



# AMRITA

VISHWA VIDYAPEETHAM

DEEMED TO BE UNIVERSITY

**SCHOOL OF BUSINESS | BENGALURU**



# MBA

OPEN UP A NEW WORLD OF OPPORTUNITIES



COMMITTED TO  
THE TWIN PILLARS OF  
**QUALITY AND VALUE,**  
AMRITA VISHWA VIDYAPEETHAM IS  
**A VIBRANT AND DYNAMIC PLACE**  
TO SEEK PROFESSIONAL EDUCATION



## **Satguru Sri Mata Amritanandamayi Devi**

### **Chancellor of Amrita Vishwa Vidyapeetham**

The main purpose of education should be to impart a culture of the heart. There are two types of education: education for living and education for life. When we study in college, striving to become a manager, an entrepreneur, a doctor, an engineer, that is education for a living. But education for life requires understanding of the essential principles of spirituality. It is about gaining a deeper understanding of the world, our minds, our emotions, and ourselves. Youngsters need to understand the purpose of life. They need courage and wisdom to face the challenges of life. With that understanding they become the light of the world.



# Mission

To offer contemporary and quality post-graduate management education for life and living; emphasizing research and societal benefit, while engaging with key stakeholders.



# Contents

AMRITA VISHWA VIDYAPEETHAM	4
RANKINGS & ACCREDITATION	5
FACULTY OF MANAGEMENT	6
CHAIRPERSON'S MESSAGE	7
MBA – MS DUAL DEGREE	8
ABOUT UNIVERSITY AT BUFFALO, SUNY	10
ACADEMIC EXPERIENCE	12
CURRICULUM OVERVIEW	14
CAREER DEVELOPMENT	16
PLACEMENTS	18
ALUMNI	22
FACULTY	26
LIFE AT AMRITA	30
RESOURCES	36
ADMISSION PROCESS	37





# AMRITA VISHWA VIDYAPEETHAM

is a multi-campus, multi-disciplinary research institution. Managed by Mata Amritanandamayi Math, the institution is driven by the vision of great humanitarian leader Sri Mata Amritanandamayi Devi (AMMA), who is the founder Chancellor of the University. Our vision is to be an exemplary Institution that thrives from its commitment to the transformative power of value based education that provides the impetus for goal-oriented research for societal benefit. Our mission is based on the foundation of three primary principles: Education for Life, Compassion Driven Research and Global Impact.

Amrita Vishwa Vidyapeetham has collaborations with several top universities including Ivy league universities in the US, Europe, Australia, Singapore and other esteemed institutions in the world, and has emerged as one of the fastest growing institutions of higher learning in India.



HAS BEEN ADJUDGED AS  
ONE OF THE  
“**TOP 10 UNIVERSITIES**  
**IN INDIA**” FOR  
THE FIFTH CONSECUTIVE  
YEAR.



*Amrita Vishwa Vidyapeetham in a glance*

# RANKINGS & ACCREDITATION



Amrita Vishwa Vidyapeetham was  
the **youngest institution to be awarded with an 'A++'** by  
the National Assessment and Accreditation Council (NAAC).



# **FACULTY OF MANAGEMENT**

## **PREPARING LEADERS WITH GLOBAL IMPACT**

Established in 1995, Faculty of Management at Amrita Vishwa Vidyapeetham has built a formidable reputation for itself and its graduates as a Business School with sound foundations; with a commitment to excellence; and a demonstrated ability to initiate, innovate, and lead, through its focus on preparing business leaders with human values and ethics.

## **SCHOOL OF BUSINESS, BENGALURU**

Strategically located in the Silicon Valley of India, Amrita School of Business at Bangalore offers professional education in management studies with exceptional curriculum which matches the current business and industry trends.

During their study term, students are given many opportunities to practice their leadership skills outside the classroom with events such as B-Fests, Cultural programs, Live-in-Labs, Management simulation games and many more. There are a wide variety of new and innovative courses and these are supplemented by colloquia from experienced industry professionals, entrepreneurs, and our alumni. Faculty are always accessible and the students are encouraged to take up research projects and think beyond the regular curriculum. For those who wish to hone their research skills, the school encourages participation at conferences and research-activities worldwide.

School of Business at Bengaluru campus also offers MBA - MS, a unique master's dual-degree programme in collaboration with one of the top public universities in USA, University at Buffalo, State University of New York (UB).









# OPTION FOR MBA – MS DUAL DEGREE PROGRAMME

In this world of 'Internet of things', Analytics has become the 'in thing' globally which is being applied to every field and industry. The volume and velocity of this data is so huge that it overwhelms the time starved managers. Shortage of skilled professionals in a world has led to the huge demand for Business Analysts and Data Scientists. The time has never been more right to embrace Analytics and join the MBA – MS Dual-Degree programme.

- It is a collaborative programme with University at Buffalo, State University of New York.
- Upon successful completion, the graduand is conferred:
  - an MBA degree by Amrita Vishwa Vidyapeetham
  - and MS degree in Management Sciences: Business Analytics and Systems by State University of New York.
- The graduand earns two separate and independent degrees through single programme.

## International Exposure

Students get a chance to witness the flavors of international education at SUNY, Buffalo by attending classes upto four weeks in the SUNY campus.

## Industry Aligned Curriculum

The Course is globally benchmarked against the best and the curriculum has been designed to meet contemporary standards and is continuously fine-tuned to keep abreast with the changing global business scenario.

