

# PROSPECTUS 2019

POST GRADUATE  
DIPLOMA IN  
MANAGEMENT



Recognized As  
**'TOP 10 B-SCHOOLS - 2018'**  
By *The Knowledge Review Magazine*

**'BUSINESS SCHOOL OF THE YEAR - 2018'**  
By *Academic Insights*

## Mission Statement

"Asian Business School is committed to excellence in management education and training so that its alumni through their work, may make it a better world one day than it is today."



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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  
—The Art Revolution—

**radio  
noida**  
107.4 FM Community  
Radio

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EDIC

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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.

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

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.



## 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.

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

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.



## 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

## 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.*





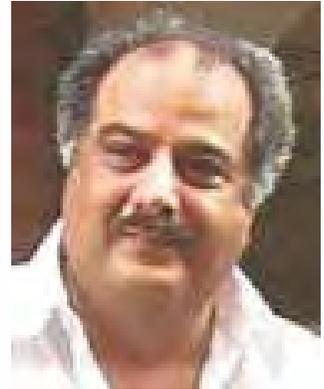
# BOARD OF DIRECTORS



**Dr. Sandeep Marwah**  
Founder & Managing Director -  
Marwah Studios Enterprise



**Anil Kapoor**  
Cine Actor



**Boney Kapoor**  
Film Producer



**Akshay Marwah**  
CEO - Marwah Studios  
Enterprise



**Deepak Marwah**  
Renowned Businessman



**Atul Marwah**  
MD, MEC Art Gallery

**Dr. GVG Krishnamurthy**

Former Chief Election Commissioner of India

**Lalit Bhasin**

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**Suman Jyoti Khaitan**

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**Lalit Khaitan**

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**Rajiv Talwar**

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**Aziz Burney**

Advisor to HRD Ministry, Govt. of India

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Chancellor, Mewar University

## BOARD OF ADVISORS

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British Columbia University  
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# 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 without regard to the resources one controls. 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

Located amidst the hub of national & international business centres



## 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.



## 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 print and online (National and International Journals).



### 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 facilitates the budding managers in getting the desired technical skills. The networking facilities are both with help of 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.

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## 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

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## **FACULTY**

Academicians + Corporate Professionals

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## **INTERACTIVE LEARNING**

High level of interaction and discursive model of learning

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## **MAJOR GROUP PROJECTS**

Major Research oriented and Practical Group Project in all courses

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## **CRITICAL THINKING & SKILL PROJECTS**

Critical thinking, Team work, communication skills, personality development. Critical Thinking a mandatory skill that hones out-of-the-box thinking ability





## **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.

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

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**Project Portfolio:** At the time of internship and final placements, they can talk about this Project Portfolio developed in each course.

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**Integrating Theory with Practice**

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**Holistic Skill Honing**

# ACADEMIC PROGRAM

## Post Graduate Diploma in Management

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

### OBJECTIVE OF PROGRAM

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. 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.

### 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.

In the first year, 20 compulsory courses and in the second year, 6 compulsory courses are offered. Every student has to choose 12 functional elective courses, for dual specialization. Thus, a total of 38 courses are taught in PGDM programme. The elective courses are offered in a group of four courses to provide in-depth understanding of every functional and industry elective within which a student is specializing. The functional electives are from Marketing, Finance, HR and IT. 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.

After completion of first year, the student is supposed to undergo Summer Internship Program (SIP) and submit a detailed report of SIP/ OJT and in Semester-IV, 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 they learn the basic applications of the management concept.



SEMESTER	NO. OF COURSES	NO. OF CREDITS
1	10	30
2	10	30
3	9	27
4	10	30
Summer Internship		3
		<b>120</b>



## SEMESTER I

	SUBJECTS	CREDITS
1.1	Fundamentals of Management	3
1.2	Organizational Behaviour	3
1.3	Accounting for Managers	3
1.4	Managerial Economics	3
1.5	Quantitative Techniques	3
1.6	Computer Fundamentals & Applications in Management	3
1.7	Business Communication	3
1.8	Business Environment	3
1.9	Personality Development Program	3
1.10	Environment Management	3
		<b>30</b>

## SEMESTER II

	SUBJECTS	CREDITS
2.1	Marketing Management	3
2.2	Human Resource Management	3
2.3	Business Research Methods	3
2.4	Financial Management	3
2.5	Operations Management	3
2.6	Project Evaluation	3
2.7	Strategic Management	3
2.8	E-Business	3
2.9	Entrepreneurship	3
2.10	French/German	3
		<b>30</b>

## ELECTIVE COURSES

### Marketing

- ▶ M 01 Services Marketing
- ▶ M 02 Consumer Behavior
- ▶ M 03 Sales & Distribution Management
- ▶ M 04 International Marketing
- ▶ M 05 Advertising and Sales Promotion
- ▶ M 06 Marketing Research

### Finance

- ▶ F 01 Financial Risk Management
- ▶ F 02 Mergers, Acquisitions & Corporate Restructuring
- ▶ F 03 Financial Derivatives
- ▶ F 04 Security Analysis & Portfolio Management
- ▶ F 05 International Financial Management
- ▶ F 06 Corporate Taxation & Valuations

### SEMESTER III

	SUBJECTS	CREDITS
3.1	Legal Aspects of Business	3
3.2	Production and Operations Management	3
3.3	International Business Environment	3
3.4	Elective 1	3
3.5	Elective 2	3
3.6	Elective 3	3
3.7	Elective 4	3
3.8	Elective 5	3
3.9	Elective 6	3
		<b>27</b>
	Summer Internship	3

### SEMESTER IV

	SUBJECTS	CREDITS
4.1	International Trade	3
4.2	Business Ethics and Corporate Governance	3
4.3	Management Information System	3
4.4	Elective 7	3
4.5	Elective 8	3
4.6	Elective 9	3
4.7	Elective 10	3
4.8	Elective 11	3
4.9	Elective 12	3
4.10	Research Project	3
		<b>30</b>

#### Information Technology

- ▶ IT 01 Database Management System
- ▶ IT 02 Enterprise Resource Planning
- ▶ IT 03 Software Engineering (SE)
- ▶ IT 04 Advanced Decision Support System
- ▶ IT 06 Software Project Management
- ▶ IT 07 Global Information System

#### Human Resource Management

- ▶ HR 01 International Human Resource Management
- ▶ HR 02 Labour Laws and Wage Policy
- ▶ 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.

## MODULE - 2

### MANAGEMENT OF RADIO STATION

#### 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 - 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 and responsibilities of the TV journalists, Marketing function in TV channel: Role of the marketing function: viewer ship research – objectives of the research – TRP rating and their importance in sponsorship and advertisements, understanding customer trends and its effects on the channel



## MODULE - 4

### CINEMA MANAGEMENT

#### 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 and 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

## MODULE - 5

### NEW MEDIA

#### 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

## MODULE - 6

### EVENT MANAGEMENT & BRANDING

#### 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

# DIPLOMA IN CORPORATE COMMUNICATION

## MODULE - 1

### Unit 1 : Effective Verbal Communication

Definition and Process of Communication, Importance of Communication, Types of Communication, Components of Verbal communication & Effective Speech, English Conversation, Introduction to the Pillars of Verbal Communication.

