | <b>270</b>     |

## SEMESTER II

| CODE    | SUBJECTS                           | CREDITS   | TEACHING HOURS |
|---------|------------------------------------|-----------|----------------|
| PGDM201 | Marketing Management               | 3         | 30             |
| PGDM202 | Human Resource Management          | 3         | 30             |
| PGDM203 | Business Research Methods          | 3         | 30             |
| PGDM204 | Financial Management               | 3         | 30             |
| PGDM205 | Project Management                 | 3         | 30             |
| PGDM206 | Strategic Management               | 3         | 30             |
| PGDM207 | Entrepreneurship                   | 3         | 30             |
| PGDM208 | Digital Marketing                  | 3         | 30             |
| PGDM209 | Personality Development Program II | 3         | 30             |
| PGDM210 | Capstone Project                   | 3         |                |
|         |                                    | <b>30</b> | <b>270</b>     |

## ELECTIVE COURSES

### Marketing

- ▶ M 01 Services Marketing
- ▶ M 02 Consumer Behavior
- ▶ M 03 Sales & Distribution Management
- ▶ M 04 International Marketing
- ▶ M 05 Integrated Marketing Communication
- ▶ M 06 Marketing Research

### Finance

- ▶ F 01 Behavioural Finance
- ▶ F 02 Mergers, Acquisitions & Corporate Restructuring
- ▶ F 03 Financial Derivatives
- ▶ F 04 Security Analysis & Portfolio Management
- ▶ F 05 International Financial Management
- ▶ F 06 Financial Modeling & Valuation

## SEMESTER III

| CODE           | SUBJECTS                           | CREDITS   | TEACHING HOURS |
|----------------|------------------------------------|-----------|----------------|
| PGDM301        | Production & Operations Management | 3         | 30             |
| PGDM302        | Business Analytics                 | 3         | 30             |
| PGDM SP* - 01  | Elective 1                         | 3         | 30             |
| PGDM SP* - 02  | Elective 2                         | 3         | 30             |
| PGDM SP* - 03  | Elective 3                         | 3         | 30             |
| PGDM SP* - 04  | Elective 4                         | 3         | 30             |
| PGDM SP* - 05  | Elective 5                         | 3         | 30             |
| PGDM SP* - 06  | Elective 6                         | 3         | 30             |
| PGDM OP**01/02 | Open Elective 1                    | 3         | 30             |
|                |                                    | <b>27</b> | <b>270</b>     |

## SEMESTER IV

| CODE           | SUBJECTS                       | CREDITS   | TEACHING HOURS |
|----------------|--------------------------------|-----------|----------------|
| PGDM401        | International Business & Trade | 3         | 30             |
| PGDM402        | Research Project               | 3         | -              |
| PGDM SP* - 01  | Elective 7                     | 3         | 30             |
| PGDM SP* - 02  | Elective 8                     | 3         | 30             |
| PGDM SP* - 03  | Elective 9                     | 3         | 30             |
| PGDM SP* - 04  | Elective 10                    | 3         | 30             |
| PGDM SP* - 05  | Elective 11                    | 3         | 30             |
| PGDM SP* - 06  | Elective 12                    | 3         | 30             |
| PGDM OP**03/04 | Open Elective 2                |           |                |
|                |                                | <b>30</b> | <b>270</b>     |

\*SP stands for Specialization Code (M-Marketing, F-Finance, HR-Human Resource Management, IT-Information Technology)

\*\*OP stands for Open Elective (One elective to be chosen out of two)

### Information Technology

- ▶ IT 01 Database Management System & Data Warehousing
- ▶ IT 02 Data Mining & Systems for Managerial Decisions
- ▶ IT 03 Software Engineering & Project Management
- ▶ IT 04 Cloud Computing & IoT
- ▶ IT 05 E-Business
- ▶ IT 06 Global Information System

### Human Resource Management

- ▶ HR 01 International Human Resource Management
- ▶ HR 02 Industrial Relations & Labour Laws
- ▶ HR 03 Human Resource Development
- ▶ HR 04 Organisational Change and Development
- ▶ HR 05 Compensation Management
- ▶ HR 06 Manpower Planning & Performance Management

# DIPLOMA IN MEDIA & ENTERTAINMENT



## MODULE - 1 PRINT MEDIA

### Unit : 1

Print Media at a Glance, Printing Technologies, Organizational Structure of Newspaper, Newspaper Management, Newspaper - A Critical Study, Law Regarding Newspaper, Government Print Media Organizations, Magazines and Periodicals, Graphics, Designs & Printing.

### Unit : 2

Advertisement and Public Relation in PM (Concepts & Practical), Print Media Management – Principles & Significance, Circulation Management, Uses and Misuses of PM in Modern Society, Government Control Vs. People's Right to Information.

---

### Unit : 1

Evolution of Radio broadcasting, Methods - how to establish, to entertain, to inform and to educate the listener; capital requirement planning- capital budgeting - feasibility report

### Unit : 2

Nature of Radio business, organizational structure, station policy, Types of formats to be programmed – elements of programming, Advertising and supported radio-advertising agencies- selling airtime, methods for attracting listener ship loyalty.

### Unit : 3

Programme Production: Types of programme - music-news/talk show/classic - oldies/nostalgia- Ethics-full service variety-niche programs, Audience Research/ Survey-Ascertaining the listener's programme choice and the preferred timing for broadcast- audience research/survey methodologies, Engineering, Maintenance – updating; augmentation of studios; transmission; power supply; air conditioning facilities

## MODULE - 2 MANAGEMENT OF RADIO STATION

**MODULE - 3**  
**TV CHANNEL**  
**MANAGEMENT**

**Unit : 1**

TV Broadcasting: Overview, history, growth, process and technology, TV broadcasting organization: Functions in the Organization, Production, Operations in broadcasting – Marketing Function; Finance Function, Production of Programs, Program Contents – differences in content for various types of channels like news, entertainment channels – Viewer Requirements – Objectives of Programs – fixing the airing time for programs – Production Management – in house production and outsourcing of programs

**Unit : 2**

Managing operations: day to day operations in a station, organizing the broadcast, real time broadcasting, role & responsibilities of the TV journalists, Marketing function in TV channel: Role of the marketing function: viewer ship research – objectives of the research – TRP rating & their importance in sponsorship & advertisements, understanding customer trends & its effects on the channel

---

**Unit : 1**

Cinema Industry: History, Four phases of film production: Development process, Pre-production planning, Production and Post Production, Preparation for Production: Script Breakdown, Shooting Schedule, Location Scouting

**Unit : 2**

Controlling the production & post production activities & functions, controlling the film production budget

**Unit : 3**

Film Distribution Business, Pricing of a film for distribution, Minimum Guarantee Basis, Outright basis, Advance commission basis, Film release and delivery date, Mode of payment of royalty - Percentage basis, Fixed hire basis, Fixed rental basis, Film exhibition business

---

**Unit : 1**

New Media: definition, transmission and use, Advent of internet and role of internet in promoting E-Commerce, convenience to users, technology of LAN, WAN, ISP and Wi-Fi network.

**Unit : 2**

Coverage and quality in new media, Advantages and disadvantages, Quality in traditional and digital media, Sectors of entry of new media and current status.

**Unit : 3**

Digital Technology and computers, Digital technology and mobile phones, New avenues for communication and business.

**Unit : 4**

Radio & TV broadcasting, Digital TV Broadcasting, DTH System, Quality in digital technology, Economics of digital broadcasting

**Unit : 5**

Areas of use of Internet, savings to manufacturers and consumers, internet on mobile various applications, Website Design, Web page, ERP, Safety of data in internet, security, customer concern on security – response of companies to security concerns

---

**Unit : 1**

The objectives of event management, coordinating the various activities, Usage of Project management tools in event management.

**Unit : 2**

Organizing Stage Shows, Concerts, Seminars, Conferences, Trade Fairs, Exhibitions, etc.; Budgeting, Time Tables, Logistics involved in Events

**Unit : 3**

Measurement of customer satisfaction, Use of Technology in event management, Legal Compliances

**Unit : 4**

Branding Decisions: Branding, Brand Name, Brand Characteristics, Brand Strategy Decisions, Brand Image, Brand Identity, Brand Personality

**Unit : 5**

Brand Positioning and Repositioning, Brand Equity, Brand Building: Brand Building Process, Brand Licensing & Franchising

**MODULE - 4**  
**CINEMA**  
**MANAGEMENT**

**MODULE - 5**  
**NEW MEDIA**

**MODULE - 6**  
**EVENT**  
**MANAGEMENT,**  
**BRANDING**  
**& PLANNING**

# CERTIFICATE IN CORPORATE COMMUNICATION



## MODULE - 1

### **Unit 1: Self Awareness & Self Analysis**

Self Analysis and Self Concept, Components of Self Esteem, Formation of Self Esteem, Techniques of Self Awareness, Analyzing hidden potentials

### **Unit 2: Personality Development**

Components of Personality, Theories and its Application, Personal Awareness and Personality, Self Image-Positive and Negative Indicators, Personality and Professional Excellence, Life Skills & Soft Skills-Determinants

### **Unit 3: Communication Skills**

Ethics and building blocks of Conversation., Verbal and Non-Verbal Components of Communication, Small Talk- Do's and Don'ts, Corporate Persuasion and Negotiation Skills, Identifying and Correcting Communication Styles

### **Unit 4: Attitude Management**

Recognizing the power and importance of Attitude, Factors Influencing Attitude, Self Evaluation on Attitude Triggers, Developing Rapport, Dealing with different kinds of Personalities.

### **Unit 5: Language Building (I)**

Phonetics - Articulation and Acoustics, Alternating voiceless and voiced sounds, Pairs of words that differ in the voicing of the first consonant, Differences in stress, Differences in intonation, - Phonology and Phonetic Transcription - The Transcription of Consonants, the Transcription of Vowels, Grammar - Singular and Plural Nouns, Count Nouns vs. Non-Count Nouns, Possessive Nouns, Pronouns; Verbs, Action Verbs, Adjectives, Comparative And Superlative Adjectives, Adverbs, Simple Tense, Irregular Verbs, Active Voice and Passive Voice, Vocabulary - Topic-based quizzes A-Z



## MODULE - 2

### **Unit 1: Leadership Skills & Team Building**

Differentiation between Leaders and Managers, Virtues and Qualities of an Effective Leader, Emotional Intelligence and People's Management, Leadership Styles: Self Assessment, Team Building & Group Dynamics, Team Building Strategies and Techniques: Qualities of a Team Player, Productivity and Empowerment.

### **Unit 2: Business Communication Skills & Professional Etiquette**

Business Card Protocol, Greetings and Introductions, Email Etiquette, Telephone Etiquette and Boardroom Etiquette, Work Ethics and Interpersonal Skills at Workplace, Differentiating between being Passive, Aggressive and Assertive, Dealing with different kinds of Personalities: Dominant, Authoritative, etc.

### **Unit 3: Wellness Management & Wellbeing**

Understanding the concepts of Anger, Stress & Anxiety: Sources, Triggers and Reactivity (ABC Model), Self Help techniques, Lifestyle Management and changing "Perceptions", Role of Emotional Stability, Stress Management: Theory and Application, Concept of well being-Social, Emotional, Physical, Spiritual and Perceptual.