## Benefit of Location

Being in Bangalore, provides immense opportunity to learn from Industry experts and experiential learning.

## A Pioneer Programme

It is first of the kind programme in India. Among the campuses, Bengaluru is the only campus that offers this unique programme.

## Recognised by World Education Services (WES)

One step closer to working abroad.



## A Revolution in International Academic Collaboration

The collaborative dual-degree program offered by SUNY at Buffalo and Amrita Vishwa Vidyapeetham has taken great strides over the last few years. The program took shape with a strong partnership with HP and the first class of the dual degree began in 2007 as an Executive MBA - MS programme. At that time, the students earned a MS in The students were executives working at leading companies in Bangalore such as HP, IBM, Nokia, Oracle, Cisco and many others. This class graduated in February 2009, heralding the arrival of our program and showing the way to continued success. The Full-time MBA - MS Dual Degree was first offered in 2009, alongwith Executive MBA - MS.

All the courses emphasize the knowledge of different management skills and a variety of methodological skills such as IT project management, systems analysis and design, contract development and basic functional management methodologies such as the techniques of accounting, statistics, field studies, surveys and many more. Besides these skills, we also strongly emphasize soft skills communication, teamwork, negotiation and people managements essential and equally important with the other skills.

We develop our students to be outstanding in these skills to well equipped to face the challenges in the modern world of business.







## A World-class University with Worldwide Impact

The University at Buffalo (UB) is a premier, research-intensive public university dedicated to academic excellence and making a positive impact on the world. A flagship institution in the State University of New York (SUNY) system, **UB is the largest and most comprehensive campus in the 64-campus SUNY system.**

The **no. 1 public university in New York**, the University at Buffalo is consistently recognized as one of the world's most exceptional, most affordable universities, making it a top choice for students and faculty around the globe.





The UB School of Management is ranked in all the major rankings: Bloomberg Businessweek, Forbes, U.S. News & World Report usually in the TOP 10% of the elite group.

- Ranked in **Top 1% in the World** among 20,000 universities worldwide by the Center for World University Rankings.
- **Best of the Best:** The first SUNY institution invited to join the prestigious Association of American Universities, an association of elite research universities in the U.S. and Canada
- **No. 1 Public:** The top public in New York State and among top 40 in the U.S.
- For more than 15 years, among the **top 25 institutions** in the United States **hosting international students**.
- **A City on the Rise:** One of the New York Times' famous 52 Places to Go.



# ACADEMIC EXPERIENCE

The MBA-MS curriculum consists of:

- 6 Trimesters
- 30 core courses
- 10 electives (or 11 based on their CGPA among the 51 electives offered.
- Must maintain CGPA of 3 (out of 4) to be eligible to receive MS degree from UB.

The classroom teachings are enriched with different modes of teaching including class discussions, presentations, live projects, quizzes, test papers, surprise tests, regular assignments and class works, assignments and class works.

During the two-year study, the students undergo programmes like Live-in-Labs, summer internship, business research projects, CAPSTONE business simulation programme

## Specialization in MBA

- Business Analytics
- Human Resources
- Option for Dual Specialisation
- Marketing
- Operations
- Finance

## Specialization in MS by the University at Buffalo:

- Management Sciences - Business Analytics & Systems

### Core & Elective Courses: 109 Credits

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### Self-Awareness & Personal Growth: 6 Credits

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### Colloquium: 2 Credits

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### Corporate Skills: 3 Credits

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### Summer Internship: 6 Credits

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### Total Credits: 126

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## Live-in-Labs, an Experiential Learning Programme

This multidisciplinary, theory-into-practice program facilitates research, development, and deployment of sustainable solutions for current challenges faced by rural communities in India.

### Learn in Practice

➤ **Live-in-Labs:** Immediately after the term I and term II of the study, students get the opportunity to apply their classroom knowledge as they explore sustainable business opportunities in rural regions of the country through Live-in-Labs. They directly interact, observe, and study, while living in rural communities to gain a better understanding of prevalent problems. The program supports and facilitates students to delineate projects that address problems, and subsequently, to implement, test, and eventually demonstrate innovative, affordable, and comprehensive solutions.

➤ **Summer Internship:** After term III, students spend their summer to gain actual business experiences in industries and roles through internships in reputed organizations. Opportunities are provided to do internship in over 100 organisations across the nation.

### Study Trip to

### the University at Buffalo, New York.

As part of the twinning programme curriculum requirement, students visit the University at Buffalo at the end of first year, to understand the US business practices and undertake a course in Strategy.

The study trip allows students to immerse themselves in international learning environment, enabling them to gain a good insight into global business; attend lectures and have interactive sessions with renowned professors, and local industry visits.