### Unit 2 : Personality Development

Definition of Personality, Corporate Theories on Personality Development, Evolution of Personality, Determinants of Personality, Personality Analysis, What Makes us Winners & a Winning Personality, Indicators of Positive & Negative Self-Image, Transforming One's Personality.

### Unit 3 : Attitude Management

Understanding Attitude, Recognizing the importance and Power of attitude, What and Why of Attitude Management, Ingredients of Positive Attitude, Developing and altering your attitude attributes and Self Evaluation of One's own Attitude Triggers, Application of Principles that lead to Developing a Positive Attitude.

### Unit 4 : Enthusiasm

Enthusiasm- Meaning, Implications and Applications, Importance of Enthusiasm and Self-Assessment, Ingredients of Enthusiasm, How to develop an Enthusiastic Approach towards various areas in one's life.

### Unit 5 : Self Awareness

Introduction to the concept of Self Awareness and its dimensions, Importance of knowing oneself and one's own hidden potential, knowing one's strengths and weaknesses, self-discipline.

### Unit 6 : Self Motivation and Self Esteem

Understanding the concept of self-motivation, Need for self-motivation and Personal Effectiveness, Identifying one's motivational factors, General Self- Motivating Tactics, What is Self-esteem, Components of Self-esteem, Self-esteem theories, Self esteem synonyms, Self esteem and the inner critic, Tools to Develop Self esteem.



## MODULE - 2

### **Unit 1 : Building Confidence and Fighting Fears**

What is Self-confidence, How to help build, boost and develop self-confidence, Accelerating towards success through developing confident personality.

### **Unit 2 : Goal Setting and Time Management**

Introduction to the concept of Goal Setting and Visioning and its Dimensions, Why and how to set Personal Goals, Areas of Goal Setting, Rules of goal setting and achieving goals, Realistic Goals for Self, Goal Setting Tips, Importance of Time Management, Time Management Challenges, mistakes, Techniques and Tips

### **Unit 3 : Public Speaking and Presentation Skills**

Importance of Public Speaking, How to Prepare Effective Speeches, Strategies for becoming a better Speaker, Importance and Use of Verbal and Non-verbal Language, Preparing ppts, Use of AV.

### **Unit 4 : Emotional Intelligence**

Understanding what is Emotional Intelligence, Five ways of measuring EI – self-awareness, management of self, awareness of others, management of others, relationships, motivation

### **Unit 5 : Anger Management**

Understanding anger, Identifying and controlling one's anger triggers, Useful Ways to deal with anger- Anger Management Techniques and Tools, Handling Angry People

### **Unit 6 : Stress Management**

Introduction to Stress Management, Reasons & Factors leading to Stress, Albrecht's Four Types of Stress & managing them, Various Action Based & Perception based strategies to cope with Stress, Tips & Tools for Managing Stress.



## MODULE - 3

### Unit 1 : Interpersonal and Assertive Skills

Understanding and Identifying different Personality Behavior, Importance and meaning of Assertiveness, Developing Assertive Skills, Assertive Communication Techniques, Art of saying “No”, Introduction to Interpersonal Skills, Relationship Management Through Interpersonal Skills.

### Unit 2 : Working in Teams

Why, How and What of Working in Teams, Dynamics of a Team, Stages of Team Development, Attributes of a Successful Team, Communication in Teams - Conflict Management, Influencing and Persuasion, Problem Solving, Decision Making, Communication Strategies.

### Unit 3 : Building Leadership Skills

Definition of Leader and Leadership, Leadership – Roles, Skills and Styles, Developing leadership Competencies, Attributes of a Successful Leader, Taking Personal Inventory, Becoming an Inspirational Role Model, Enabling others to act.

### Unit 4: Effective Decision Making Skills

A systematic approach to Decision Making, Self Evaluation, Decision Making Model, Improving one's own Decision Making Skills, Impact of Ethics and Values, Group Decision Making.

### Unit 5 : Impression Management

Importance and Understanding of Creating First Time Impressions in different situations, Making Introductions, Creating Small Talks, Taking control of your environment to create Impressions.

### Unit 6 : Listening Skills

Importance of Listening Skills, Different Types of Listening Skills, Improving Listening.

## MODULE - 4

### Unit 1 : Resume Writing and Group Discussions

Importance of Resume Writing and Types of Resumes, Resume Writing Strategies and Techniques, Best Practices in Resume Writing, Preparing for Group Discussions, Successful Group Discussion Techniques, Communication Styles and Strategies in Group Discussions, Mastering GDs

### Unit 2 : Mastering Interviews

Relevance of understanding and appearing for different types of Interviews, Creating Impressions During Interview, Basic Interview Etiquette, Questions to prepare for Interviews, Top Interview Mistakes, Communication and Presentation Skills during Interviews.

### Unit 3 : Corporate Communication

Nuances on understanding Verbal, Non verbal and Written Communication at Workplace, Basic Corporate Etiquette – Business Cards, Handshake, Holding Meetings and Conferences etc.

### Unit 4 : Cross Cultural Training

What is Culture, Importance of cross cultural awareness, Insight into how cultures differ on various social and professional aspects, Dealing and Communicating across various cultures.



# EXECUTIVE CERTIFICATION PROGRAM in DIGITAL MARKETING & BUSINESS ANALYTICS from NIIT

## PROGRAMME OBJECTIVES:

This Programme would enable students to understand how to use the internet as an effective marketing channel. It enables students to engage with customers online in a more practical manner and to plan and implement end-to-end lead generation through the online mode.

## PROGRAMME LEARNING OUTCOMES

- Get a clear understanding of the value and importance of Digital Marketing and why it is a vital component of a marketing strategy plan
- Create and effectively manage social media, display, search marketing, online advertising and marketing campaigns
- Drive new visitor traffic to a web site while improving online conversion rates
- Understand how digital marketing can help grow a business, domestically and internationally
- Create and develop effective and targeted email marketing campaigns that aligns with business goals
- Identify various online applications and resources that can help build effective and profitable web sites
- Measure and analyse the visitor traffic to a website to continuously develop and improve digital marketing
- Discover how to best develop and retain customers



# FOREIGN LANGUAGE CERTIFICATION

Have you ever heard someone say that they can speak in English and that is enough, because after all most people speak in English? Well, to tell you the truth they would be wrong. There are a number of reasons why you should learn a foreign language. In our world today, only one fifth of the population speaks English. So, learning another language is important for both work and travel. It is also important for making real connections with people, and lastly it can give you a greater understanding of your own language.

## FRENCH or GERMAN

Learning a foreign language draws your focus to the mechanics of language: grammar, conjugations and sentence structure. This makes you more aware of language and the ways it can be structured and manipulated. These skills can make you a more effective communicator and a sharper editor and writer. Language speakers also develop a better ear for listening, since they're

skilled at distinguishing meaning from discrete sounds.

There are several cognitive advantages to learning a foreign language.

You become smarter as this skill boosts your ability to negotiate meaning in other problem-solving tasks as well.

You develop multitasking skills because you can easily switch between different structures.

You become more perceptive, better at observing your surroundings and are more adept at focusing on relevant information and editing out the irrelevant.

Your decision-making skills improve too.