### **Unit 4: Power Dressing & Image Enhancement**

The importance of clothing-Behaviorally and Cognitively, Differentiation between Business Formals & Business Casuals, Essentials of the Corporate Attire: Relevance and Importance, Formal Accessorizing, Color Combinations and Do's and Don'ts, Grooming & Personal Hygiene: Skin, Hair care, Body Odor, etc., Developing Executive Presence

### **Unit 5: Language Building (II)**

Reading Comprehension, English Conversations, Writing skills - The Benefits of Writing, Sentence Construction and Tenses, Grammar, Improving Written Grammar, Capital Letters, When to Use, Articles and Punctuation, Personal Statement, What Are and How to Avoid Common Mistakes in Writing, Vocabulary Development

## MODULE - 3

### Unit 1: Interpersonal Skills & Work Ethics

Collaboration, Communication & Respect; Relationship Management, Respect and Feedback, Appreciation and Collaboration, Perseverance and Adaptability.

### Unit 2: Presentation Skills

Public Speaking - developing Stage Presence, Voice Modulation, Content Management Extempore Speaking, Conduction & Delivery Skills, Perfecting the Body Language during Presentation, Strategies of becoming an effective speaker, Step Process: From Prep to Feedback & Evaluation

### Unit 3: Winning Job Interviews

Perfecting the Visual Resume, Groundwork before Interviews, Abiding the Dress Code: Do's and Don'ts, Types and Levels of Interviews: Skills Assessment, Answering Behavioral Questions, Articulation, Speech and Confidence.

### Unit 4: Decision Making Skills

Concept and its Importance, Decision Trap and Thinking Errors, Inferences and Conclusions, Decision Making and Leadership Typology: Self Analysis

### Unit 5: Goal Setting & Time Management

Realistic Vs Unrealistic Goals, The art of prioritizing, SMART goals, Importance of Time Management, Challenges, Techniques & Tips

### Unit 1: Conflict Management

Concept of "Logic" and "Logical Thinking", Obstacles to Logical & Critical Thinking, Critical Thinking for Problem Solving: Strategies, Mechanisms and Theories, Agreement Vs Disagreement, Propaganda and Persuasion, Concept of Reasoning, Conflict Management Styles, Personal and Professional Implications

### Unit 2: Mock Interviews and Group Discussions

Understanding Group Dynamics; Norms, Rules and Roles: Ability to Influence, Paraphrasing, Summarizing and Active Listening, Introductions and Conclusions: First Impressions and Last Impressions, Appearing for Mock Interviews and Stress Interviews, Situational Judgment Tests and their Application

### Unit 3: Self Management & Lifestyle Management

Art of Prioritizing, Self Management skills that every Manager should have, Importance of physical well being, Enhancing productivity through corrective behavioral and attitudinal measures, Developing Positive Lifestyle and Mannerism, Importance of relationships and its building blocks.

### Unit 4: Etiquette Training

Gender Sensitization and Workplace, Introduction to Dining Etiquette: Entertaining Clients, Handing different Cutlery, Restaurant Etiquette , Corporate Etiquette and Behavioral Training, Interview Etiquette, International Etiquette; for a globalized approach

### Unit 5: Emotional Intelligence

Concept, Theory and Relevance, How to Evaluate, Emotional Intelligence & Leadership, Developing Emotional Intelligence

## MODULE - 4



# EXECUTIVE CERTIFICATION PROGRAMS IN DIGITAL MARKETING AND BIG DATA ANALYTICS & BUSINESS INTELLIGENCE FROM **NIIT**

## PROGRAM OBJECTIVES & LEARNING OUTCOMES

### Digital Marketing

This program aims at providing an understanding of fundamentals of digital marketing and its implementation in business. Through this program, students will gain knowledge of website and its designing with functionality and technical bugs and will be able to comprehend and apply the features of Search Engine Optimization, Search Engine Marketing, Social Media Optimization, Google Analytics, Affiliate Marketing, Blogging & AdSense. Students will also become capable to devise strategies based on the leading practical application orientated solutions in each vertical of digital marketing.

### Big Data Analytics & Business Intelligence

This program aims at providing an understanding and comprehension of basic statistical concepts. Through this program, students will learn to practically apply sampling techniques, frequency distributions and measures of central tendency, dispersion and kurtosis, analysis of variance, correlation, regression & Linear programming through latest analytics software including advanced excel and R.



# CERTIFICATION IN ENTREPRENEURSHIP FROM EDIC

## OBJECTIVES & LEARNING OUTCOMES

This program aims at inculcating and improving the entrepreneurship mindset of young people to enable them to be more creative and self-confident in taking rational risk in starting an enterprise. The knowledge and skills developed through this certification will encourage students to plan innovative business start-ups and facilitate them through research and consultancy. It will also encourage Social Entrepreneurship for enhancing the role of students in society and the economy. Students shall develop competence as a composition of entrepreneurial attitude, entrepreneurial skills and knowledge of entrepreneurship.

## COMPONENTS

A comprehensive course encompassing classroom lectures, assessments and activities related to basics of entrepreneurship, entrepreneurial theories, process and challenges.

A practical hands-on workshop for idea generation, scanning environment, preparing business plan, documentation for availing loans and assistance under various government schemes, preparing marketing, recruitment and financial plans, developing proof of concept and presenting a pitch for angel investors or venture capitalists to attract funding for the start up.

A series of guest lectures with 3 first generation entrepreneurs who have made it big starting from the scratch for creating awareness among the students how young generation has achieved their entrepreneurship dreams as they interact with the students regarding their experiences and guide students on starting their own ventures.

**EXCLUSIVE ATTRACTION:** Seed funding of Rs.5 lacs to the best innovative business idea presented by ABS student (individual or team) in National Business Plan Competition "Road not Taken" organized by EDIC every year.

EDIC will facilitate the complete start up process for all students of ABS who are interested in starting their own venture.



# ACADEMIC CALENDAR

## BATCH 2020-2022

### PGDM BATCH 2020-2022

| Title       | Date          |
|-------------|---------------|
| Orientation | July 06, 2020 |

### Semester Schedule

| Semester     | Date                               |
|--------------|------------------------------------|
| 1st Semester | July 07, 2020 - December 04, 2020  |
| 2nd Semester | December 09, 2020 - April 30, 2021 |
| 3rd Semester | July 05, 2021 - December 05, 2021  |
| 4th Semester | December 08, 2021 - April 29, 2022 |

### Summer Training Schedule

|   |                               |
|---|-------------------------------|
| Summer Internship (6-8 weeks)           | May 03, 2021 - July 03, 2021  |
| Submission of Summer Internship Project | July 15, 2021 - July 31, 2021 |

### Examination Schedule

| Semester     | Sessional Exams                   | Term Exams                      |
|--------------|-----------------------------------|---------------------------------|
| 1st Semester | September 16 - September 30, 2020 | November 24 - December 08, 2020 |
| 2nd Semester | February 18 - March 03, 2021      | April 15 - April 30, 2021       |
| 3rd Semester | September 16 - September 30, 2021 | November 23 - December 07, 2021 |
| 4th Semester | February 15 - February 28, 2022   | April 14 - April 29, 2022       |

*\*The dates in academic calendar are tentative.*

# INTELLECTUAL CAPITAL

CORE FACULTY



One of the major assets of an institution is the intellectual capital, since it promotes competitive advantages, that become the base of value generation. The faculty, an important constituent group at ABS, comes from a diverse background having experience in industry and academia. It is one of the most valuable resources, which, with its expertise, has a major role to continuously generate and grow knowledge and thus, contribute to the competitive advantage of the institution. It is charged with the discovery and dissemination of knowledge and therefore an inimitable presence, lying at the heart of organizational capabilities.





#### **DR. LALITYA VIR SRIVASTAVA**

Dr. Lalitya Vir Srivastava, Director- AEG is a healthy blend of academics & industry with rich mix of experience of more than 21 years in national & multinational organizations at various managerial levels. He has completed his MBA (Marketing), PGDBA (Foreign Trade & HR), PGDIRPM and Doctorate in management from renowned institutions. He has contributed in the field of research on emerging issues of management and industry, which have been adjudged the best in national and international conferences. He has conducted many corporate training programs, workshops for faculty development, skill enhancement programs for the sales professionals in industry and product training for members of FOGSI (Federation of Obstetric and Gynecological Societies of India). During his corporate tenure, he developed the strategy for major brands he worked for. His knowledge & professional skills are reflected in his innovative teaching methodology that connects the classroom learning with the real corporate applications.



#### **DR. ANUBHUTI DWIVEDI**

Dr. Anubhuti Dwivedi, Professor and Dean at Asian Business School is an academican with 18 years of experience in post graduate teaching and research in the area of Economics and Business Environment. She is a Doctorate in Economics and a double Post Graduate in Economics and Management. Her national and international publications include 6 books, 16 research papers and 2 cases published by reputed international publishers like IGI Global, USA and Case Centre U.K.. She has successfully completed an internationally funded research project funded by New York University Stern School of Business and National Stock Exchange of India and presented papers in various conferences at reputed institutes including IIMs and National Stock Exchange. During the course of her career, she has been in various administrative positions where she developed the institutional framework and was at the core of various Conferences, Seminars, FDPs and MDPs while leading the team. She has recently been awarded with The Women of Excellence Award 2019 by Business View Magazine.



#### **DR. DINESH SHARMA**

Dr. Dinesh Sharma is a senior professor of International Business and Strategy at Asian Business School. Dr. Sharma completed Ph.D. in Knowledge Management and Masters in International Trade from International Institute of Foreign Trade, IIFT, New Delhi. Dr. Sharma has vast experience of working in and setting up of various educational institutes. He was the Vice – Chairman of Neelkanth Group of Institutions and has vast experience of setting up world class institutions and universities. Dr. Sharma was trustee and CEO of Vidya Knowledge Park, Meerut. He conceptualized, designed and integrated Vidya Knowledge Park having institutions for Engineering, Business, Fashion Design, Teachers Training and IB World School. Further Dr. Sharma has served as a Registrar at BBD University, UP. Previously Dr. Sharma had also served as Executive Director, Dewan Institute of Management Studies, Meerut as well.

#### **DR. SUNITA VERMA**

Dr. Sunita Verma is currently working as Associate Professor and Dean - Student Welfare in Asian Business School. She has done her doctoral research in the area of Employee Engagement from the School of Business and Management, Jaipur National University, Jaipur. Her research was on Analysing Antecedents and Consequences of Employee Engagement in Organized Retail Segment. She is a Post Graduate in HR and Marketing and UGC- NET qualified in Labour Welfare and Industrial Relations. She is also a degree holder in Commercial Secretarial Practice from Commercial Secretarial Institute, Delhi. Dr. Verma has an experience of more than 12 years in corporate and academics. Before joining ABS she was associated with B-Schools and management institutes imparting valuable knowledge towards overall growth of the students as well as the organization. On the corporate front, she was associated with MPS, Vodafone, Tata Indicom and Cottage Emporium (a government undertaking).



#### **DR. SUPRIYA SRIVASTAVA**

Dr. Supriya Srivastava, Associate Professor and HOD - Centre for Skill Development is a multi-lingual, communications and personality development expert currently employed with Asian Business School. With over 11 years of experience spanning a wide range of students from school to college level to professional courses with reputed institutions, she believes that versatility and working upon one's qualifications grooms and enhances one beyond measure. As a tremendous motivator, she inspires and encourages people, making them realize their true potential. She is a doctorate in management. A qualified professional she has masters in Botany and English and is a management graduate from ICFAI and a PGHRM from IMT, Ghaziabad. She has a Diploma in English News reading & Voice-over, from NRAI and is CET (Management) qualified. She is a TESOL Certified, Business English trainer from International TEFL Teacher Training Corporation – Thailand, Bangkok. A German Language expert from Max Mueller Bhavan, She is also on the panel of IP University, Delhi for the German Language.