# CURRICULUM OVERVIEW



## ELECTIVES

### ANALYTICS

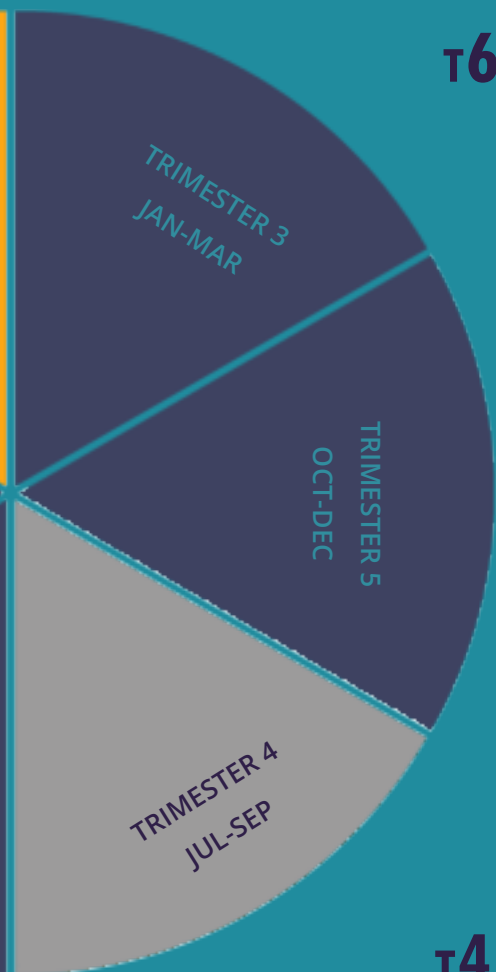
- Financial Analytics
- Marketing Analytics
- HR Analytics
- Supply Chain Analytics
- Machine Learning
- Applied Statistics in
- Data Mining

### FINANCE

- Commercial and Retail Banking
- Quantitative Equity Portfolio Management
- Corporate Taxation
- Financial Statement Analysis
- Financial Markets
- Corporate Valuation

### OPERATIONS

- Supply Chain Management
- Manufacturing Planning and Control for SCM
- Strategic Sourcing
- Business Process Re-Engineering
- Advanced Quality Planning and Management
- Theory of Constraints



**T6**

Environmental Management and Sustainability Development

Innovation and Entrepreneurship

Managerial Values and Business Ethics

Software Project and Change Management\*

Information Assurance\*

Elective 11

Work Life Balance\*

**T5**

ITES Strategy & Policy\*

Contracts Relationship and Management\*

Business Analytics

IB Law and IP Management\*

Elective 5 | Elective 6 | Elective 7 | Elective 8 | Elective 9 |

Elective 10

**T4**

Strategic Management

Enterprise Models\*

Analysis Modelling and Design\*

Elective 1 | Elective 2 | Elective 3 | Elective 4

*\*Part of MS curriculum*

## MARKETING

Sales and Distribution Management  
Strategic Brand Management  
B2B Consultative Sales Management  
Digital Marketing  
Retailing Management  
Consumer Behaviour

## HUMAN RESOURCE

Compensation and Benefits  
Industrial Relations and Labour  
Laws  
Employee Training and  
Development  
Performance Management  
International HRM

## GENERAL MANAGEMENT

Econometrics  
Health Care Management

## COMMON COURSES ACROSS TRIMESTERS

Corporate Skills  
Independent Study Course  
Self-Awareness & Personal Growth  
Colloquia





# DEFINING IMPRESSIVE CAREER TRAJECTORY

AMRITA focuses on defining the career vision of students and equipping them with skills and resources to achieve it. From the development of business communication skills to providing lifelong networking assistance, we nurture the management leaders through conscientious steps. The process commences from day one of arriving at the campus and endures throughout the two-year curriculum.

## CAREER DEVELOPMENT RESOURCES

1. Corporate Industry Relations (CIR)
2. Industry Certifications
3. Summer Projects
4. Placement Committee
5. Colloquia
6. Alumni Interactions
7. Placement Boot Camps
8. Resume Crafting
9. Mock Interviews
10. Team Transition
11. Workshops, Round Tables and more

## CAREER DEVELOPMENT PROCESS

### Assessment

The students explore the environment, curriculum and career opportunities in the first 15-day orientation program. Through liaison with faculty from all specializations, students understand the courses in detail, decide the courses to choose in order to lead a career of their choice. CIR assesses the students on their abilities and charts the customized development program for the class.

## CORPORATE INDUSTRY RELATIONS (CIR)

Throughout the two-year tenure, the students are trained on vital skills necessary to excel as a professional. Corporate Industry Relations (CIR) undertakes the core responsibility of these exclusive placement training classes. CIR is a unique and dedicated department of Amrita Vishwa Vidyapeetham, established to provide expert guidance to students in specific areas beyond their regular academic curriculum and help them fulfil their career ambitions. CIR functions encompass seven key areas of placements – learning and development, corporate relations, career facilitation, entrepreneurship development, alumni networking, corporate communication and corporate training.



### Development

Career development at AMRITA is embedded into its curriculum. It focuses on exploring their inner self to realize their career passion and equipping them with the necessary tools, skills, and knowledge to achieve it. A series of on-campus programmes and resources enable the students to get a clear perception about the industry sectors, opportunities, and placements.

### Placement Committee

Popularly known as Placecom is a student-faculty committee responsible for carrying out placement-related activities. Placecom plays an instrumental role in all placement activities, from making the resumes succinct and targeted to contacting alumni for placement boot camps.

# PLACEMENTS AT AMRITA

In order to fulfill the career aspirations of the students, it was found necessary for them to have expert assistance in specific areas, beyond their regular academic training.

Corporate and Industry Relations (CIR) was established with the prime objective of transforming every student into a globally acceptable professional, together with core human values and life skills to face the never ending challenges of life. The University management has demonstrated its commitment to lead this important function by positioning a Director with more than four decades of experience to head CIR. For the sake of smooth and effective functioning, CIR has eight key areas: Career Counseling, Career Competency Development, Higher Learning Initiatives, Internship & Placement, Corporate Relations, Entrepreneurship Development, Marketing Communication and Corporate Training.

For the benefit of all students across the University, CIR has centres in all the Campuses, with necessary modifications incorporated to meet the varying nature of programmes offered at such locations. CIR conducts many sessions on corporate and numerical skills to make the students for placement ready.