# ACADEMIC CALENDAR

## BATCH 2019-2021

PGDM BATCH 2019-2021		
Title	Date	
Orientation	July 1 - July 2, 2019	
Semester Schedule		
Semester	Date	
1st Semester	July 3, 2019 - December 04, 2019	
2nd Semester	December 05, 2019 - April 30, 2020	
3rd Semester	July 04, 2020 - December 07, 2020	
4th Semester	December 08, 2020 - April 30, 2021	
Summer Training Schedule		
Summer Internship (6-8 weeks)	May 04, 2020 - July 4, 2020	
Submission of Summer Internship Project	July 15, 2020 - July 31, 2020	
Examination Schedule		
Semester	Sessional Exams	Term Exams
1st Semester	September 11 - September 25, 2019	November 19 - December 04, 2019
2nd Semester	February 18 - March 04, 2020	April 15 - April 30, 2020
3rd Semester	September 16 - September 28, 2020	November 24 - December 05, 2020
4th Semester	February 12 - February 25, 2021	April 16 - April 30, 2021

*\*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 20 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 is Professor and Associate Dean at Asian Business School. She is a double postgraduate (in Economics and Management) and is UGC-NET qualified in Economics. She has more than 17 years of experience in postgraduate teaching, research and academic administration. She has various international and national publications to her credit including six books apart from research papers. Cases developed by her have been published by the Case Centre, UK and her paper on Peace Economics has been published by IGI Global, USA. She has presented papers at various conferences including those at IIMs and National Stock Exchange. She has successfully completed a research project on Digital Payments Adoption in India funded by NSE and New York University joint initiative on Indian Financial Markets and white paper based on the same has been published by New York University and NSE. Her articles on management education in India have been published in the Higher Education Review. She has been in various administrative positions where she developed the institutional framework and was at the core of various Seminars, Conferences, FDPs and MDPs while leading the team. She is on the editorial board of international journals where she has made a major contribution to management and economics research.



### **MR. RAVEE SHARMA**

Mr. Ravee Sharma has over 11 years experience in corporate resourcing, placements, teaching and business development with leading education groups of India like ITS Group of Institutions, DBS and he is working as Assistant Dean-CRC. He has done M.Sc. in Information Technology, PGDM (IB). He also has faculty membership of AIMA. He is UGC NET (2007) qualified and NEN Certified Entrepreneurship Faculty for Entrepreneurship skill development programs. Presently working as Assistant Dean- CRC) in ABS, he is heading placements, international partnerships and institutional associations.



### **DR. SUNITA VERMA**

Dr. Sunita Verma is currently working as Associate Professor and HOD - 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). She has undertaken research work on Employee Engagement and Work Design, Change Management, Repatriation Management, Performance Management, Organisation Commitment and many more.

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### **DR. SHWETA BATRA**

Dr. Shweta Batra is a Doctorate in Management and is currently working as Associate Professor and Controller of Examinations in Asian Business School. She is a HR professional with rich experience of more than 10 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.

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### **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 10 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. DINESH SHARMA**

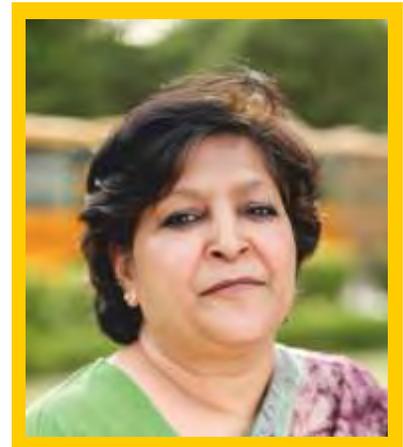
Dr. Dinesh Sharma is a senior professor of International Business and Strategy at Asian Business School. Dr. Sharma completed Ph.D. in Knowledge Management and Masters in International Trade from International Institute of Foreign Trade, IIFT, New Delhi. Dr. Sharma has vast experience of working in and 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.



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### **DR. SANDHYA AGGARWAL**

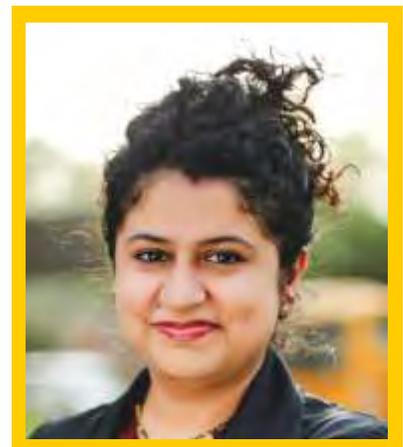
Dr. Sandhya Aggarwal, Associate Professor, Ph.D., MBA, M.A (Political Science), Diploma in Entrepreneurship and Business Management and Bachelor of Arts Political Science - Honors (graduate alumni) from University of Delhi. A management professional with over 26 years of Experience with a rich blend of Corporate and Academics like CMC Ltd., Max New York Insurance Ltd., American Embassy, Delhi (HR), ICFAI University (INC). Her area of specialization is Human Resource Management and General Management. She is also on the panel of various B-Schools / Universities in Noida and International Academic Professional Body. She has presented numerous papers and articles at National and International Seminars and Conferences. She has also reviewed a book of McGraw Hill Education publishers on “International Human Resource Management” which adds to her intellectual capital. She is on the editorial board of management research journals.



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### **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 11+ 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.



### **DR. RESHAM SUNDRANI**

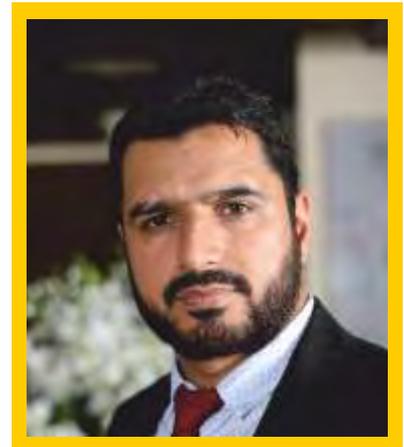
Dr. Resham Sundrani is currently working as Associate Professor in Asian Business School. She is a Delhi University Graduate in Social Sciences and MBA with specialization in Human Resources. She has M.Phil and Doctoral degree in Management. She has varied hands-on, bottom up professional experience 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.



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### **MR. MAROOF AHMAD MIR**

Mr. Maroof Ahmad Mir is currently working as faculty in the area of Finance and Accounts. He has submitted his Ph.D. in the area of Finance from Aligarh Muslim University, Aligarh 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 10 years and his areas of interest include Portfolio Management and Financial Management. Mr. 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, IIIT 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.



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### **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. He has also presented his work at 6 international conferences held at some of the top-notch institutes of the country.



### **MS. VEENU ARORA**

Ms. Veenu Arora is a management consultant and having over 10 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”.



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### **MS. KAVITA KHURANA**

Ms. Kavita Khurana is currently working as Assistant Professor in marketing. She is a Marketing Professional with over 12 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.



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### **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 an Institute of eminence and has a rich blend of about 16 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. Apart from professional interests, he is a keen follower of Cricket.