#### **DR. SHWETA BATRA**

Dr. Shweta Batra is a Doctorate in Management and is currently working as Associate Professor and Dean-Examinations in Asian Business School. She is a HR professional with rich experience of more than 11 years in corporate and education industry. Prior to joining ABS, she has worked with various B-schools and reputed companies. She also has a good industry exposure in international business. Dr. Batra has participated in many seminars and conferences which connects her well with area of her specialization. Advance looking combined with academic visualization to foster intellectual development of young scholars in India characterizes her. She works towards providing thorough academic awareness on various subjects in order to impart better quality of education. Her area of research includes quality of work life, change management, repatriation management, performance management and training & development.





#### **DR. AMBIKA RATHI**

Dr. Ambika Rathi is Associate Professor at ABS and her interest areas are Marketing, Entrepreneurship and International Business with a rich experience of 15 years. She has a perfect blend of experience in Teaching and Corporate World. She holds Master's degree in Management (MBA) and a Ph.D degree in Marketing from Jiwaji University, Gwalior. She has published papers in many national and International journals.

Dr. Ambika Rathi has also been an active member for many organizations into Entrepreneurship Development. In the pursuit of the same endeavour, she has mentored many students into Entrepreneurial journey which are now working as full-fledged Startups. She is highly motivated, organized and a versatile person with innovative ways of teaching due to her vast corporate experience.



#### **DR. MAROOF AHMAD MIR**

Dr. Maroof Ahmad Mir is currently working as Associate Professor in the area of Finance and Accounts. He has done his Ph.D. in the area of Finance from Aligarh Muslim University and has qualified UGC-NET in Management. He has completed his Master of Business Administration in Finance and Accounts from AMU, Aligarh. He has an overall experience of around 11 years and his areas of interest include Portfolio Management and Financial Management. Dr. Maroof is the recipient of 'Best Researcher Award' at ABV - Indian Institute of Information Technology and Management, Gwalior in June 2013. He has taken courses on Econometric Modeling in Finance at IIT Kharagpur, IIM Calcutta, IIT Gwalior, IMT Ghaziabad and National Institute of Securities Markets (NISM), SEBI. He has also attended various conferences and workshops at institutes of repute. His research work has been accepted for presentation at various reputed organizations like IIM Ahmedabad, IIT Kanpur, IBS Hyderabad, etc.



#### **DR. RESHAM SUNDRANI**

Dr. Resham Sundrani is currently working as Associate Professor in Asian Business School. She is a Delhi University Graduate in Social Sciences and MBA with specialization in Human Resources. She has M.Phil and Doctoral degree in Management. She has varied hands-on, bottom up professional experience of over fifteen years in both academic and corporate world. To her credit, she has published papers in several conferences and attended various Faculty Development Programs, organized by management institutions and other organizations.

### **DR. ANU NAGPAL CHOPRA**

Dr. Anu Nagpal Chopra is currently associated with Asian Business School as Associate Professor - Economics and Marketing. A Quartet post graduate i.e. PGDBA, PGDCA, M.Com and M.A (Economics) with Ph.D. (Commerce- Marketing) qualified; Anu possesses over 12+ years of teaching experience. With a couple of graduate Degrees and meritorious performance, she has successfully handled a gamut of diversified functional areas in teaching and research. Her Research and Teaching interests include areas of Marketing Research, International Marketing, Consumer Behavior, Managerial Economics, Corporate Social Responsibility and Values and Ethics. She has marked several research papers and articles on emerging issues in Marketing and Economics in various refereed journals, books and Newspapers of repute. She has also presented numerous papers and articles at reputed National and International Seminar and Conferences in institutes like IIT, Delhi and MDI, Gurgaon. She has also edited books which add to her intellectual capital. Presently she is also a reviewer for few International Journals.



### **MS. VEENU ARORA**

Ms. Veenu Arora is a management consultant and having over 11 years of experience in the areas of consultation, personality development and teaching. She is currently working as Assistant Professor of Management. Apart from carrying degrees in Masters of Commerce & M.Phil in management, she has also actively indulged in few certifications in behavioral programs like Facets personality assessment, "Basic lab on human processes" organized by Indian Society for Applied Behavioral Sciences; behavioral testing from IP University; Certificate in guidance (CIG) an IGNOU- NCERT collaborative project. She has assisted various teams for individual growth to align the gap between educational institutes and industry expectations. She is also pursuing Ph.D. in management under the research topic - "A strategy for identification of training needs and enhancing the effectiveness of middle-level bank employees: A comparative study of public and private banks".



### **MR. NIKHIL GARG**

Mr. Nikhil Garg is currently associated with Asian Business School as Assistant Professor in Finance. He has qualified UGC NET in Commerce, B.Com (H) from Satyawati College (Delhi University), PGDM in Planning & Entrepreneurship from IIPM, Delhi & M.Com. from EILM University. He is pursuing his PhD from Amity University. His research and teaching interest include areas of Corporate Finance, Investment Management, Financial Derivatives, Stock markets, etc. He has taken MDP and other training programs with organizations of repute like Ministry of Small, Micro & Medium Enterprises (Govt. of India), Institute of Chartered Accountants of India, National Institute of Learning & Arts, School of Open Learning (D.U.), NIESBUD and many others. He has also worked as Content Editor of EXIMP Times, an international business journal of repute from 2009-2014. He has expertise in Financial Modeling and has published more than 8 papers in national and international journals of repute.





#### **MS. KAVITA KHURANA**

Ms. Kavita Khurana is currently working as Assistant Professor in marketing. She is a Marketing Professional with over 13 years of corporate experience integrating domain expertise in Corporate Training, Relationship Management and Corporate Sales across Financial Services and Software Services Sector. Kavita has done her Masters in Business Management from Fore School of Management and B. Sc. (Honours) in Mathematics from Delhi University. She is currently pursuing PhD. from Amity University, Noida. Her areas of interest include Retailing, Services Marketing and Market Research.



#### **MR. VINOD DHAR**

Mr. Vinod Dhar is presently working with Asian Business School as Assistant Professor in the field of Marketing. Vinod is PGDM with specialization in Marketing from IIM Ahmedabad and has a rich blend of about 17 years experience in Corporate as well as Academics. He started his career in the field of Sales and Marketing and worked for brands like Onida and Sanyo at various positions all over the country. After exploring himself in Corporate, he moved to Academics to follow his passion for teaching and training. Sales and Distribution Management, Advertising, Brand Management are his key areas of interest.



#### **MS. POORNIMA SINGH**

Ms. Poornima Singh is currently engaged with the Asian Business School as Assistant Professor. She has professional experience of both academics and industry for 10 years in various organizations across India. She is UGC-NET qualified and has completed her M.Sc from the University of Pune. She is currently pursuing Ph.D. in Environmental Science and Management from a renowned Government institution. She has published research papers in various journals and has also attended various national and international courses, workshops, conferences.

#### **MS. JAYA KHATTRI**

Ms. Jaya Khattri is currently working with Asian Business School as an Assistant Professor in Information Technology. She is M.Tech in Information Technology from Guru Gobind Singh Indraprastha University her areas of interest include various courses like C-programming, E-commerce, Software Project Management, Software Engineering, Computer Networks, etc. She has worked in academics and has attended various workshops and training programs in her teaching experience.



#### **MR. ANURAG GUPTA**

Mr. Anurag Gupta is currently associated with Asian Business School as an Assistant Professor of Operations and Information Technology. He has over 15 years of vast experience in the field of Education in renowned Engineering and Management Institutions. He has worked as Head of the Department and Assistant Professor in these institutions. He has also worked in HCL, Noida. He is a Graduate in Science with specialization in Mathematics as well as Master of Computer Applications from Rajiv Gandhi Technical University, Bhopal; Master of Philosophy in Computer Science, Diploma in Management and presently pursuing PhD. in Information Technology from Amity University, Noida. He has attended over 25 Workshops, National and International Conferences and Seminars. He has Several Research publications in National and International Journals/Conference Proceedings to his credit.



#### **MOHD ABDUL MOID SIDDDQUI**

Mohd Abdul Moid Siddqui is currently working as Assistant Professor in Asian Business School. He is a commerce graduate from the University of Lucknow and has done his MBA (Agri-Business) from Aligarh Muslim University, Aligarh. He has also qualified UGC NET in the subject of Management, has done a Post Graduate Diploma in Personnel Management and has completed his PhD in Business Administration from Faculty of Management Studies and Research, AMU. His subject specializations include General Management, Strategic Management, Organizational Behaviour, and Human Resource Management. He has published papers in various international journals of repute and has presented papers and attended National and International Conferences in India and abroad.





#### **DR. SYED AIJAZ AHMAD**

Dr. Syed Aijaz Ahmad is currently associated with the Asian Business School as Assistant Professor in Marketing. He has done his PhD in Management through Aligarh Muslim University. He is Management Professional as well academician and has two years of corporate experience at Managerial level and five years of teaching experience to his credit. He has an extensive exposure to research Methodology at national and international level. He is very proficient in the use of statistical tools like Analysis of variance (ANOVA), Multivariate analysis of variance (MANOVA), and Structural Equation Modeling (SEM). He is also an expert of SPSS and AMOS Software and has been invited as resource person for many research methodology workshops. He has published many research papers in the national and international Journals. He has attended many workshops on research methodology and research tools at national and international level. He has attended conferences and presented research papers in India and Abroad. He is the member of editorial board of many referred journals.



#### **MR. SACHIN KUMAR PAURUSH**

Mr. Sachin Kumar Paurush is working as Assistant Professor at Asian Business School. With a total experience of 10 years, he has been into Academia since last eight years. He has also been associated with All India Radio and Doordarshan as Asst. Research Officer and Youth speaker for 4 years. He is presently pursuing Ph.D from Delhi Technological University (DTU), Delhi and has published several papers in national as well as international journals. Completed his Diploma in Export Management from Indian Institute of Export Management, Bangalore followed by awarded master's degree in Business Management. Being a passionate mentor, he enjoys dealing with microeconomics, managerial economics and business environment.



#### **MR. JYOTI SWAROOP MOHANTY**

Mr. Jyoti Swaroop Mohanty is presently working with Asian Business School as Assistant Professor in the field of Marketing. He also has a keen interest in Business Laws. Mr. Mohanty is a Commerce graduate from Presidency College, Bangalore and has done his PGDM in Marketing. He has over 9 years of work experience in different industries such as Marketing, Business Research, Analytics & Intelligence and Digital Marketing. He also has over three years of digital marketing experience industry and still working with training industry to keep up with industry standards. After exploring himself in the Industry, Jyoti Swaroop has moved to academics to follow his passion of teaching and training. His areas of interest include Marketing, Consumer Behaviour, Strategic Management and Digital Marketing. Apart from professional interests, he writes articles, takes corporate trainings in digital marketing industry and is also a Fitness Coach with Crossfit Level 1 Certification.