**100+**  
COMPANIES

**19 LPA**  
Highest CTC, 2020-22 Batch

**28 LPA**  
Highest Ever CTC



V.G. Avinash Reddy  
Batch: 2017-2019  
Business Analyst Bridgei2i

The reason I got placed in Bridgei2i (Fastest Growing Analytics Company in India) is due to the academic syllabus and extracurricular activities in the Analytics field by Amrita School of Business. ASB's Analytics Program consists of not just Analytics techniques and tools but also it integrates Marketing, Finance, Supply Chain and HR with Analytics this increase the scope in the analytics field. Additionally, Analytics club helped me to get more industry knowledge. MS boosted all these with international exposure and techniques.



The placement drive at Amrita Business School comprises a mix of well renowned firms and many emerging startups. Companies come with specific job profiles and students fulfilling the same are handpicked. Established brands such as Amazon, Zoho, BNY Mellon, Phillips, Deloitte to name a few are the first to arrive and pick the students they feel are good enough to fit the job requirements. There is no dearth of companies coming and it's up to the students to ensure they get picked. The Business School has Analytics as a specialization, and firms such as Caterpillar, Bridgei2i are the ones who regularly recruit in this domain. The CIR cell plays its part in ensuring students are in the best frame of mind as far as aptitude preparation, interviews and various other counselling is concerned when the placement season commences.



**Arijeet Srivastava**  
**Batch: 2017-19**  
**Team Manager, Operations**  
**Amazon**

**Placement in  
Diverse and High-Quality Organizations**

**Opportunities for  
Summer Internship in 120+ Companies**



**Sai Pramod Bhupathi**  
**Batch: 2018-20**  
**Assistant Manager – Data Scientist, KVB**

Placements at Amrita School of Business (ASB) for students have always been remarkable with an encouraging support and guidance from the high-quality faculty members. Students undergo training in various aspects to develop interpersonal skills, effective communication skills, etc. With more than 100 companies visiting for the campus placements, Corporate & Industrial Relations (CIR) at ASB provides a bridge between the corporate companies and students providing opportunities for every student across various specializations. CIR interacts with the students from day one of the MBA program helping the students to identify their potential skills, interests, and guide them in the direction to meet the industry standards and achieve one's dream role in their dream company.

CIR plays a crucial role in any placement process. For any student to crack an interview, Motivation and Perseverance is key and the CIR Department of ASB Bangalore has driven us through the interview process with abundance of the same. Their seamless process of Mock Interviews and Group Discussions has given us an edge over others. One important aspect that they have taught us is: "How to accept failure, not give up and rebound with the same motivation in further interviews." I would love to extend my gratitude to the CIR Department for supporting me throughout the 3-day interview process and for keeping my confidence and morale high.



Aishwarya Jai  
Batch: 2018-20  
Federal Bank

## ENTREPRENEURSHIP AS A CAREER

AMRITA has a holistic and interdisciplinary approach to fostering entrepreneurship.

- Exclusive opportunities for students to develop business prototypes from real-life scenarios through the flagship program, Live-in-Labs.
- Investment assistance through Amrita Technology Business Incubator (Amrita TBI), jointly supported by Govt. of India and AMRITA.
- Through Amrita TBI Pitchfest, aspiring entrepreneurs can get investment up to \$100,000 along with an incubation space.

Entrepreneurship courses are ingrained within curriculum:

1. Innovation in Entrepreneurship
2. Managerial Values and Business Ethics
3. Legal Aspects of Business
4. Innovation Management
5. Rural Marketing and Entrepreneurship



Annijasmin Johnbosco  
Batch 2018-20  
Tax Consultant, Deloitte

In Amrita, Bengaluru CIR has always been a pillar of support and guidance. For all the companies proper guidance was provided with the help of alumni to crack the interviews and get placed. CIR provided the best assistance for all the rounds in the interview processes to ensure all the efficient candidates are placed in their deserving companies. One of the approaches of CIR that I admired was they had provided new and a variety of opportunities to the mba students. Their positivity, motivation and support had always helped us students to never lose hope and to give any interview our best shot.

# TOP RECRUITERS





# WE ARE PROUD OF OUR ALUMNI



Vishnu Kurup MK  
Batch: 2018-20  
Analytic Consultant  
Bridge2i Analytics Solutions

Amrita is not just a campus but a family with energy and life all over. Students are always in constant pursuit of knowledge. When two renowned universities (Amrita Vishwa Vidyapeetham & SUNY, Buffalo) collaborate to offer two high valued programs in a span of two years with all the necessary exposures, will be an opportunity which nobody wants to miss. Amrita gave not just the management side knowledge but it also taught us how to live a life of values. When MBA taught us how the business world is and its techniques, MS helped us in

building strategies in business to succeed. The main attraction of the whole course is the techno-functional exposure to the world of data. How to use the analytical techniques to understand what the data is telling us and deriving insights to help the business to hit the mark. The faculties here are the best in their fields and that's the main reason why we don't have a doubt on the quality of learning which we get.

The two years here have given me some great mentors and wonderful friends who are still a part of my mainstream life. There is a great saying by Benjamin Franklin, "Tell me and I forget, teach me and I may remember, involve me and I learn." Yes here we are involved and so the learning stays with us. In a nutshell Amrita gives you bliss full Life and Learning.