### **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 8 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.



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### **MS. VANDANA CHANDEL**

Ms. Vandana Chandel is currently associated as Assistant Professor in Media Management with Asian Business School. Being a media personality, she has experience of 10 years with renowned news channels as an anchor & reporter. She worked for almost 8 years with All India Radio as a Radio Jockey. On the corporate front, she was with Discovery and BBC News Network. During her association with different news channels she has interviewed prominent personalities like Shri Prakash Jaiswal (former Coal Minister), Sushma Swaraj (Foreign Minister) Sharad Yadav (former Convenor - NDA) Mukhtar Abbas Naqvi (BJP leader), Oscar Fernandes (Congress leader), Shri Harish Rawat (former CM, Uttarakhand) etc. She was associated with one of the popular news agency ANI (Asian News International) as an expert on Indo-Pak relations for the program Pakistan Reporter. Four times in her career with Radio, she got Listeners Choice Award. She has successfully done Vaani certification provided by Prasar Bharti for being an eligible voice on radio.



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### **MS. SAKSHI GOEL**

Ms. Sakshi Goel is currently working with the Asian Business School as an Assistant Professor of Mathematics. She is M.Phil in Applied Operations Research from the University of Delhi. She has done Masters in Operations Research from University of Delhi, South Campus. Supply Chain Management, Mathematical Modelling and Quantitative Techniques are her main areas of interest. She has been into teaching for the past 6 years. She has also worked as an editor for various publishing houses. She has written book titled “Basics of Quantitative Techniques”. She holds to her credit research papers on “Bullwhip Effect and Supply Chain Management”. She believes that learning should be integrated with real-life scenarios which add on to the quick grasping and real understanding of the theoretical concepts.



### **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 14 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.

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### **MR. VIPUL MEHTA**

Mr. Vipul Mehta is presently working with Asian Business School as Faculty of Finance. Mr. Mehta is a graduate from Indian Institute of Technology (IIT) Delhi and has done his PGDM in Finance from Indian Institute of Management (IIM) Kozhikode. He has over six years of work experience in organizations such as Deloitte, JP Morgan etc. He also has over two years of entrepreneurial experience in the Solar Energy Industry. After exploring himself in the industry, Mr. Vipul has moved to academics to follow his passion of teaching and training. His areas of interest include Financial Markets, Financial Modeling and M&A research. Apart from professional interests, he writes on his personal blog by name of Agastya Maurya Blog.

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### **DR. PRACHI TRIVEDI**

Dr. Prachi Trivedi is currently working as Assistant Professor in the Department of Marketing and Management. Dr. Prachi has qualified UGC-NET in commerce and has done her Ph.D. in the area of Marketing from Amity University, Noida. She is a Delhi University graduate and has completed her Masters of Commerce with specialization in Business Management from Jamia Millia Islamia. She is a hardcore researcher and has numerous research papers ranging from Green Marketing to Corporate Social responsibility to her credit in various reputed international journals. Her areas of interest are Green Marketing, Marketing Management, Consumer Behaviour, Sales Management and General Management. She has also attended various conferences and workshops.

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### **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. His area of Interest is Consumer behaviour, marketing research advertising and Customer relationship management. He has carried out many research studies on cross cultural Consumer Behaviour.



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

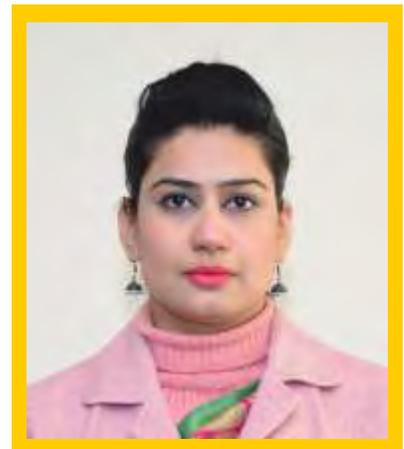
Mr. Sachin Kumar Paurush is working as Assistant Professor at Asian Business School. With a total experience of 10 years, he has been into Academia since last eight years. He has also been associated with All India Radio and Doordarshan as Asst. Research Officer and Youth speaker for 4 years. He is presently 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 micro-economics, managerial economics and business environment.



### **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.



# 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 AND 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)

## Message from Asst. Dean - CRC

*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.*

## VISION

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

## 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.

## 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.

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- ▶ 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 -



AXIS BANK



**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 SINGH**  
Specialization  
- Marketing -



**ANCHAL K. SRIVASTAVA**  
Specialization  
- Marketing -



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



**CHANDAN KUMAR**  
Specialization  
- Marketing -



**DEEPAK CHAUDHARY**  
Specialization  
- Marketing -



**DINI DHAWAN**  
Specialization  
- Marketing -



**JAYESH NIGAM**  
Specialization  
- Marketing -



**KARAN SINGH RAUTELA**  
Specialization  
- Marketing -



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



**KUNDAN KUMAR SINGH**  
Specialization  
- Marketing -



**MANISHA GUPTA**  
Specialization  
- Marketing -





**NEHA KUMARI**  
Specialization  
- Marketing -



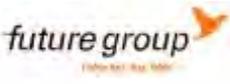
**FRANCHISE INDIA**  
Empowering Change Since 1999



**PRIYANKA JAIN**  
Specialization  
- Marketing -



**RAVNEET KAUR**  
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Future is Here



**RUDRA RAKSHIT SINGH**  
Specialization  
- Marketing -



**SANDEEP KUMAR SINGH**  
Specialization  
- Marketing -



**SAYED RAZA ALI**  
Specialization  
- Marketing -



**SHAGUN GUPTA**  
Specialization  
- Marketing -



**SHASHANK SAINI**  
Specialization  
- Marketing -



**SPARSH KESHRI**  
Specialization  
- Marketing -



**SUBI THOMAS**  
Specialization  
- Marketing -



**UPENDRA**  
Specialization  
- Marketing -



**VINAYAK CHOPRA**  
Specialization  
- Marketing -



**FRANCHISE INDIA**  
Empowering Change Since 1999



**VIVEK KUMAR**  
Specialization  
- Marketing -



**DEEPAKANT SHUKLA**  
Specialization  
- Finance -



**DIVYA GOLCHHA**  
Specialization  
- Finance -



**MOHD. FARAZ NIYAZI**  
Specialization  
- Finance -



**POOJA BHARATI MEHER**  
Specialization  
- Finance -



**SALONI BANSAL**  
Specialization  
- Finance -



**SANDHYA TYAGI**  
Specialization  
- Finance -



**YASH PRADHAN**  
Specialization  
- Finance -



**AARUSHI MAHAJAN**  
Specialization  
- HRM -



**CHHAYA DUGAL**  
Specialization  
- HRM -



**NANDINI BHARDWAJ**  
Specialization  
- HRM -



**SIMRAN GULATI**  
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 Sparty 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



**H. E. Koumba Desire**  
Ambassador of Gabon  
to India



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



**Mr. Annurag Batra**  
Chairman &  
Editor-in-Chief  
BW Businessworld



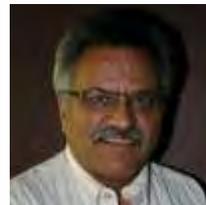
**Mr. Ashwani Lohani**  
Chairman &  
Managing Director  
Air India Ltd.