### **MS. BUSHRA**

Ms. Bushra is currently associated with Asian Business School as an Assistant Professor in Finance. She has 10 years of experience in teaching in various institutions. She has qualified UGC-NET and is currently pursuing PhD in Behavioural Finance from Amity University, Noida. She has done her Masters of Business Administration from Maharshi Dayanand University with finance as specialisation, B.Com (Hons) and Masters in Commerce from University of Delhi and B.Ed from Guru Gobind Singh Indraprastha University. She has to her credit research papers presented in conferences and published in reputed journals. Her areas of interest include Behavioural Finance and others related areas of Finance.



### **MS. TARUNPREET KAUR**

Ms. Tarunpreet Kaur is currently working as an Assistant Professor at Asian Business School teaching Business Communication and Personality Development. She is a Soft skills and English language trainer in the department of Center for Skill Development. She is having an extensive exposure to English Literature and language with an M.Phil in English. She is a competent professional with an experience of teaching Business Communication and Soft Skills. She has hands on experience on delivering corporate training and conducting various seminars and academic workshops for general English and Business English. She has written and presented 'Term Papers' on topics and areas ranging from feminism to Post Colonialism with reference to literary texts and given Seminars on topics and areas ranging from 'Social- political' to 'Gender' issues in English Literature.



### **MR. SANJEEV SHARMA**

Mr. Sanjeev Sharma is currently associated with Asian Business School as an Assistant Professor in Finance. He has 9 years of experience in teaching, training, stock broking and accounting. He has PGDM (Finance) with various certificates in IT and financial planning. He has taught students from various age groups and backgrounds for MBA, BBA & CFPCM including Cas, CSs, IIM grads, CFO, Director, GM, managers and entrepreneurs. His area of specialization includes Financial Derivatives, Taxation, Security Analysis & Portfolio Management, Insurance, Retirement Planning and Advanced Financial Planning.



# RESEARCH & DEVELOPMENT CELL

Research is the backbone of academics as it helps bridge the gap between corporate and academics. The Research and Development Cell (RDC) intends to nurture the research culture in Asian Business School and focus on research work related to current economic, social, corporate and academic issues.

Faculty and students at ABS undertake research in new domains of management including multidisciplinary fields. Due to the tireless efforts of RDC and immense support of faculty members, the college has to its credit many research publications, National Seminars and International Conferences. The faculty members have published in National and International peer reviewed journals and also presented research papers in various reputed international and national conferences.

RDC has been organizing various management Development Programs and Faculty Development Programs which have been well acclaimed by industry and academia.



# ENTREPRENEURSHIP DEVELOPMENT & INCUBATION CENTRE (EDIC)

Asian Business School believes in fostering an entrepreneurial mindset among its students and for this purpose we have an established Entrepreneurship Development and Incubation Centre (EDIC). EDIC aims to enable the students to be more creative and self-confident in taking rational risk in starting an enterprise and encourage innovative business start-ups and facilitate them through research and consultancy.

EDIC conducts Entrepreneurship Development Programmes for developing entrepreneurial skills enabling students to take up entrepreneurship as a career choice. It also organizes guest lectures, Awareness Camps, Seminars & Workshops, Quizzes and Business Plan Competitions for entrepreneurship development.

The incubation centre assists entrepreneurs with documentation, marketing and recruitment as well as in conducting survey on entrepreneurial opportunities, industry requirements and market potential of the region.



# CORPORATE RESOURCE CELL (CRC)

## VISION

Building a string of industry academia interface for training & placement of students to meet corporate challenges.

## MISSION

Create an atmosphere of self-directed leadership, self-motivation, team-work and self-generated creativity by innovative training methodology and building value for our students & community making them best industry professionals.



## MESSAGE FROM DEAN - CRC

Mr. Ravi Sharma

*CRC at ABS mentors every student to identify their right potential and encourages them to achieve their dream of getting placed in a reputed company. To achieve this goal, we inculcate the right interpersonal & professional skill in each student to meet the challenging industry standards. This is done through regular trainings programs & workshop on general awareness, business etiquettes, technical skills, communication; career guidance programs, soft skills programme, personality development and aptitude skills. Guest Lectures, Industrial visits, seminars, workshops, SSA & Projects are regular feature at ABS wherein students get the best industry exposure.*

*We are proud to share that ABS young talent is highly accepted in the industry and appreciated. Our students are working with leading companies and have achieved great milestones.*



## ABOUT

Corporate Resources Centre (CRC) works towards providing best industry interface to students. CRC aims to create a platform where Students and Industry can come together and explore the opportunities for employment. The prime objective of the CRC is to maintain strong Industry Institute linkages and strive for the overall development & grooming of the students according to the Industry requirements by conducting Workshops, Symposia, Seminars and Conferences both at National and International level. CRC has maintained a sound rapport with large number of big companies, industrial conglomerates and reputed business houses. CRC has been making aggressive efforts to provide the best career prospects to the students. We encourage students to work on live projects which help them to relate classroom teachings with the industrial practices.

The Corporate Resource Cell at ABS has been sourcing job openings by matching students' knowledge, skills, personality traits and attitudes to the varied requirements of the job. CRC grooms students holistically right from soft skills, presentation skills and interview skills to successful attainment of lucrative job offers.

## KEY RESPONSIBILITIES OF CRC

- ▶ Conduct lecture sessions by eminent professionals from industries and educational organizations of national and international repute.
- ▶ Organizing industrial visits, research projects and summer training.
- ▶ Interact with the corporate houses for the placement of graduating students.
- ▶ Maintain constant liaison with the concerned HR personnel of the companies visiting the campus and with other companies in the region for 'off- campus' placements.
- ▶ Counseling of students for career development.
- ▶ Conducting Skill Development Programs.
- ▶ Developing partnerships with international universities, management & corporate hubs for various research projects and training programs.

# STAR PLACEMENTS

PGDM 2015-17



**ANKIT MISHRA**  
Specialization  
- Finance -



**ANKIT SAXENA**  
Specialization  
- HRM -



**AMAN DANGI**  
Specialization  
- Marketing -



**AVINAV KASHYAP**  
Specialization  
- Marketing -



**NITIKA SAINI**  
Specialization  
- HRM -



**RAJAT SAXENA**  
Specialization  
- Finance -



**GULSHAN KUMAR**  
Specialization  
- Marketing -



**KAJAL GARG**  
Specialization  
- Finance -



**DEVANSHI KAPOOR**  
Specialization  
- Marketing -



**SAHIL BABU ANAND**  
Specialization  
- Marketing -



**PALAK MAHAJAN**  
Specialization  
- Marketing -



**RAJAT NARANG**  
Specialization  
- Finance -





**AKSHAY DESHMUKH**  
Specialization  
- Marketing -



**AKASH KUMAR SINGH**  
Specialization  
- Marketing -



**RAVI PANDEY**  
Specialization  
- Marketing -



**ANISH KUMAR**  
Specialization  
- Marketing -



**GAUTAM DHAWAN**  
Specialization  
- Marketing -



**ANKIT SHARMA**  
Specialization  
- Marketing -



**SHUBIKA ARORA**  
Specialization  
- Marketing -



**ANTARYAMI SAHOO**  
Specialization  
- Marketing -



**MOHMMOD AZAD KHAN**  
Specialization  
- Marketing -



**ASHUTOSH BARAI**  
Specialization  
- Marketing -



**ADIL RAZA KHAN**  
Specialization  
- Marketing -



**BAGISH MISHRA**  
Specialization  
- Marketing -





**HITESH BATRA**  
Specialization  
- Marketing -



**ADITI SHRIVASTAVA**  
Specialization  
- Finance -



**MAHIMA JAISWAL**  
Specialization  
- Marketing -



**AKANSHA JAIN**  
Specialization  
- Finance -



**VIBHANSHU VATS**  
Specialization  
- Marketing -



**HITESH KUMAR**  
Specialization  
- Finance -



**MOHD. SHAIRAF**  
Specialization  
- Marketing -



**NIMESH SHARMA**  
Specialization  
- Finance -



**SHUBHANSHUMAN P. SINGH**  
Specialization  
- Marketing -



**YUDHISTHIR SHARMA**  
Specialization  
- Finance -



**VISHAL SINGH SISODIA**  
Specialization  
- Marketing -



**KAVITA BHARATI**  
Specialization  
- HRM -





**ABHINAV PRAKASH**  
Specialization  
- Marketing -



**ABHISHEK SHARMA**  
Specialization  
- Marketing -



**ABIR NAYAK**  
Specialization  
- Marketing -



**AMAN SAROHA**  
Specialization  
- Marketing -



**AMBRISH RAWAT**  
Specialization  
- Marketing -



**ASHISH RANJAN**  
Specialization  
- Marketing -



**ASHUTOSH K. SINGH**  
Specialization  
- Marketing -



**AYUSHI GARG**  
Specialization  
- Marketing -



**DEEPAK CHAUDHARY**  
Specialization  
- Marketing -



**DINI DHAWAN**  
Specialization  
- Marketing -



**DIVYA PULAST**  
Specialization  
- Marketing -



**GEETIKA ARORA**  
Specialization  
- Marketing -





**KARAN SINGH RAUTELA**  
Specialization  
- Marketing -



**KOUSIK SINGH**  
Specialization  
- Marketing -



**KUNDAN K. GANGULY**  
Specialization  
- Marketing -



**PANKAJ KUMAR YADAV**  
Specialization  
- Marketing -



**PRIYANKA DANG**  
Specialization  
- Marketing -



**RUDRA RAKSHIT SINGH**  
Specialization  
- Marketing -



**SANDEEP KUMAR SINGH**  
Specialization  
- Marketing -



**SAYED RAZA ALI**  
Specialization  
- Marketing -



**SPARSH KESHRI**  
Specialization  
- Marketing -



**ABHISHEK K. PANDEY**  
Specialization  
- Finance -



**DEEPKANT SHUKLA**  
Specialization  
- Finance -



**DIVYA GOLCHHA**  
Specialization  
- Finance -





**JUHI CHAUHAN**  
Specialization  
- Finance -



**NEHA PERVEEN**  
Specialization  
- Finance -



**RUCHI JAIN**  
Specialization  
- Finance -



**SAKSHI GUPTA**  
Specialization  
- FINANCE -



**SHIKHIL SHARMA**  
Specialization  
- Finance -



**YASH PRADHAN**  
Specialization  
- Finance -



**APOORVA PANDEY**  
Specialization  
- HRM -



**ARJUN S. TOMAR**  
Specialization  
- HRM -



**GITIKA MARWAHA**  
Specialization  
- HRM -



**KRIPA SARA SAJI**  
Specialization  
- HRM -



**NIKITA MEENA**  
Specialization  
- HRM -



**POMPI DUTTA**  
Specialization  
- HRM -



# PLACEMENT ASSOCIATES

ABS achieves new milestones in placements every year. Our students are working with leading companies and making everyone proud.



Aditya Birla Capital Ltd.



ITC Ltd.



Khimji Ramdas



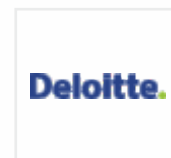
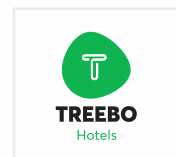
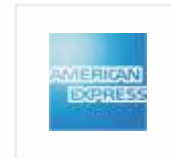
HDFC Bank Ltd.



Future Group



Spandana Spoorly Financials Ltd.



\*Mentioned recruiters are associated with ABS in offering placement and training opportunities.

Few of our regular placement & training partners are as under :



& many more...