The best of both worlds'- That was life at Amrita for me. I was lucky enough to be a part of the MBA-MS Program that Amrita offered in collaboration with SUNY, Buffalo. Two high valued professional courses in a span of 2 years and from esteemed universities- It was an opportunity I did not want to miss. The MBA course gave me an understanding of how the business world works. The challenges we faced, kept us on our toes, constantly pushing us to give our best shot! It was a synergy between rich experiential learning and deep rooted values that our faculty imparted in us. The MS course was all about strategy and business analytics. The

exposure we got at UB was quite a unique one in terms of the curriculum and the teaching pedagogy. I feel fortunate to have experienced student life at both the campuses. The faculty of the program were SME's from their fields which was indeed the main reason we had a great learning at Amrita. Looking back, my journey at Amrita was such an exuberant ride. The opportunities I got, paved my path from Can I? to I CAN! The 2 years here, I made some wonderful friends and mentors and carved some beautiful memories which will remain etched in my heart for a life time!



**Aiswarya Ajith**  
Batch 2017-29  
Technical Recruitment Analyst III  
Cubic Telecom, Dublin, Ireland  
Ex - HR Analyst Walmart HR Analyst, Walmart India

I have nothing but words of profound gratitude for my alma mater, Amrita School of Business, Bengaluru. Life and learning experiences at ASB have made me so much wiser, stronger and smarter. Career took off the moment I landed at ASB and I have never had to look back since then. Great faculty, great facilities, great placements! Just was the perfect place for me to live my dreams,, thank you ASB!! Discovered

that the hard skills learnt at college are the most sought-after at my workplace now. Thanks to my mentors, I transformed from an individual who spoke and wrote a great deal, to a prospective leader who communicates powerfully with fewer words. Professors inculcated in me the value of being precise and concise. All this plus, a ton of nostalgic memories to cherish lifelong. Couldn't ask for more, could I?!



**Shraddha Girish**  
Batch: 2016-2018  
Talent Management Bridge2i  
Analytics Solutions Enthusiast



Our alumni meet at Stepping Stones Center, a school supporting and empowering children with autism, to assist and lend a helping hand.



When the world and the complexities around you are evolving, it is critical for every manager to be adept to the changing scenarios. Here at Amrita School of Business, we students are honed with the best of resources catering to the needs of our all-round development. The MBA program at ASB, reinforces the spirit of creative action in its students enabling them to push the boundaries of what is considered possible. The amount of industry exposure that we are subject to, enables us to augment our problem solving and analytical skills which are key to embarking successful careers in industries and markets. The peer and faculty relationships that I have developed over the course of time, is something that I would cherish throughout my life.

It gives me immense pleasure to call myself an alumnus of Amrita School of Business Bangalore and State University of New York at Buffalo. The best part of being a student in this university is getting an international exposure by visit to University at Buffalo. In the world of globalisation, the degree of MBA-MS gives us a competitive advantage and MS degree in Business Analytics and Systems helps us to understand the dynamics of today's business world. MBA-MS has the right mix of curriculum for career enhancement. As Data Analytics is the new trend in the business world and provides lot of opportunities, I was privileged to learn this course in my MBA program. A degree in MBA-MS is one of the best opportunities that a student can get and utilize to shape his/her career and be ahead of others in this competitive world and this institution is the best platform for providing that opportunity.



**Joel M Johnson**  
Batch: 2018-2020  
Almabase  
Marketing & Growth  
SaaS



**Shashi Arvind Kumar**  
Batch: 2016-2018  
Data Technologist, Eaton Corporation



**Vidyalakshmi Nair**  
Batch: 2009-2011  
Marketing Head  
Entertainment Network India Ltd.

The uniqueness of the MBA-MS dual degree program is many fold apart from the few obvious ones. MS courses mainly deal with strategy, development and analytics which is a must-have for any manager in today's competitive world. Thus the MBA and the MS program go hand in hand. The Bengaluru campus houses a cozy atmosphere and students become one closely-knit family – encouraging healthy competition, learning to work in multi-faceted teams and leading initiatives. One of the most enlightening highlights of the program is the “unlearning & learning” period at The University at Buffalo (UB), State University of New York (SUNY). Not only were the students exposed to an entirely different pedagogy but the stint at UB also taught us the importance of working in diverse conditions and groups, working with deadlines and exams that give us every kind of advantage whilst being the most challenging. This educational modality helped us to think better and faster even in our MBA courses.

The unique combination of MS from SUNY Buffalo and an MBA from Amrita University helps the students understand the principles of Management, Analytics, and Strategy in a current and evolving business environment. The course exposes us to a completely new style of pedagogy. Facilities from SUNY Buffalo really help and shape the students to give a new outlook on how to approach a Business problem and getting a solution for it. Having worked in the IT industry for 3years before joining the course, this program really helped me to Think, Analyze and Apply the principles from a business perspective.



**Vishnu V.**  
Batch 2017-19  
Sr. Business Analyst, TCS

ASB-Bangalore lives true to its values of being a genuine, transparent and value centric Institution. What sets it apart, its unique dual-degree program of MBA-MS. The institute consists of an expert faculty and a mix of talented and competitive students, who not only learn the courses well but also master learning about life other than the teaching aspects academics. ASB has created a niche for itself and is constantly growing. It has produced successful alumni and is constantly striving towards the success of its students.



**Shalini Madhusudhan**  
Batch: 2018-20  
Human Resources Analyst  
Atkins

Life at Amrita can't be expressed simply in words. The opportunity to learn is so vast. The unique programs that are offered here help the students to explore more, learn new things, and gain practical experience in the corporate world with the great support of faculty members. The strong alumni support helps the students at ASB to grab new opportunities. In short, ASB is a place that produces well-disciplined and qualified students.