**Dr. Deepak Singh**  
Director-HR  
KPMG India



**General Bikram Singh**  
Former Chief of Indian  
Army  
Indian Army



**Dr. Ashok Puri**  
Founder & Managing  
Director - Lean India  
Consulting Group



**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.



**Mr. SimerJeet Singh**  
International  
Motivational Speaker



**Mr. Deepak Choudhary**  
Chief Executive Officer (CEO)  
Audi



**Ms. Ashu Goswami Sharma**  
AGM HR Talent Management  
V-Mart Retail Ltd.



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

Distinguished lecture series: ...An Expert talk



**Mr. Nirjhar Nagar**  
Zonal HR-North  
VOLTAS Ltd



**Dr. Cliff Zintgraff**  
CEO at DaVinci Minds & Program  
Manager at IC<sup>2</sup> Institute at The  
University of Texas at Austin  
The University of Texas



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



**S. K. Goyal**  
Former Banker  
Indian Bank



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



**Mr. Sandeep Tyagi**  
Director - HR  
Samsung India



**Agniwesh Singh**  
Force Motors  
Territory Manager-Delhi  
NCR



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



**Dr. Nilanjan Mukherjee**  
Relaxo Group



**Dr. Dewakar Goel**  
Executive Director  
Airport Authority of India



**Anil K Maini**  
President & CEO  
Medanta Africare



**Romesh Srivastava**  
Editor In Chief  
SightsIn Plus



**Amar Pathak**  
Head - L & D  
Alok Industries Ltd.



**Mr. Suchindra Kumar**  
Director – Strategy &  
Performance  
Improvement Advisory  
Ernst & Young



**Inbarajan P**  
Sr. Vice President  
Info Edge Ltd.



**Vivek Mehrotra**  
Head - L & D  
Zomato

# INDUSTRIAL VISITS & TRAINING

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.



2nd July 2018

Yakult Danone India Pvt. Ltd.



10th Aug 2018

Relaxo Footwear Ltd.



15th Oct 2018

Moon Beverages Ltd. Greater Noida



17th Aug 2017

Hindustan Coca Cola Beverages Pvt. Ltd.



10th Aug 2017

Liberty Shoes Ltd.



5th Jan 2017

Moserbaer India Ltd., Greater Noida



4th Apr 2018

NSIC, Delhi



9th Feb 2017

JCB Ltd.



5th Sep 2018

Bisleri International Ltd.

# 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.

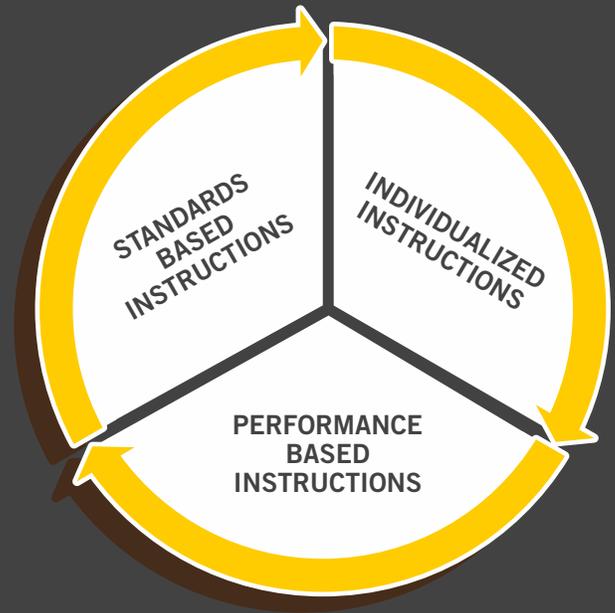
To increase the relevance with future employment market including promotion of self employment, a two pronged initiative-Soft skills and Employability skills- has been made an integral part of skill development under CSD.

## ‘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’.

## HIGHLIGHTS

- › Extensive Training Workshops (Indoor & Outdoor)
- › Continuous Evaluation Strategies undertaken for students
- › Focus on Case Studies, Role Plays & Project Handling
- › Usage of Audio Visual & Simulation Techniques
- › Formation of Literary Clubs
- › Corporate Interface Visits
- › Guest Lectures by eminent corporate professionals



## Benefits of the programme:

Everyone learns in different timeframes and in different ways.



## SOFT SKILLS AND PERSONALITY DEVELOPMENT

### Individual Development Plan

- Effective Communication Skills
- Personality Development
- Self Motivation
- Attitude and Motivation
- Self-Esteem
- Emotional Intelligence
- Assertiveness
- Mechanics of Public Speaking
- Self Management
- Self Confidence

### Individual Development Plan

Emphasizes on identifying and developing Individual Learning and Development Needs of the students. Covers various Behavioral & Communication aspects.

### Competency Development Plan

Focuses at more customized training solutions to hone the required competencies, skills and making students ready for the professional world.

### Competency Development Plan

- Goal Setting
- Working in teams
- Convincing & Influencing Skills
- Time Management
- Leadership Skills
- Interpersonal Skills
- Presentation Skills
- Corporate Communication
- Resume Writing
- GD and Interview Skills