# EXPERTS AT ABS



Chetan Bhagat  
Renowned Author



Mr. Abhay Kapoor  
Lead - HR India  
Operations (North)  
Amazon.com



P. Dwarkanath  
Head - HR  
Max Group



Mr. Ashwani Lohani  
Chairman & Managing  
Director Air India Ltd.



Dr. Deepak Singh  
Director-HR  
KPMG India



General Bikram Singh  
Former Chief of Indian Army  
Indian Army



Sanjay Kaul  
Head - Sales (North)  
Nestle India



Mr. Manan Shah  
Director | Marketing  
Truecaller



Mr. Kamal Singh  
Executive Director & CEO  
Asia Pacific Resource Centre  
United Nations Global  
Compact Network India



Mr. Pankaj Dubey  
MD & Country Head  
Polaris India Ltd.



Mr. Sanjay Bhutani  
Managing Director -  
India & SAARC  
Bausch & Lomb India  
Pvt. Ltd.



Mr. Shubhradeep Guha  
Director Campaign  
Service North America  
Google India Pvt. Ltd.



Chandan Kumar  
ION RBC - India  
Optics Lead  
Nokia



Shivi Singh  
Founder & CEO  
ClearDekho.com



Vikrant Bhatnagar  
Head - Talent Mgmt. &  
Development Vistara  
(Tata SIA Airlines)



Sh. Ramesh Agarwal  
Chairman - Agarwal  
Packers & Movers Ltd.

Distinguished lecture series: ...An Expert talk



Mr. Vikas Sachdeva  
Regional Head  
(North India) Star TV  
Network



Mr. Sandeep Tyagi  
Director - HR  
Samsung India



Ishvinder Singh  
NASSCOM  
National Lead - Training  
& Efficacy - IT/iTeS  
Sector Skill Council



Mr. Kamal Singh  
Executive Director  
United Nations Global  
Compact Network India



Mr. V. Krishnan  
Co-Founder & Director  
Just Dial Ltd.



Dr. Dewakar Goel  
Executive Director  
Airport Authority of  
India



Anil K Maini  
President & CEO  
Medanta Africare



Mr. Dilip Chenoy  
Secretary General  
Federation of Indian  
Chambers of Commerce  
and Industry (FICCI)



Dr. Nilanjan Mukherjee  
Relaxo Group



Romesh Srivastava  
Editor In Chief  
SightsIn Plus



Vivek Mehrotra  
Head - L & D  
Zomato



Mr. Richard Rekhy  
Former CEO, KPMG India  
Non-Executive Board  
Member, KPMG Dubai



Mr. Vinit Goenka  
Author, Renowned Politician (BJP),  
Member Governing Council – CRIS,  
Ministry of Railways  
Former Member – IT Taskforce  
Ministry of Shipping, Road  
Transport & Highways



Mr. Vipin Tyagi  
Executive Director &  
Chairman of The Board  
Centre for Development  
of Telematics C-DOT



Inbarajan P  
Sr. Vice President  
Info Edge Ltd.



Prof. (Dr.) Rakesh  
Kumar Khandal  
President R & D  
Indian Glycols Ltd.

# INDUSTRIAL VISITS & TRAINING



**Yakult Danone  
India Pvt. Ltd.**

16th Oct 2019



**Moon  
Beverages  
Ltd.  
Gr. Noida**

15th Oct 2018



**Safeexpress**

4th, 10th & 12th  
Sept 2019



**Relaxo  
Footwear Ltd.**

10th Aug 2018

As a part of its endeavour to help the students gain latest first hand information regarding functioning of the Industry and engaging them in active learning experiences outside the classroom, Corporate Resource Cell of Asian Business School organizes regular Industrial Visits and Training Programs. These regular Industrial Visits give a better insight to the students about functioning of various functional areas in a company.



**Parle  
Products Ltd.**

11th Sept 2019



**NSIC  
Delhi**

4th Apr 2018



**Bisleri  
International  
Ltd.**

5th Sep 2018

# CENTRE FOR SKILL DEVELOPMENT (CSD)

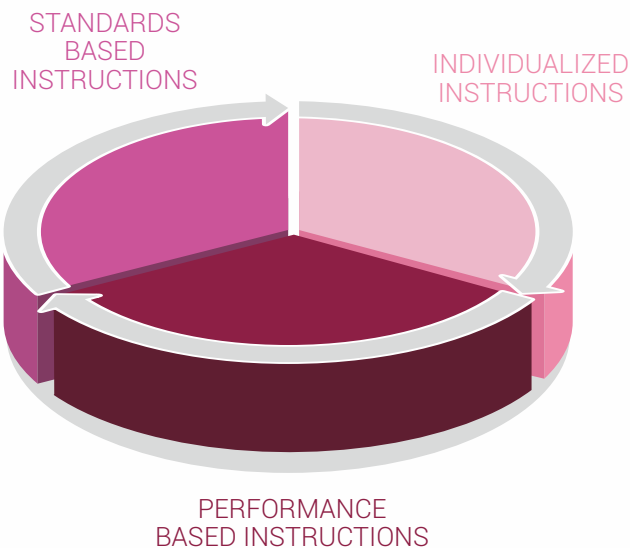


An in-house Center for Skill Development has been set up to cater to the captive demands of the corporate in sync with the mindset of ABS that students personality development is an integral part of holistic education.

To increase the relevance with future employment market including promotion of self employment, a two pronged initiative-Soft skills and Employability skills- has been made an integral part of skill development under CSD.

## **'Crafting Prodigy'**

Under the CSD umbrella at AEG a thriving, impactful mentoring program "Crafting Prodigy" is in place, where customized attention is the focus. Every student is assigned to a 'CRAFTER' who gives personalized attention towards identifying the strengths and weaknesses of the individual and focuses on building his capabilities and skills needed to succeed in a dynamic global economy; in other words crafting his 'PRODIGY'.



**Benefits of the programme:**  
Everyone learns in different timeframes  
and in different ways.

## HIGHLIGHTS

- ▶ Extensive Training Workshops (Indoor & Outdoor)

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- ▶ Continuous Evaluation Strategies undertaken for students

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- ▶ Focus on Case Studies, Role Plays & Project Handling

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- ▶ Usage of Audio Visual & Simulation Techniques

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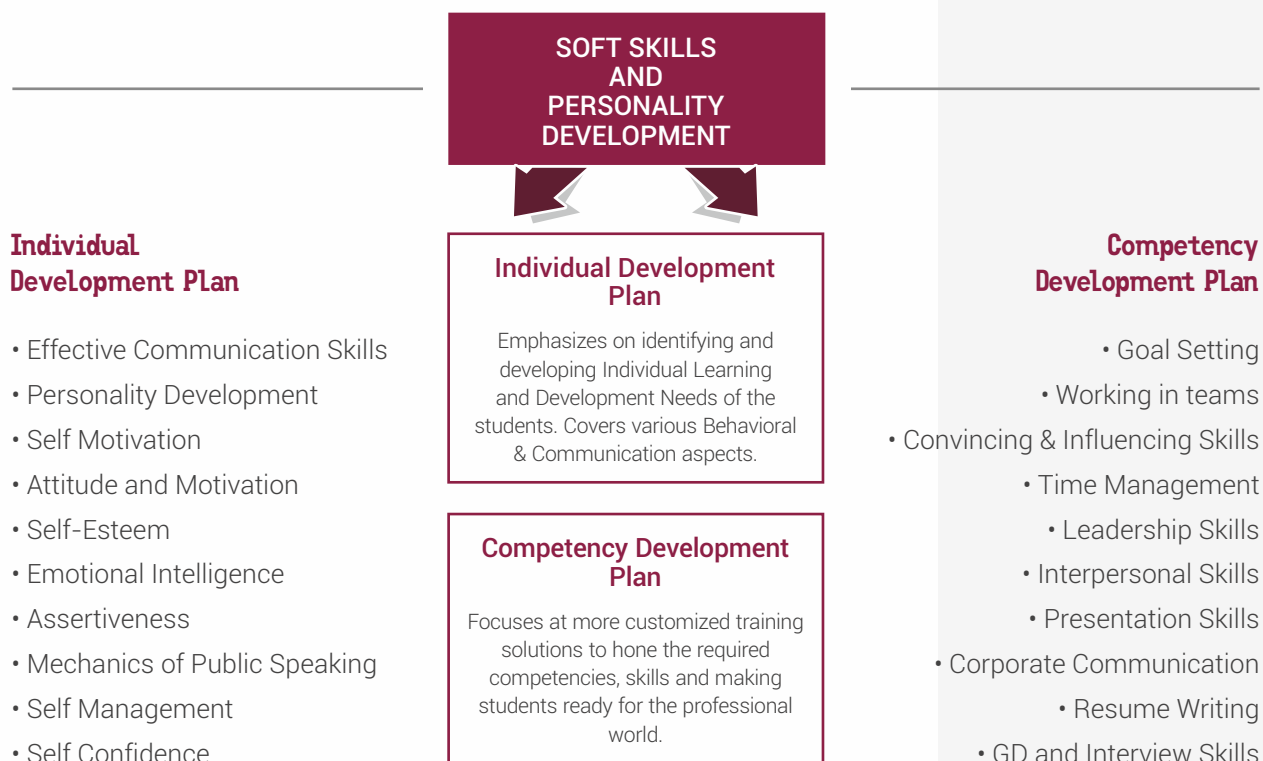
- ▶ Formation of Literary Clubs

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- ▶ Corporate Interface Visits

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- ▶ Guest Lectures by eminent corporate professionals



# ACADEMIC LINKAGES

INTERNATIONAL  
ACADEMIC  
ASSOCIATES

## COLLABORATION WITH INTERNATIONAL UNIVERSITIES

Aligning with the thought process of excellence in education Asian Business School exposes it's students to the international business environment and thus has tie up with the renowned education Institution, the Oxford Business College, Oxford, UK. The tieup between Asian Business School & Oxford Business College aims at developing skills of students in international business & international research.



**College /  
University** ▶



Oxford  
Business  
College

**Area of  
Collaboration** ▶

Student & faculty  
exchange program,  
research projects.



# OXFORD STUDY PROGRAM



The International Business Program is designed to give students the opportunity to earn the Executive Diploma while residing in Oxford, England. Along with classroom study, the Program includes on-site visits to historical and cultural venues and participating in project work. Oxford Business College is an independent education and training establishment specializing in Business Management courses. Situated in the center of Oxford, close to many of the university colleges, it is in a perfect position to enjoy all the facilities the city has to offer.