**Niraimathi Gandhi**  
Batch: 2018-20  
Branch Sales & Service Executive  
Karur Vysya Bank

Being an Amritian since 2014, the experience as a student has taught me various subjects which cannot be learned just from text books or theoretical chapters. The mission of this institution emphasizes value based education as well as molding the character of the younger generation. To make this real, the exposure arranged by this institution as well as the MBA-MS program through various activities, workshops and mentoring have shaped myself for further achievements. Placement department has helped and supported me from the initial stages for my career growth. The MBA - MS program has given me a foundation to thrive in a corporate managerial world out there.



**T. Lakshmi Priya**  
Batch: 2018-20  
Junior Management Grade-1  
Federal Bank

# FACULTY

Our faculty form a diverse and talented team with enviable credentials from the finest management institutes and world class organizations across the globe. They bring an optimum blend of academics and industry experience to deliver up-to-date and world class management education to budding managers who seek learning here at AMRITA.



**DR. MANOJ P.**

ASSOCIATE DEAN

Ph.D, MS in Information Systems,  
MBA

**Areas of Expertise:**

IT Security Audit, Information  
Management, Project Management,  
International Business



**DR. MEHIR KUMAR BAIDYA**

PROFESSOR

Ph.D, MBA

**Areas of Expertise:**

Marketing & Strategy



**DR. DEEPIKA M.G**

ASSOCIATE PROFESSOR

Ph.D.

**Areas of Expertise:** International  
trade, Development economics,  
Plantation Management,  
Microfinance, Sharing Economies,  
Labour and Gig Economies



**DR. PRIYA GUPTA**

ASSISTANT PROFESSOR

Ph.D.

**Areas of Expertise:**

Disaster  
Management, Sociology of  
Communities, Sociology of  
Environment, Organizational  
Studies, HRM, Leadership,  
Industrial Relations and Labour  
laws, Labour research.



**DR. ANGAN SENGUPTA**

ASSISTANT PROFESSOR

Ph.D. MA, MPS – IIPS

**Areas of Expertise:**

Health and Population  
Economics, Economics  
of Ecology and Natural  
Resources, Statistics,  
Demography, and  
Epidemiology



**DR. PARTHA SAHA**

ASSISTANT PROFESSOR

Ph.D, MBA

**Areas of Expertise:**

Marketing Analytics,  
Marketing Communications,  
Personalization, Customer  
Experience, Healthcare  
Analytics.





**DR. VARNITA SRIVASTAVA**  
ASSISTANT PROFESSOR  
Ph.D

**Areas of Expertise:**  
Corporate Finance, Corporate  
Governance, Cryptocurrencies.



**MR. MARIA SABASTIN S**  
ASSISTANT PROFESSOR  
MS, EMBA

**Areas of Expertise:** Management  
Information Systems, E – Business,  
Cloud computing and IT Strategy



**SHRI. KAMESWARAN**  
VISITING PROFESSOR  
Practising Chartered accountant

**Areas of Expertise:** Project  
Financing and Internal Auditing,  
and Taxation



**SHRI. SWAMI KRISHNAN**  
VISITING PROFESSOR  
Vice President and Head of  
Marketing & Communications  
Sasken Technologies Ltd.