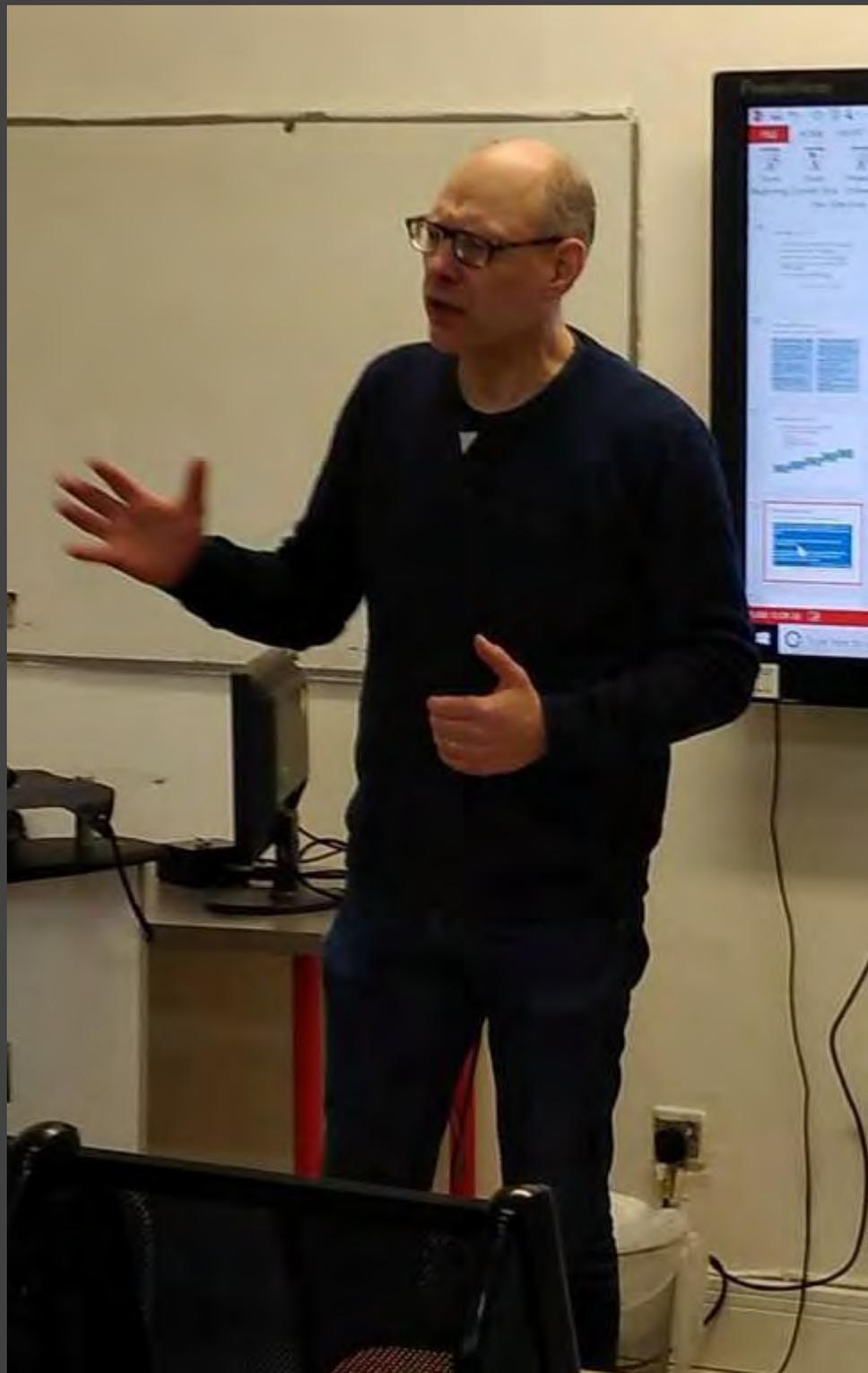


# ACADEMIC LINKAGES

## INTERNATIONAL ACADEMIC ASSOCIATES

### COLLABORATION WITH INTERNATIONAL UNIVERSITIES

Aligning with the thought process of excellence in education Asian Business School exposes its 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 ENVIRONMENT

**Overview of International Business Environment:** An Interface; World Trade in Goods and Services – Major Trends and Developments; Framework for Understanding International Business Environment: Analysis of Physical, Demographic, Economic, Socio-cultural, Political, Legal and Technological Environment of a Foreign Country. Foreign Investment – Types and Flows

**Role of International Organizations and Internationalization of Firms:** Cross National Corporation and agreements, Regional Blocks, Tariff and Non-tariff barriers, WTO, International Production issues, International Marketing issues, Operations management in international firms. Patents-Trademarks-Copyright and Neighboring Rights; Plant Variety Protection, Traditional Knowledge, Bio-Diversity, Geographical Indications.

**International Monetary Environment:** Evolution of International Monetary Environment, Bretton Woods and IMF, Foreign Exchange Rate determination, European monetary environment, Emergence of Euro, Brexit and its impact on European monetary environment

**Global Strategy and Implementation:** Stages in International Business, Export and Import Strategy, Country Evaluation & selection, Modes of Entry into foreign markets, Negotiation in International business, Globalization with social responsibility, World Economic Growth and Environment

**Foreign Trade Policy and Foreign Exchange Regulations:** Objective of Foreign Trade Policy; Policy overview – Facilities and restrictions; Getting started in export business; Legal framework in India – FEMA - Origin and objectives, Main provision of FEMA; Other relevant acts.

### MODULE 2: INTERNATIONAL TRADE

**International Trade Theories:** Introduction, Mercantilism, Absolute Advantage Theory, Comparative Cost Theory, Heckscher-Ohlin Theory, Product Life Cycle Theory. Instruments of Trade Policy- Tariffs, Subsidies, Import Quotas, Voluntary Export Restraints, Administrative Policy, Anti-dumping Policy.

**International Trade Finance & Terms of Trade:** Sources and schemes of trade finance; Pre and post-shipment export credit schemes and methods of financing; Packing credit advance details; Post-shipment advance; Import financing. Trade contract and trade terms; Trade terms and need for standardization; INCO terms, Concept of Contract and formation of contract

**Export Payment Terms:** Credit risk management and payment terms; Main features of payment terms-Advance payment, open account, documentary collection, documentary credit – Documentary collection – DP and DA process and operation; Letter of credit and parties involved; Process of opening and advising LC, Types of LC; Process and operation; UCPDC-Major clauses; Consignment sale.

**EXIM Operations and Documentation:** Trade operations and documentation; Documentation areas and dimensions; Nature and characteristic features of Exim documents; EDI and ADS documentation.

**Risk Management: Cargo Risk and Credit Risk:** Nature of transit risk; Contract of cargo insurance; Parties involved – Insurer/assured, Indemnity and insurable value; Principles of Insurance; Perils and losses; Insurance policy and certificate; 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; Coverage of commercial and political risks – procedures and documentary requirements.

## MODULE 3 & 4: SPECIALIZATION MODULES

### MARKETING SPECIALIZATION: INTERNATIONAL MARKETING

**Introduction:** International Marketing Environment, Preparing for International Marketing Strategies, International Research and Segmentation, International Marketing Mix, Developing Global Products, International Distribution Systems, International Marketing Planning, Managing Systems for International Marketing

**International Pricing Decisions:** Factors influencing international pricing decisions- Uniform Pricing Vs Market by Market Pricing; Currency Considerations in Exporting and International Marketing, Global Pricing Objectives, Grey Market Goods, Dumping, Transfer Pricing, Policy Alternatives

**International Financing Decisions:** Arranging Finance for Exports: Financial and fiscal incentives provided by the Government and foreign exchange facilities by RBI and EXIM Bank. Institutional support from Government, Semi Government and Autonomous Organizations for Exporters. Obtaining export credit Insurance, Exchange rates, Understanding foreign exchange rates and protection against their adverse movement

**International Promotion and Advertising:** Implementing International Marketing Strategy, Marketing Communication: Standardization Vs Adaptation, Selecting an Advertising Agency, Global Advertising Regulations, Media and Message Considerations, Role of Culture, Global Promotion. Distribution: Foreign Market Channel Management - Channel Members' Expectations and Performance, Objective and Constraints, Channel Innovation, Channel Strategy for New Market Entry, Labeling and Packaging

**Emerging trends in International Marketing:** International Marketing through Internet, Demographic Shifts, New Consumerism, Ecological concerns, International marketing ethics, Legal dimensions in International Marketing (Role of WTO)

### FINANCE SPECIALIZATION: INTERNATIONAL FINANCIAL SYSTEM

**Introduction:** Evolution, Bretton Woods, International Monetary Fund, Activities of IMF, IBRD, Role of World Bank, Exchange rate Regimes, European Monetary System, Exchange Rates; Movements in Foreign Exchange Rates and Impact on Trade and Investment Flows, Global Capital Markets

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

**Foreign Exchange Risk, Exposure & Management:** Risks (Transaction, translation & economic), Evaluation of exchange rate exposure for firms, Hedging, risk in forward market, Risk in money market, Foreign exchange futures market, Foreign exchange options market, currency swaps, interest rate risk measurement, interest rate futures, and fixed rate instruments under OTC.

**Foreign Investment:** Theories based on market structure, theory of product life cycle, Hymer's theory, Theory of internationalization of market of intermediate products, theory based on turnkey projects, foreign direct investment, venture capital, foreign capital budgeting process, cost of capital for multinational, investment in foreign securities.

**Foreign Operations:** Currency of invoicing, letter of credit, bill of exchange, bank transfer, funding choices, international project financing, risks of international projects, euro-credit market, euro-bonds market, Equity financing (GDR/ADR), Euro notes.