## HISTORY AND ACCREDITATION

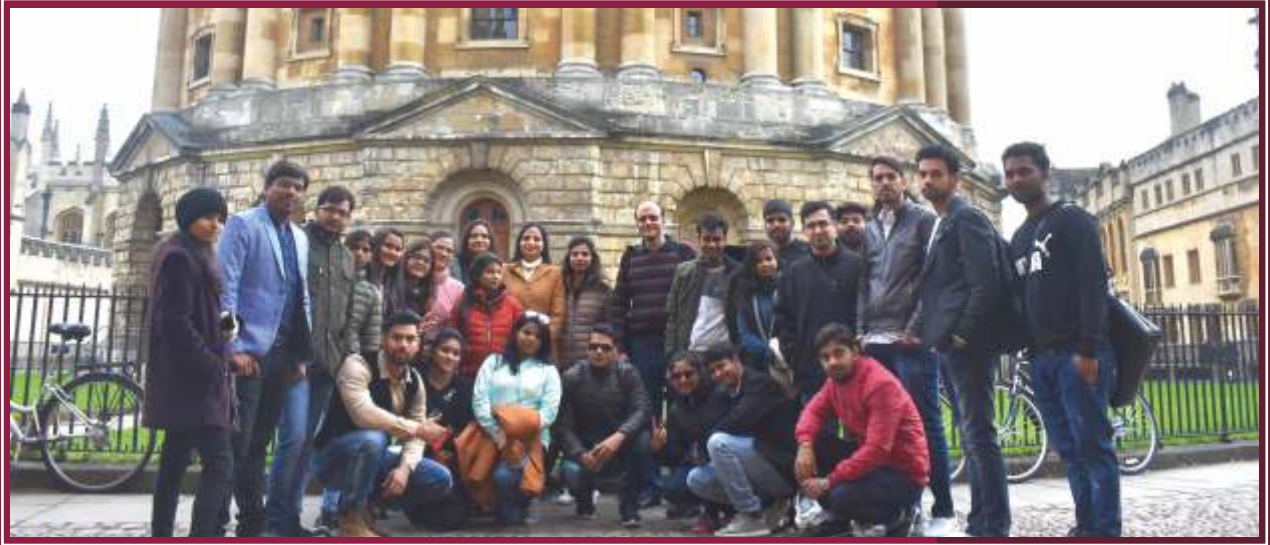
The College has over the last 23 years established a reputation for excellence with academic bodies, professional institutes and industry. The College has been accredited by Edexcel to offer a Higher National Certificate / Diploma in Business (Management) and Higher National Diploma in Travel and Tourism Management.

Over the years, the College has also been approved to offer courses awarded by ICM, OCR, Edexcel and AQA. In the 1990s, the college was successfully accredited by the British Accreditation Council (BAC).

In the same year, the College was granted approved centre status by the University of Sunderland in 2005 to offer through RDI the top-up Master of Business Administration (MBA) and the top-up BA (Hons) in Business.

Oxford Business College is registered on the Department of Innovation, Universities and Skills (DIUS) as an educational provider and a Listed Body.





The college has also recently been granted a Sponsor License by the UK Border Agency allowing us to recruit international students in return for compliance with the duties of a license holder.

In our last inspection in 2005, the college was rated as "good" and "excellent" in every area of inspection.



## ACADEMIC STRENGTHS

Not only do our tutors have outstanding academic qualifications, but they also have extensive experience in senior management positions. In addition, our tutors have many years teaching at both undergraduate and post-graduate level.

Our tutors are all approved by our educational partners as well as by Oxford Business College. Our small class sizes and personalized teaching methods all contribute to the College's outstanding pass rates in all qualifications.

## LOCATION

Oxford Business College is located on George Street. George Street is a street in central Oxford, England. It is a shopping street running east-west. At its eastern end, it meets Cornmarket Street to the south, Broad Street to the east and Magdalen Street to the north. The New Theatre Oxford (formerly known as the Apollo Theatre),

Oxford's main commercial theatre, is in the street, while the Burton Taylor Studio is in Gloucester Street, which runs off the north side of George Street. At number 40 on the north side there is the Old Fire Station Theatre. Gloucester Green bus station is off the north of George Street at the western end. Companies such as the Oxford Bus Company operate services from here. It has many fast food joints opposite the Odeon Cinema.

## OXFORD (U.K.)

Oxford, The City of Dreaming Spire, is famous in the world for its architecture and education. For over 800 years, it has been a home to royalty and scholars, and since the 9th century an established town. Nowadays, the city is a bustling cosmopolitan town also to a growing hi-tech community. Many businesses are located in and around the town, whether on one of the Science and Business Parks or within one of a number of residential areas.

# EXECUTIVE DIPLOMA IN INTERNATIONAL BUSINESS

## LEARNING MODULES

### MODULE - 1 INTERNATIONAL BUSINESS & TRADE

#### Unit 1: International Business Environment

Overview of International Business Environment; Role of Multilateral Organizations – IMF, World Bank, WTO, OPEC, Modes of Entry into International Business; Stages in International Business; Country Evaluation and Selection; Free Trade & Protectionism, Deglobalization.

#### Unit 2: Economic Integration and Cooperation

Regional Economic Groupings: Meaning and Significance of Economic Integration; Factors Facilitating Economic Integration; EU, NAFTA, SAARC, ASEAN; Cooperation Forums and Projects: G8, G20, BRICS, Belt and Road Initiative (BRI).

#### Unit 3: Foreign Trade and Foreign Exchange

Introduction to Major Trade Theories; Porter's Diamond Model of Nation's Competitiveness; Foreign Exchange Rate Determination, FEMA, Trade Contract and Trade Terms; Incoterms; Tariff and Non-Tariff Barriers, GATT, GATS, TRIPS and TRIMs

#### Unit 4: EXIM Finance and Documentation

Trade Operations and Documentation – Nature and Features of Exim Documents; Traditional and Electronic Documents, Documentation Areas and Dimensions, Documentary Collection. Main Features of Payment Terms- Advance Payment, Open Account, Documentary Credit – Documentary Collection – DP and DA Process and Operation; Letter of Credit; UCPDC-Major clauses; Consignment sale. Institutional infrastructure for export promotion in India

#### Unit 5: Export Risk and Insurance

Nature of transit risk; Contract of cargo insurance; Parties involved, Indemnity and insurable value; Cargo loss claims – Procedure and documentation; Export credit insurance – Concept and importance; Role of Export Credit Guarantee Corporation (ECGC); Covers issued by ECGC; Financial guarantees; Procedures and documentary requirements

### MARKETING SPECIALIZATION: INTERNATIONAL MARKETING

#### Unit 1: Introduction to International Marketing

International Marketing: Definition, Importance, Changes and New Challenges, International Marketing Environment, Understanding Global Customers and International Market Segmentation.

#### Unit 2: International Marketing Strategy

Entry and Expansion Strategies: Marketing and Sourcing, Cooperative Strategies, International Marketing Research, Competitive Analysis and Strategy.

#### Unit 3: International Product & Pricing

International Product Decisions: Product Positioning, Product Design Considerations, Geographic Expansion – Strategic Alternatives and New Products in International Marketing

International Pricing Decisions: Objectives and Strategies, Transfer Pricing, Three Policy Alternatives of International Pricing.

### MODULE - 2&3 SPECIALIZATIONS

#### **Unit 4: International Distribution & Promotion**

International Marketing Channels and Physical Distribution: Objectives and Constraints, International Channel Innovation. Communication decisions for International Markets: International Advertising, Public Relations, Personal Selling, Sales Promotion, Direct Marketing, Trade Shows and Sponsorships.

#### **Unit 5: Emerging trends in International Marketing**

Global E-Marketing: Technological Discontinuities, New Technologies and Components of Electronic Value Chain, Global Services Marketing, Future of Global Marketing: Major Changes, Rise of Global Markets. Trade Logistics and International Shipping.

### **FINANCE SPECIALIZATION: INTERNATIONAL FINANCIAL MANAGEMENT**

#### **Unit 1: International Financial System**

Evolution of the International Financial System, Bretton Woods, International Monetary Fund, Activities of IMF, Exchange rate Regimes, European Monetary System, Exchange Rates; Movements in Foreign Exchange Rates and Impact on Trade and Investment Flows

#### **Unit 2: Foreign Exchange Markets**

Foreign Exchange markets, Participants in FE market, Quoting in FE market (Two-way Quote, Spread, Cross rates), Settlements, Demand & supply of forex, Process of arbitrage, Forward rate theories- Theory of Purchasing power parity, Theory of interest rate parity, advanced indicators for forecasting exchange rates, forward rate as an indicator of future spot rate.

#### **Unit 3: Foreign Exchange Risk, Exposure & Management**

Forecasting of exchange rates, Foreign exchange exposure (Transaction, translation & economic), Evaluation of exchange rate exposure for firms, Hedging in foreign exchange markets, risk in forward market, Foreign exchange futures market, Foreign exchange options market.

#### **Unit 4: Foreign Investment**

Foreign Direct Investment, Investment in Foreign Securities, Theory based on Turnkey Projects, , Venture Capital, Foreign Capital Budgeting Process, Cost of Capital for Multinational, Impact of Taxation on Foreign Investments

#### **Unit 5: Foreign Operations**

International Banking, international financial instruments, Euro notes, euro-credit market, euro-bonds market, Equity financing (GDR/ADR), international operations, letter of credit, risks of international projects. Factoring, Forfeiting and Counter Trade.

### **HUMAN RESOURCE SPECIALIZATION: INTERNATIONAL HUMAN RESOURCE MANAGEMENT**

#### **Unit 1: International Context of HRM**

Introduction to IHRM, Concept & Issues in IHRM, Barriers to effective IHRM, Variables between Domestic and International HRM, Strategic view of IHRM, Hofstadter's cross-cultural management study, Approaches, Cross national differences in personnel and organizations- Complexities and issues in managing human resource across countries; IHRM department and functions; Models of IHRM.

#### **Unit 2: International Staffing**

International Staffing - Approaches, Determinants of staffing choices, transferring staff for international business activities, staffing for international operations; Selection strategies for overseas assignments; Hiring- sources of international human resource power; International transfers; Expatriate Management- Problems of repatriation of overseas expatriates and strategies to tackle these problems.

#### **Unit 3: Training & Development in International Perspective**

International Training and Development and Careers Expatriate Training, development: Strategies & Objectives, HCN Training- Process, Emerging, Trends in Training for Competitive Advantage, Cross Cultural training- Frameworks Phases, Evaluating the Effectiveness of CCT, Re-Entry and Career Issues, The Repatriation Process, issues and challenges, Designing a repatriation program.

#### **Unit 4: Compensation in International Perspective and Performance Management**

Factors associated with individual performance and appraisal: Organizational strategy, Identifying Variables Affecting Performance, Appraising the Performance, Issues in managing performance in Global Context, Difficulties in Assessment, International Compensation Approaches; Going Rate Approach, Balance Sheet Approach, Local Plus/ factors, methods and trends.

#### **Unit 5: Industrial Relations and Other Issues in IHRM**

International Industrial Relations and the Global Institutional Context Concept, Key Issues and Concerns, Practices in various countries; Unions' Influence on International IR, Recent Developments in Management and Union Approach to International IR.

### **INFORMATION TECHNOLOGY SPECIALIZATION: GLOBAL INFORMATION SYSTEM**

#### **UNIT 1: Introduction**

Definition of GIS, Tasks in GIS designing, Scenarios and applications.

#### **UNIT 2: Global Knowledge Management**

Conceptual Foundation, Frameworks, Context/Barriers and Culture, Processes, Knowledge and Knowledge Representation, Tools and Social Software; Assessment of KM, Business Process Integration

#### **UNIT 3: Global Information Systems**

Management and Design approaches, managing globally distributed teams and intercultural communication, Tools for groups support, coordination and communication

#### **UNIT 4: Technical Aspects**

Internationalization and localization, User Interface Design, Advanced Approaches and recent research, International Project Management

#### **UNIT 5: Competences**

Essentials to work successfully in global settings, Analysis and evaluation of management GIS development problems in global organizations, Evaluation of systems' adaptation and adoption, team processes in global settings.

# ONE WEEK RESIDENTIAL LEARNING TRIP TO OXFORD (U.K.)



Executive  
Diploma In  
International  
Business While  
Residing In  
Oxford

## ITINERARY

**Day1:** Departure from New Delhi Airport to Heathrow Airport, London. London to Oxford.

**Day2:** Market research survey for comparative analysis of Indian and UK consumer behaviour and preferences

**Day3:** Lectures by Eminent Professors of Oxford Business College & IB Project presentations by ABS Students at Oxford Business College.