**Areas of Expertise:**  
Marketing Strategy and Human  
Resources



**DR. HARISH KUMAR**  
VISITING PROFESSOR  
Ph.D, CFA  
Industry Expert & Consultant

**Areas of Expertise:**  
Finance: Investment Analysis and  
Portfolio Management



**MR. AADITYA VIDYARTHI**  
VISITING PROFESSOR  
Head - Asia Pacific & Europe  
PROLIM Corporation

**Areas of Expertise:**  
Sales & Marketing: B2B  
Enterprise Technologies



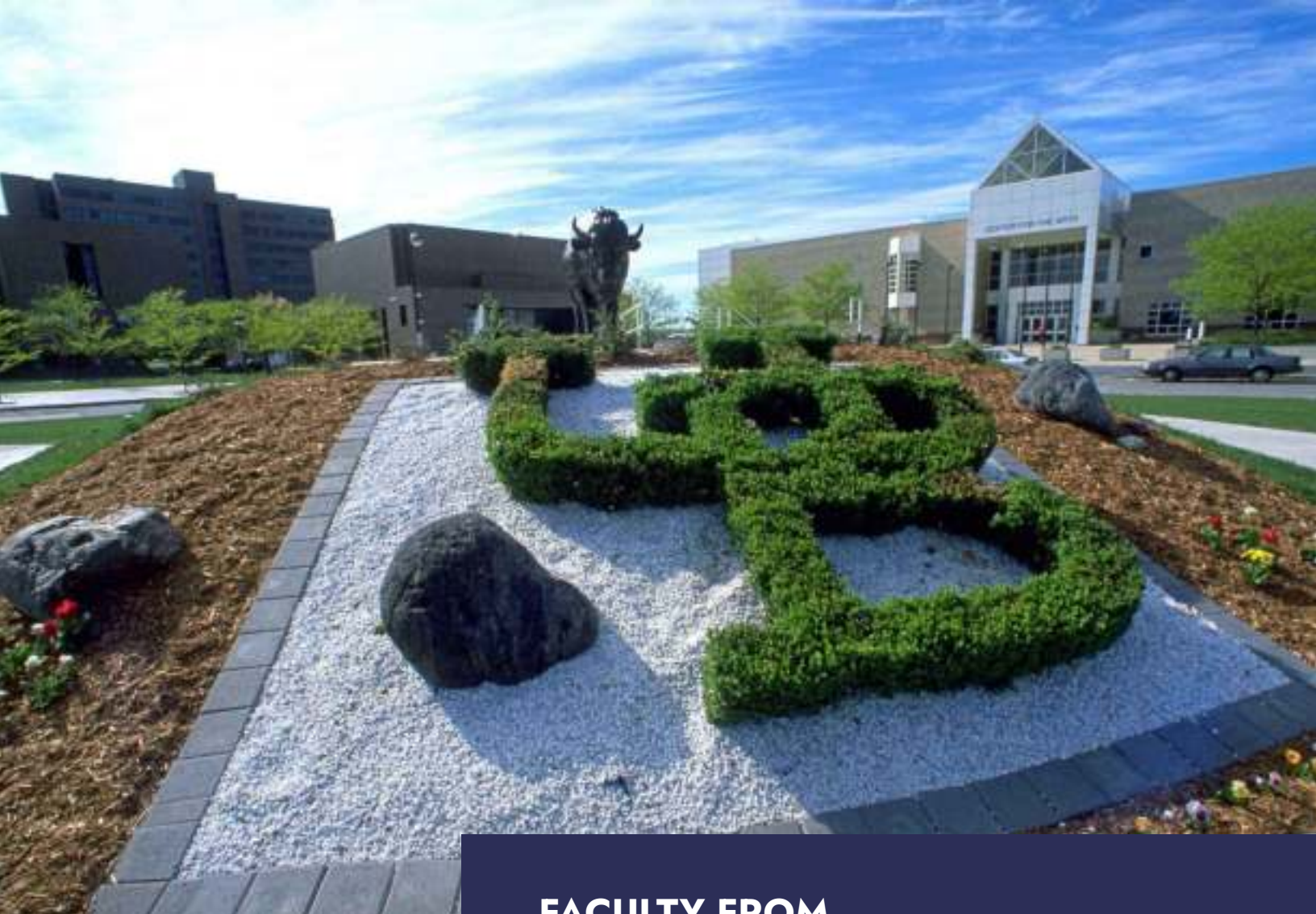
**MR. T K RAMASUBBU**  
VISITING PROFESSOR  
Industry Expert & Consultant

**Areas of Expertise:**  
Operations Management



**MR. SHIJITH KUMAR P M**  
VISITING PROFESSOR  
Assistant Professor, Solbridge International School  
of Business, South Korea  
MS, MBA, BE, CPIM (APICS, USA)

**Areas of Expertise:**  
Operations Management, Supply chain  
management, Manufacturing Planning &  
Control, Project Management, Business Process  
Management, New Product Development, Design  
Thinking, Constraints Management



## FACULTY FROM UNIVERSITY AT BUFFALO



**DR. RAM RAMESH**

PROFESSOR

Director, MS Program

University at Buffalo

**Areas of Expertise:**

Economics of IT, Conceptual Modeling and Database Systems, Operations and Decision Analysis, Predictive Analytics of Availability-Aware Cloud Computing and High Performance Computing Systems, Design of Service-Level Contract Mechanisms in Cloud Computing Markets, Predictive Analytics of Health Information Exchanges.



**DR. RAJ SHARMAN**

PROFESSOR

University at Buffalo

**Areas of Expertise:**

Information Assurance, Disaster Preparedness and Response Management, Health Information Systems, Internet Performance, Database/Imaging Systems and Analytics



**DR. GIRI KUMAR TAYI**

PROFESSOR

University at Albany

**Areas of Expertise:** E-Commerce and Omni-Channel Retailing, Information Sharing in Supply Chains, Economics of Information Systems, Modeling of Online Communities, Geographically Distributed Software Development, Risk Management, Engagement Models, Data Quality, Data Mining, Models and Algorithms for Mobile Computing Environments, Digital Government.



**DR. SANJUKTA DAS SMITH**

CHAIR AND ASSOCIATE

PROFESSOR

University at Buffalo

**Areas of Expertise:** Predictive Analytics, Social Network Analytics, Contract Management, Management of IT Projects.



**DR. RAJIV KISHORE**

PROFESSOR & CHAIR OF

MANAGEMENT

University of Nevada, Las Vegas

**Areas of Expertise:** Strategic Management, Innovation Management, International Business Management, Information Systems, Technology Management, Outsourcing, Offshoring, Business Information Systems.

**Expert Faculty from State University of New York  
for MS in Management: Business Analytics & Systems  
Offered as part of the Dual Degree Programme**



**DR. H. RAGHAV RAO**

PROFESSOR &

AT&T DISTINGUISHED CHAIR

University of Texas at San Antonio

**Areas of Expertise:** Management Information Systems, Decision Support Systems, E-Business, Emergency Response Management Systems, Information Assurance