### HUMAN RESOURCE SPECIALIZATION: INTERNATIONAL HUMAN RESOURCE MANAGEMENT

**Introduction:** Defining IHRM, Issues in IHRM, Barriers to effective Global HRM, Domestic Vs. International HRM, Variables between domestic and international HRM, Strategic view of IHRM, Cultural context of IHRM, Hofstede's cross-cultural management study, Approaches, standardization and localization of HRM practices

**International Staffing:** Approaches to staffing, Determinants of staffing choices, transferring staff for international business activities, Recruitment and selection of international managers, criteria for recruitment and selection, sources, advantages and disadvantages of employing PCNs, TCNs, HCN, strategies for breaking the expatriate glass ceiling

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

**Performance Management and International Compensation:** Performance management of international employees, Factors associated with individual performance and appraisal: Organizational strategy and Performance Management, Setting Individual Performance Goals, Identifying Variables Affecting Performance, Appraising the Performance, Issues in managing performance in Global Context, Difficulties in Assessment, International Compensation: Objectives, Key components of International compensation program for expatriate, Approaches to international compensation of expatriates - Going Rate Approach, Balance Sheet Approach, Local Plus

**International Industrial Relations and the Global Institutional Context:** Concept, Key Issues and Concerns, Unions' Influence on International IR, Recent Developments in Management and Union Approach to International IR

### INFORMATION TECHNOLOGY SPECIALIZATION: GLOBAL INFORMATION SYSTEM

**Introduction:** Definition of GIS, Tasks in GIS designing, Scenarios and applications

**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

**Global Information Systems:** Management and Design approaches, managing globally distributed teams and intercultural communication, Tools for groups support, coordination and communication

**Technical Aspects:** Internationalization and localization, User Interface Design, Advanced Approaches and recent research, International Project Management

**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:** New Delhi Airport to Heathrow Airport, London  
London to Oxford
- Day2:** Arrival & sightseeing at Oxford City
- Day3:** Visit to the Oxford city for Project Survey
- Day4:** Lecture Series and Project presentation at  
Oxford Business College
- Day5:** International Metropolitan exposure and visit to  
London
- Day6:** Learning outcomes and Departure for New Delhi
- Day7:** Heathrow Airport, London to 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 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.*



## 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.







# BEYOND ACADEMICS





# 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

## 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,



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.

analytical thinking, leadership and public speaking.

Athleema 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 Athleema 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, interpersonal, 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.

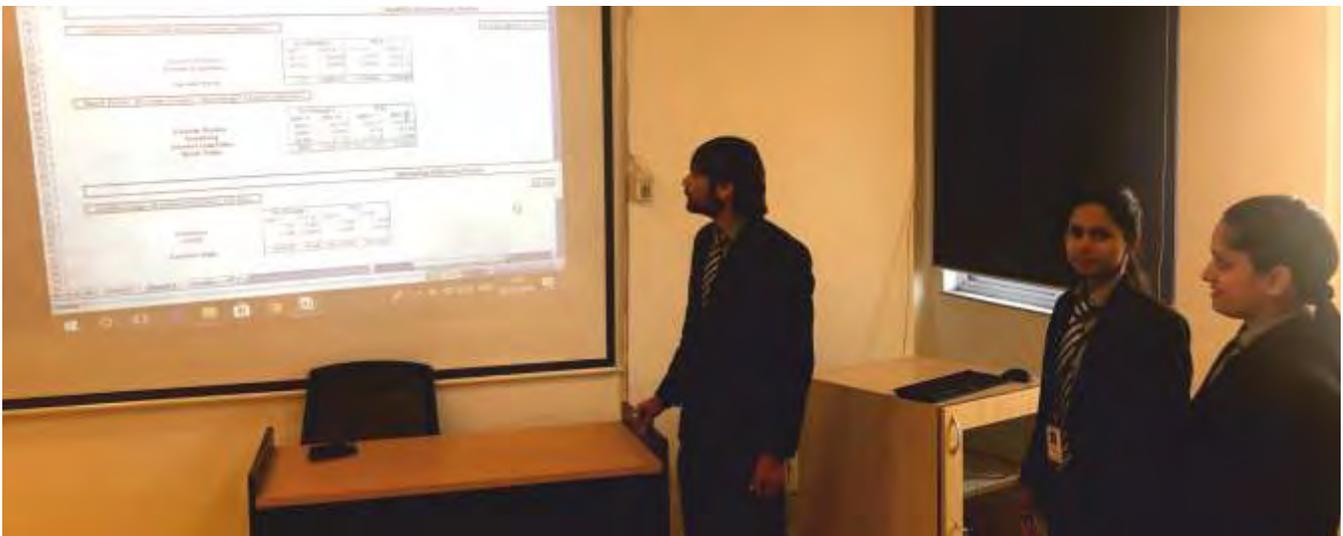
The prime focus of Synergize To-Get-HR Club is to bring students together and make them learn the practical aspects and implication of concepts in Human Resources that go beyond the class room lectures.



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### **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.

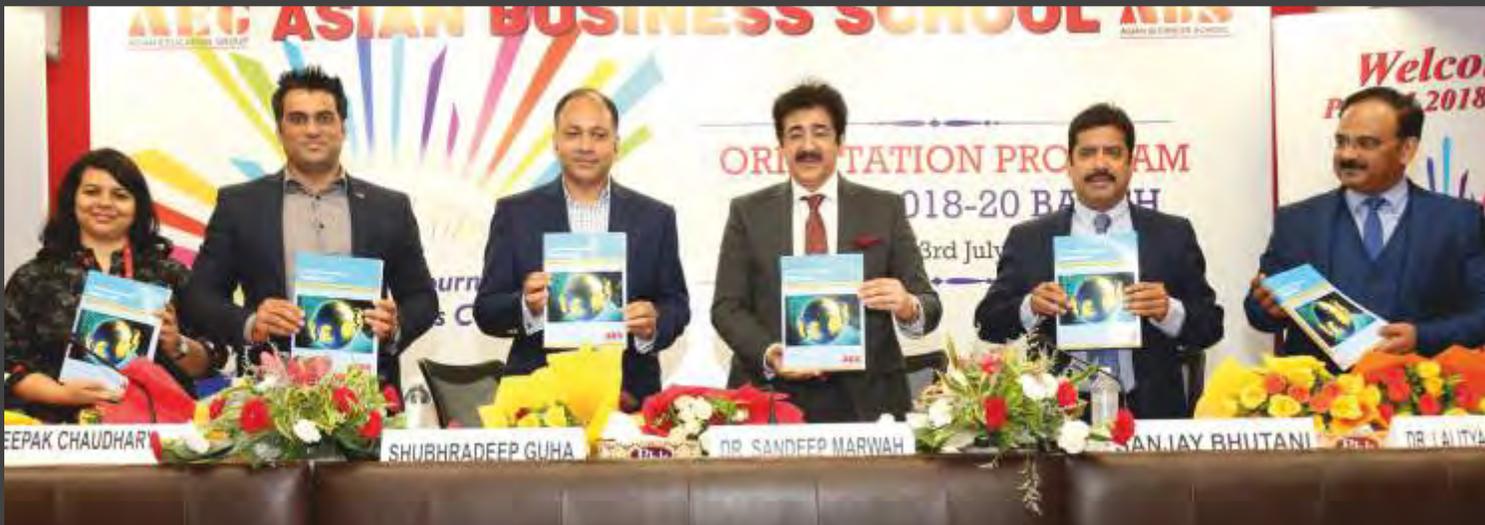


### Environment Club: PRAKRITI

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



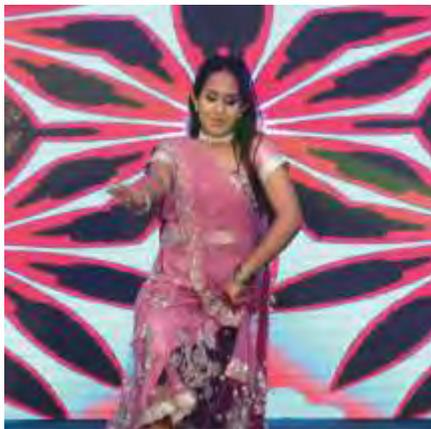
pursuing higher education so that we can have a better and vibrant India. He highlighted the importance of research and development in the growth of any country and as per him; it is the student community who have to take a lead in this regard.