**Day4:** Visit to places of Cultural Heritage and Educational Eminence at Oxford City

**Day5:** Sight seeing at London

**Day6:** Learning Outcome Evaluation and Departure from Heathrow Airport, London

**Day7:** Arrival at New Delhi Airport

*\*The course structure at Oxford can be changed if deemed necessary*

*\*Asian Business School (ABS), Noida organizes educational tour to Oxford Business College(OBC),Oxford, UK, for the students in the last semester of their PGDM program, depending upon the dates of visit provided to ABS by OBC. This tour to UK is complementary for the students to expose them to the international business environment thus has no monetary value to students for any claims. Though ABS extend its support to students in entire process of visa approval and travel, but does not hold the guarantee of visa approval from competent visa authorities, as it is at the sole discretion of visa office of UK embassy to decide on visa approval of all the students*

## TRIP DETAILS

### Includes:

Air travel, In-city travel, accommodation & meals.

### Excludes:

Any Expenses of Personal nature, meals other than ones provided by the college.

### Sight Seeing:

Oxford is famous for Museums and Galleries, Ashmolean Museum, Britain's oldest museum, Pitt Rivers Museum, Museum of Natural History, home of (the remains of) the Oxford Dodo, Oxford University Press, The Bodleian Library, The Radcliffe Camera (one of several institutions named after John Radcliffe), The Sheldonian Theatre.

The trip also includes travel to London. The famous destinations in London include Tower Bridge, Buckingham Palace, Big Ben, London Eye, The British Museum, the National Gallery, the Royal Parks of Hyde Park, Kensington Gardens, Regent's Park, London Zoo, Madame Tussauds Wax Museum among others.



on individual basis. As a norm visa fee is paid once by ABS and in case of visa rejection in first chance one more chance with the next immediate group travelling to UK, will be given to students, but the visa fee will be paid by such students themselves. The chance of travelling to Oxford will stand cancelled, if the student is not able to furnish his/her valid passport and relevant documents for visa process, within the deadlines of submission issued by the institution in the very first notification period for their batch.





# BEYOND ACCEDEMIC





# CLUBS AT ABS

Physical activities are a common form of recreation and a source of well being and it works as a key for improving physical fitness as well as mental health. Physical activities may include recreational and competitive sports or outdoor activities, fitness training and recreational games incorporating muscle building. On the same lines, the Sports Club "Athleema" organises various sports events for taking full advantage of the unique role of sports and physical activity in contributing to a wide array of policy and community aspirations.



## The Sports Club: ATHLEEMA

To build-up competitive spirit among its students, Asian Business School facilitates a healthy environment via its Sports Club, ATHLEEMA. The objective of the Athleema club is to build self confidence in students, development planning, focus concentration, goal setting, manage their stress and the developing the art of imagery and; visualization. It imparts the real learning to the students of how to manage any event and then

how to coordinate with instant and sudden challenges. Further, such activities provide them a chance not only to display their talent but also to influence personal characteristics, such as self-esteem and sportsmanship. Such activities not only provide students break from study but also provide them social opportunities, lead to higher self esteem and help them learning real world skills like teamwork, goal setting, time management,



problem solving, analytical thinking, leadership and public speaking.

Athlema club organizes a host of events related to sports as a regular activity which includes in-house activities like Chess, Carom, Table Tennis, Sudoku, Snooker as well as other outdoor activities like Basketball, Volleyball, Kabaddi, Badminton and Football. The club further conducts annual sports

festivals i.e. inter college sports competition to boost the overall development of students along with education. Every season of Athlema is graced by well known dignitaries and sports celebrities. It's an event filled with the vibrancy, colourfulness and eagerness of the young participants of colleges and universities spread over Delhi/NCR who wish to showcase their talent in the respective sports categories.

### Cultural Club: UTSAV

Culture is a way of life and expression of our ethos and core values. Cultural Club UTSAV, an extension of extra and co-curricular activities, provides a platform for the students to showcase their talent and for staging various social and cultural events, which will imbibe plethora of soft skills such as organizing, communication, inter-personal, intra-personal, collaboration, team-building, problem-solving, leadership, assertive, initiative, presentation, confidence-building and experiential learning among students, which will be assessed during interviews. Under the Utsav club we organize various activities, like Talent Hunt, Fresher's Party, Annual fest "Kesshet" which cover dance, singing, dramatics, film making and a lot more. So this club helps in building up the overall personality of the students. Also it brings in the colorful change in the monotonous routine life. Cultural Club combines several skills and ideas to end up with a creative product. Any student who is creative and willing to learn is welcomed to join and become a member of this ever growing group. The basic idea is to provide students with an opportunity to develop life skills which will enable them to utilize these diverse forms of communication of ideas and sharing of views. Students are the main body of the club and they contribute in every possible aspect. Students perform their duties with spirit of responsibility and great leadership skills to accomplish approved tasks and activities.



### CSR Club

CSR Club aims to develop a sense of compassion and sensitivity in students towards our fellow country-men and contribute as responsible citizens for maintaining harmony and peace in order to encourage amicable existence among everyone. The broader vision behind this club comprises of reaching at outcomes of the importance of team-work towards completion of any task and to develop an attitude of tolerance towards everyone in our society.





**Entrepreneurial Club: SEED**

Entrepreneurial Club is committed to impart academic excellence coupled with pragmatic approach by organizing number of activities that make the students understand the current day expectations of the society. Aim of the Club is to create an atmosphere that is conducive for budding wannabe entrepreneurs so that we as Indian society become more of job creators rather than job seekers. This Club organizes Saturday Club activities based on various entrepreneurial themes.

**The Finance Club: BULLS & BEARS**

The objective of the club is to showcase the importance and inculcate a working knowledge of the world of investing, personal finance and savings thereby paving the path for a safer and thriving financial future for the students. The purpose of Club Activities is to enable students to set their financial goals and start thinking and working on them accordingly.



**Marketing Club: MARK-TECHOS**

The VISION of this club is to: "Prepare the students to be able future managers, who are able to perform to the best of their abilities in the ever-changing dynamic corporate world and carry the name of AEG even higher". The Club aims to mix & match various activities for the students, which will be helpful in giving finishing touches to their overall grooming & sharpening of marketing skills. The major focus will be to equip students against the upcoming competitive times ahead.



### The HR Club: SYNERGIZE

Asian Business School's Human Resource Club "Synergize To-Get-HR" aims to provide a platform to students to learn basic concepts and latest trends in the field of human resources. The Vision of HR Club is to enable the students develop interpersonal skills needed to become successful professionals. The Club promotes active participation in various activities such as – Role

Play, Case Study Analysis, Collage-making, Management Games, Guest Lectures by professionals, etc.

The prime focus of Synergize To-Get-HR Club is to bring students together and make them learn the practical aspects and implication of concepts in Human Resources that go beyond the class room lectures.



### IT Club: TECHNOCRATS

With business going global and digital, a keen understanding of Information Technology can provide managers an extra edge that would enable them and their businesses to achieve exceptional results. Club endeavors to provide the students

technological knowledge through innovative activities and events. Activities undertaken by the IT club center around Cyber Club Activity, Role plays to highlight importance of Information Technology in real world.



### The Literary Club: GNOSIS

Gnosis is the Greek word which stands for "action". As a club we believe in making the young Asianites proficient in communication by the means of literary activities. We organize interesting activities like "I am Shakespeare"; depicting the Shakespearean plays in contemporary light, "In the foot prints of sand - Transformational leaders", "Debate Competitions", to name a few.

Objective of the club - "Gnosis, the literary club" is to make students proficient in spoken English which will help them to communicate effectively. The activities will enhance their creativity, logical thinking and analytical skills. It will also make them confident to face the audience in a short span of time.



### Environment Club: PRAKRITI

Prakriti, the Environment Club of has the purpose of sensitizing the young generation towards the numerous issues related to environment. The club also wants to encourage students to showcase

their talent as well to provide them with a platform to shed their inhibitions and fears so that they are ready to face the corporate world with boosted confidence and optimism.



# ORIENTATION PROGRAM





# VISIT OF HON'BLE SHRI PRANAB MUKHERJEE

Former President of India at AEG on  
Tuesday, 28th August 2018



It was an honour for Asian Education Group to host Hon'ble Shri. Pranab Mukherjee, Former President of India within the campus premises on 28th August 2018 for having an interaction session with the students to guide them to be the torch bearers for future.

The program started with the national anthem followed by traditional lamp lighting that was subsequently followed by Prof. Sandeep Marwah, President – Asian Education Group warmly welcoming Shri. Pranab Mukherjee by presenting him with Scroll of Honour and Memento. This was

followed by welcome address by Dr. Lalitya Vir Srivastava, Director – Asian Education Group.

To begin with his address, Shri. Pranab Mukherjee congratulated Asian Education Group for successfully completing 25 years of imparting education to the youth of country so much so that presently it is one of the best education groups in the country.

During his address, Shri. Pranab Mukherjee emphasized that it is the students community who have to be the torch bearers of society and they are the ones who need to bring about a positive change



by pursuing higher education so that we can have a better and vibrant India. He highlighted the importance of research and development in the growth of any country and as per him; it is the student community who have to take a lead in this regard. He called upon the student community to make India self reliant in every field by better use of technology so that we would potentially be a super power in the coming days. But at the same time, we also need to make sure that we do not lose track of our traditional values while moving ahead. This was certainly a great experience for students

of Asian Education Group to listen to the person who held the highest office of the nation. To culminate the program, Prof. Sandeep Marwah, President – Asian Education Group thanked Shri. Pranab Mukherjee for taking time out of his busy schedule to have a nice and interactive session with the students of Asian Education Group. At the same time, Prof. Marwah pressed upon the students to have a good Attitude, self Belief, Conviction, work for Development of the society, have Enthusiasm, be Focused and have a clear Goal so as to make India a force to reckon with in the time to come.

# EVENT CALENDAR 2020-21



## JUL

Orientation Program 2020-22 Batch

Industrial Visit

INDUSTRY EXPERT TALK: Guest Lecture

## AUG

INDUSTRY EXPERT TALK: Guest Lecture

Specialization Club Activities

Extra-Curricular Club Activities

Independence Day Celebration

## SEP

INDUSTRY EXPERT TALK: Guest Lecture

Freshers' Party 2020

Industrial Visit

Management Development Program  
(MDP)

## OCT

INDUSTRY EXPERT TALK: Guest Lecture

Specialization Club Activities

Extra-Curricular Club Activities

National Seminar

## NOV

INDUSTRY EXPERT TALK: Guest Lecture

Specialization Club Activities

Extra-Curricular Club Activities

PROMULGARE 2020

## DEC

INDUSTRY EXPERT TALK: Guest Lecture  
Specialization Club Activities  
Extra-Curricular Club Activities  
Management Development Program (MDP)

## JAN

Republic Day Celebrations  
Specialization Club Activities  
Annual Fest Kesshet Season 9  
Entrepreneurship Development Program (EDP)

## FEB

INDUSTRY EXPERT TALK: Guest Lecture  
Specialization Club Activities  
Extra-Curricular Club Activities  
Annual Sports Meet - Athleema Season 9

## MAR

INDUSTRY EXPERT TALK: Guest Lecture  
Specialization Club Activities  
Extra-Curricular Club Activities  
International Conference

## APR

INDUSTRY EXPERT TALK: Guest Lecture  
Industrial Visit

## MAY - JUNE

Summer Internship & Industrial Projects  
Faculty Development Program (FDP)



# ALUMNI SPEAK



"Whatever I am today, I am just because of ABS. The confidence and personality I have today was no where even in my imagination. This college provided me with the platform where I could extract my talent from my reserves and provide me with the confidence I have on myself today. And yes the most unique thing about Asian Business School is that it is a perfect combination of STRICTNESS, RULES, GUIDANCE AND PERSONALITY DEVELOPMENT."