**DR. SUPRADEEP DUTTA**

ASSISTANT PROFESSOR

Rutgers University-Camden

**Areas of Expertise:** IT Security Audit, Information Management, Project Management, International Business



**DR. NIAM YARAGHI**

ASSISTANT PROFESSOR

University of Miami

**Areas of Expertise:** Operations, Information Management, Health Information Techniques



# LIFE@A<sub>MRITA</sub>

ASB, BENGALURU

A Place of Light, Liberty, and Learning









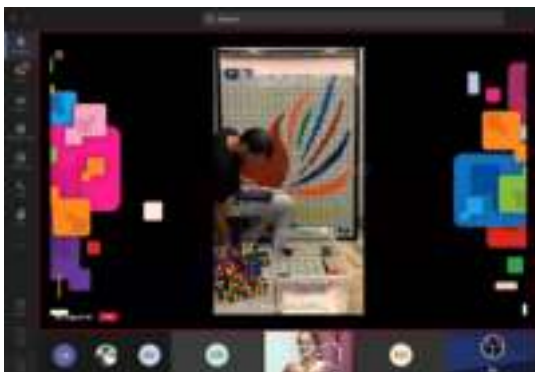


Amrita Bengaluru's multi-fest, is the perfect blend of technical, managerial, and cultural events. It is a joint effort by all students at the Bengaluru campus – MBA, M.Tech, and B.Tech, creating a fusion of engaging competitions and activities. The objective of AYKYA'20 is to contribute and serve as a concrete platform to connect different kinds of

people and build unity among all, giving every individual an opportunity to express themselves and work with each other for innovative enterprises and talents.

The unforeseen circumstances of the global pandemic did not hinder the growth of the AYKYA community and rather, made way for new creative perspectives and ideas. While the country is locked indoors, we aim to spread joy, joining hands together, through our screens, to triumph over these tough times. Social Media has been a great medium for students to interact and participate together. Over just a few months, AYKYA has held multiple events: Tech Week in May, Management Week in July, Cultural Week in August.

Multi-fest: On November 6th, 7th and 8th, Aykya held its major fest, with each day packed with events and competitions from all fields. Under the Cultural wing - "Art gallery", "Battle of the Bands", and "Best foot forward", under the Tech wing - competitions such as SLAC and "Ramanujam to Sherlock", workshops on Blockchain renewable energy, Natural language processing, and Cloud computing, and under the Management wing - "Trade o mania", "Scope" and "Pitch peek" are some of the many planned events that ensure that Amrita Bengaluru's Aykya is full of life, with an enthusiastic and growing community that is here to stay.







## Envisage – the MBA-MS Fest

Envisage is the “fresher’s day” event to welcome the first year students. A host of management games in the domains of Marketing, Finance, HR, Operations and Systems are offered by student forums. These management games are crafted in consultation with faculty members, thus benefiting from their wide experience and deep wisdom.



## University at Buffalo, SUNY Graduation Ceremony

The Graduation Ceremony for the recipients of the Master of Science in Management- Business Analytics and Systems, and Master of Science in Embedded Systems of the University at Buffalo, State University of New York (SUNY) were held at the Bengaluru campus, in 2015 and 2017. The events were presided over by Dr. Satish Tripathi, President, University of Buffalo.







## STUDY TRIP TO UNIVERSITY AT BUFFALO











## A WEALTH OF RESOURCES

- Wi-Fi enabled green campus
- Executive lecture halls and seminar/conference spaces with audio visual aids
- Extensive library
- Access to University at Buffalo Digital Library
- Subscriptions to voluminous print and e-journals
- Access to several databases including SCOPUS, EBSCO, Proquest, Capitaline and IBID
- Recreational facilities: Gym | Badminton court | Cricket ground | Volleyball court
- Hostel facilities:
  - Twin-sharing rooms | Hostels with Wi-Fi hotspots
  - 24 x 7 power supply ensured by back-up power generators
  - Pure vegetarian food prepared under hygienic conditions, served in mess halls
- Other Amenities:
  - Medical aid with doctors on call 24\*7 | Travel desk | In-campus shopping outlet
  - Printing and photocopy facility | Cafeteria serving hygienic food

# ADMISSION PROCESS

## ELIGIBILITY

- ✓ Any Bachelor's degree with minimum 50% marks (average and in all semesters) recognized by the Association of Indian Universities (10+2+3 years of education).
- ✓ Valid score from Amrita MBA Entrance Test/CAT/ MAT/ CMAT/ GMAT/ GRE/ XAT to be submitted before course commencement.
- ✓ English Proficiency Test score (required only for admission into MS at University at Buffalo)  
TOEFL: Minimum 79, or  
IELTS: Minimum 6.5 with individual category score of 6, or  
PTE: Minimum 55 with individual category score of 50.
- ✓ Those appearing for final year examinations of Bachelor's degree may also apply, subject to the completion of their examinations and viva-voce, if any, before June 30, 2021.
- ✓ Candidates with work experience will have an added advantage for admissions.

## FEE STRUCTURE

Tuition Fee : 11.2 Lakhs

Hostel & Mess : 2.3 Lakhs\*

Total Fee : 13.6 Lakhs  
to be paid in four installments

Additional cost for visit to the  
University at Buffalo, New York  
(subject to currency exchange rates)  
: +/- 4 Lakhs

*\*Subject to revision*

## SCHOLARSHIP

- Waiver on Tuition Fee for 10% of the class.
- Up to 70% waiver in tuition fee for top scorers in Amrita MBA Entrance Test or CAT.
  1. 70% Waiver for CAT percentile above 85
  2. 50% Waiver for CAT percentile above 75 to 85
- Renewal of Scholarship for subsequent year is subject to meeting the following conditions:
  1. Consistent Academic performance by securing a CGPA of at least 8 in the first year.
  2. A certificate of good conduct from the Chairman.
  3. Clearing each trimester without any arrear.

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Amrita Vishwa Vidyapeetham  
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