GAURANK GUPTA  
PGDM 2014-16  
BDM - Priority Clients Acquiring



"About our college Asian Business School. I have only great things to say. I learned a lot over here. My self confidence, over all personality has been built up. The quality of education and knowledge actually changed my vision. A big Thank you to all the faculty members of ABS for making it an amazing experience."

RAJAT DALAL  
PGDM 2014-16  
Management Trainee - SM



"It was a wonderful experience of my college life. I have learned a lot of things here, which may be no other institute would have given me, Faculties works as real mentors, they always supported and motivated me for learning new things. I am very glad to be an Asianite."

ACHINT JAIN  
PGDM 2015-17  
Digital RM



"I was fortunate to be placed in Yes Bank where I was trained on banking and banking products and their application. At Yes Bank I could put forth my skills which I have learnt at the Asian Business School. It's a wonderful experience to work in the corporate world. It happened because of the assistance and support provided by the CRC and management of the ABS."

SHIVAM WADHWA  
PGDM 2014-16  
Client Relationship Partner





"I am happy to say that without guidance from ABS placement cell I wouldn't have made it through Spandana. I am very happy to be a part of Asian Business School. By this time I convey my thanks and regards to ABS management and CRC."

*MD. ASLAM SABRI  
PGDM 2014-16  
Cluster Manager*



"Asian Business School thought me how to be ahead of others in this Competitive World by giving respect to all and working together as a team and I also thank everyone at ABS for their counselling and guiding me take right career decisions."

*ANKIT SAXENA  
PGDM 2015-17  
HR - Trainee*



"I am glad to be having placed with one of the well-known finance company; extremely proud to have attained a high level of Professional Education & Knowledge from my institution – Asian Business School, Noida. It was an excellent two years' journey. I would like to thanks everyone at ABS for their valuable support and guidance."

*RAJAT SAXENA  
PGDM 2015-17  
Credit Analyst*



"I have learnt the true meaning of the word 'Potential'. I have learnt to exhibit my skills & creativity and never rely on strokes of inspiration without hard work in life. I have found balance and clarity. All this is not by accident but it is an attitude nurtured within every student at ABS."

*GAUNIK ARORA  
PGDM 2015-17  
Manager - Career Development*



# HOUSING

ABS hostel is situated at a short distance from the institute. The infrastructure provided in the residential blocks ensures an all-round and balanced development of students' personality. We provide hygienic living conditions with modern amenities for healthcare and recreation. Our hostel is equipped with wellness and facilities like television sets, indoor games, internet access and recreation facilities. It is virtually a home away from home.

Boarders are taught to live like an extended family in perfect harmony with the others. A host of co-curricular activities are organized to give expression to students' creative skills like debate, declamation, essay writing, quiz and public speaking, in addition to the curriculum of the school. The dining hall provides a range of cuisines to cater to student's varied tastes. A professionally managed mess takes care of the balanced diet as we firmly believe in the principle of a healthy mind in a healthy body.

Excellent medical facilities are available round the clock in Noida. Several super-specialty hospitals of New Delhi are located at a short distance from the hostel.

There are separate wings of hostel for the boys and girls.





# ADMISSION PROCEDURE

The admission process is based on overall assessment of an applicant's abilities and potential for a successful management career.

| Programme                   | Recognition/Approval         | No. of seats                 | Duration                     | Fee Structure (full course)  |  |
|-----------------------------|------------------------------|------------------------------|------------------------------|------------------------------|--|
| PGDM                        | AICTE                        | 180                          | 2 years                      | ₹7.45 lacs                   |  |
| Registration fee<br>₹45,000 | 1st installment<br>₹1,75,000 | 2nd installment<br>₹1,75,000 | 3rd installment<br>₹1,75,000 | 4th installment<br>₹1,75,000 |  |

## ELIGIBILITY

All the aspiring applicants should be graduate from a recognized University.

Candidate appearing in the final year is also eligible provided he/she furnishes the proof of having met the minimum eligibility criteria within 15 days from the date of publication of the result and latest before the start of the first term exam.

## APPLICATION FORM

The prospectus and application form may be obtained from the Admission Office on payment of Rs 1,000.

OR

You can also apply online at [www.abs.edu.in](http://www.abs.edu.in)

## DOCUMENTS REQUIRED FOR ADMISSION

1. 10<sup>th</sup> Mark sheet and certificate
2. 12<sup>th</sup> Mark sheet and certificate
3. Graduation Mark sheets and

Degree

4. CAT / MAT / XAT / CMAT / ATMA / GMAT

5. Photocopy of passport

6. Four recent passport size photographs

The Applicant is required to carry three sets of photocopies of the documents (duly attested by a gazetted officer) along with the original documents at the time of admission.

## SELECTION PROCESS

STEP 1

Score of national level Common Admission Tests - CAT / MAT / CMAT / ATMA / XAT / GMAT exam will be taken as the preliminary score of admission

STEP 2

The applicants shortlisted on the basis of the qualifying exam scores will be called for the Institute's selection process. The dates will be intimated to the short-listed students

STEP 3

Merit list will be prepared based on the Score in the Common Admission test (CAT, XAT, CMAT, ATMA, MAT, GMAT; Score for academic performance in X Std., XII Std., Under Graduate Degree/ Post Graduate Degree and the Score of Performance in the institute's selection process

STEP 4

The candidate, if selected based on the merit list will be issued the selection letter. The selected candidate must pay the registration amount within the given time, failing which the offer will be considered as cancelled.

## EDUCATION LOAN

Asian Business School has PAN-India tie-up for education loan with:

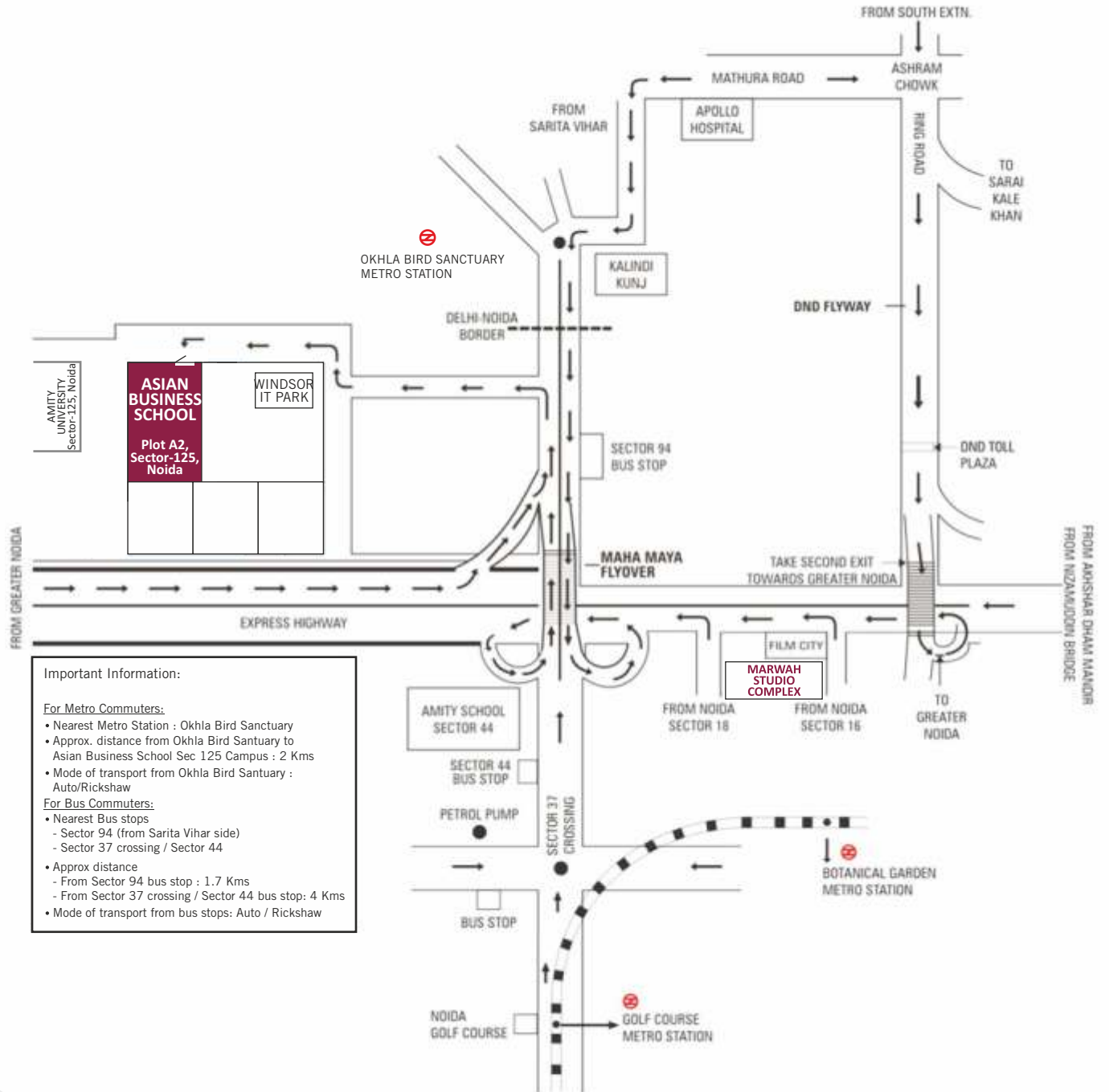


\*Examination fee for reappear, supplementary and makeup examinations to be paid by the student.

\*As per AICTE norms, ragging is strictly prohibited and might result in expulsion of the student from the college.

\*Laptops would be provided to every student in the month of December (1st Year), after payment of his/her 2nd installment of the fee.

## Route Map For ASIAN BUSINESS SCHOOL Campus, Sector-125, NOIDA



### Important Information:

#### For Metro Commuters:

- Nearest Metro Station : Okhla Bird Sanctuary
- Approx. distance from Okhla Bird Santuary to Asian Business School Sec 125 Campus : 2 Kms
- Mode of transport from Okhla Bird Santuary : Auto/Rickshaw

#### For Bus Commuters:

- Nearest Bus stops
  - Sector 94 (from Sarita Vihar side)
  - Sector 37 crossing / Sector 44
- Approx distance
  - From Sector 94 bus stop : 1.7 Kms
  - From Sector 37 crossing / Sector 44 bus stop: 4 Kms
- Mode of transport from bus stops: Auto / Rickshaw



## ASIAN BUSINESS SCHOOL

MARWAH STUDIOS COMPLEX - II  
Plot A2, Sector 125, Noida-201303 (Delhi NCR), India  
web: [www.abs.edu.in](http://www.abs.edu.in) | [info@abs.edu.in](mailto:info@abs.edu.in)  
Tel: 0120-4594200  
TOLL FREE No. 1800-1033-032

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A Unit of ASIAN EDUCATION GROUP