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.

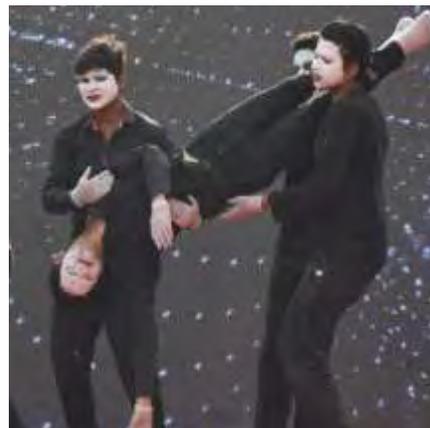
This was certainly a great experience for students of

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 2019-20



JUL	AUG	SEP	OCT	NOV	DEC
Orientation Program 2019 - 21 Batch	INDUSTRY EXPERT TALK: Guest Lecture	INDUSTRY EXPERT TALK: Guest Lecture	INDUSTRY EXPERT TALK: Guest Lecture	INDUSTRY EXPERT TALK: Guest Lecture	INDUSTRY EXPERT TALK: Guest Lecture
Industrial Visit	Specialization Club Activities	Freshers' Party 2019	Specialization Club Activities	Specialization Club Activities	Specialization Club Activities
INDUSTRY EXPERT TALK: Guest Lecture	Extra-Curricular Club Activities	Industrial Visit	Extra-Curricular Club Activities	Extra-Curricular Club Activities	Extra-Curricular Club Activities
	Independence Day Celebration	Management Development Program (MDP)	Alumni Meet	Management Fest - KESHET Season 7	Management Development Program (MDP)
		Business Plan Competition	National Seminar		



JAN	FEB	MAR	APR	MAY - JUNE
Republic Day Celebrations	INDUSTRY EXPERT TALK: Guest Lecture	INDUSTRY EXPERT TALK: Guest Lecture	INDUSTRY EXPERT TALK: Guest Lecture	Summer Internship & Industrial Projects
Specialization Club Activities	Specialization Club Activities	Specialization Club Activities	Industrial Visit	Faculty Development program (FDP)
Extra-Curricular Club Activities	Extra-Curricular Club Activities	Extra-Curricular Club Activities		
Annual Sports Meet - Athleema Season 8	Entrepreneurship Development Program (EDP)	International Conference		

# 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*



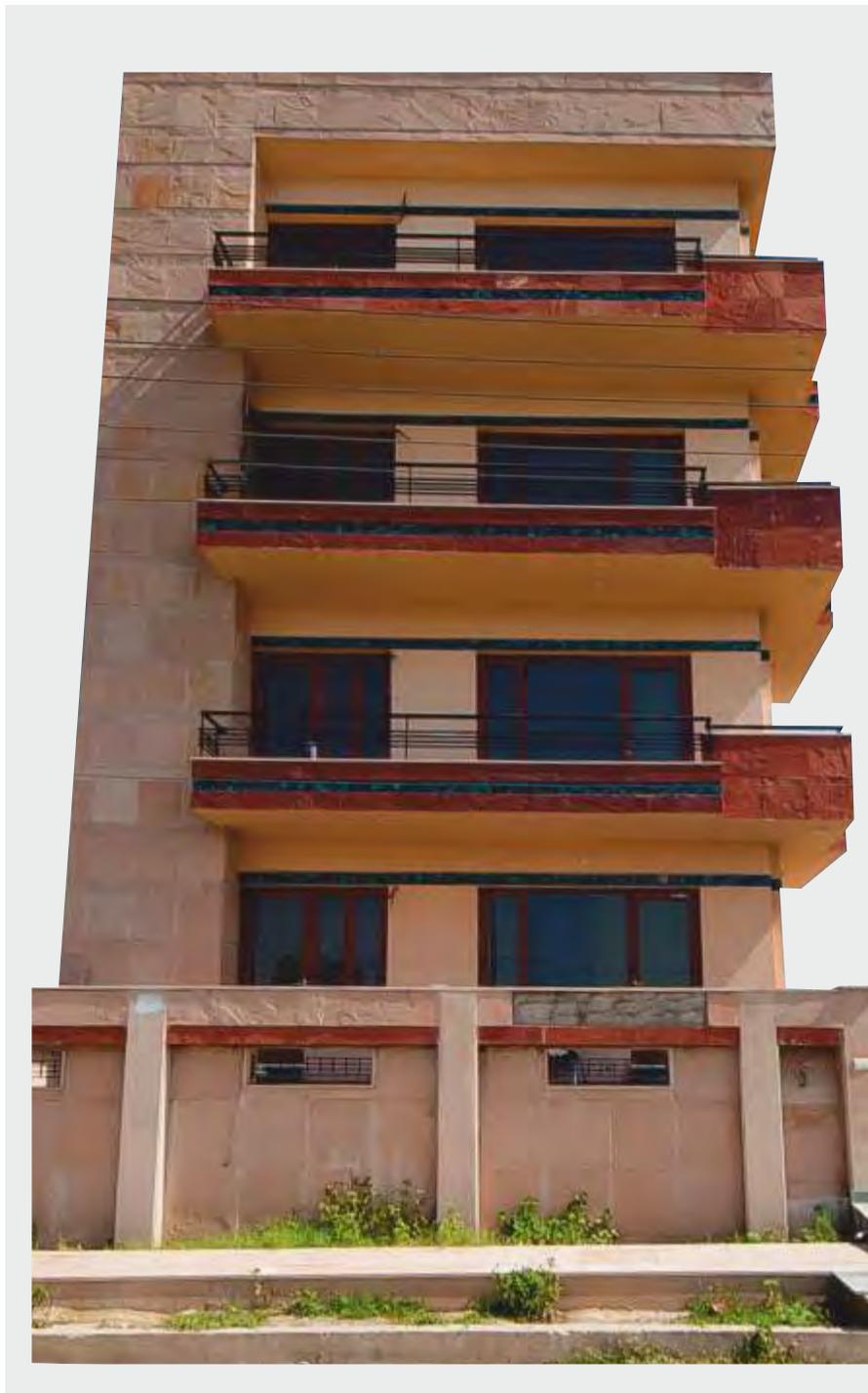
## HOUSING

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	₹7.20 lacs	
Registration fee ₹45,000	1st installment ₹1,50,000	2nd installment ₹1,75,000	3rd installment ₹1,75,000	4th installment ₹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 the 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 or any other state level exam score card

5. Photocopy of passport

6. Four recent passport size photographs

The Applicant is required to carry three sets of the 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 at the institute's selection process

STEP 4

The candidate, if selected based on the merit list will be given 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:

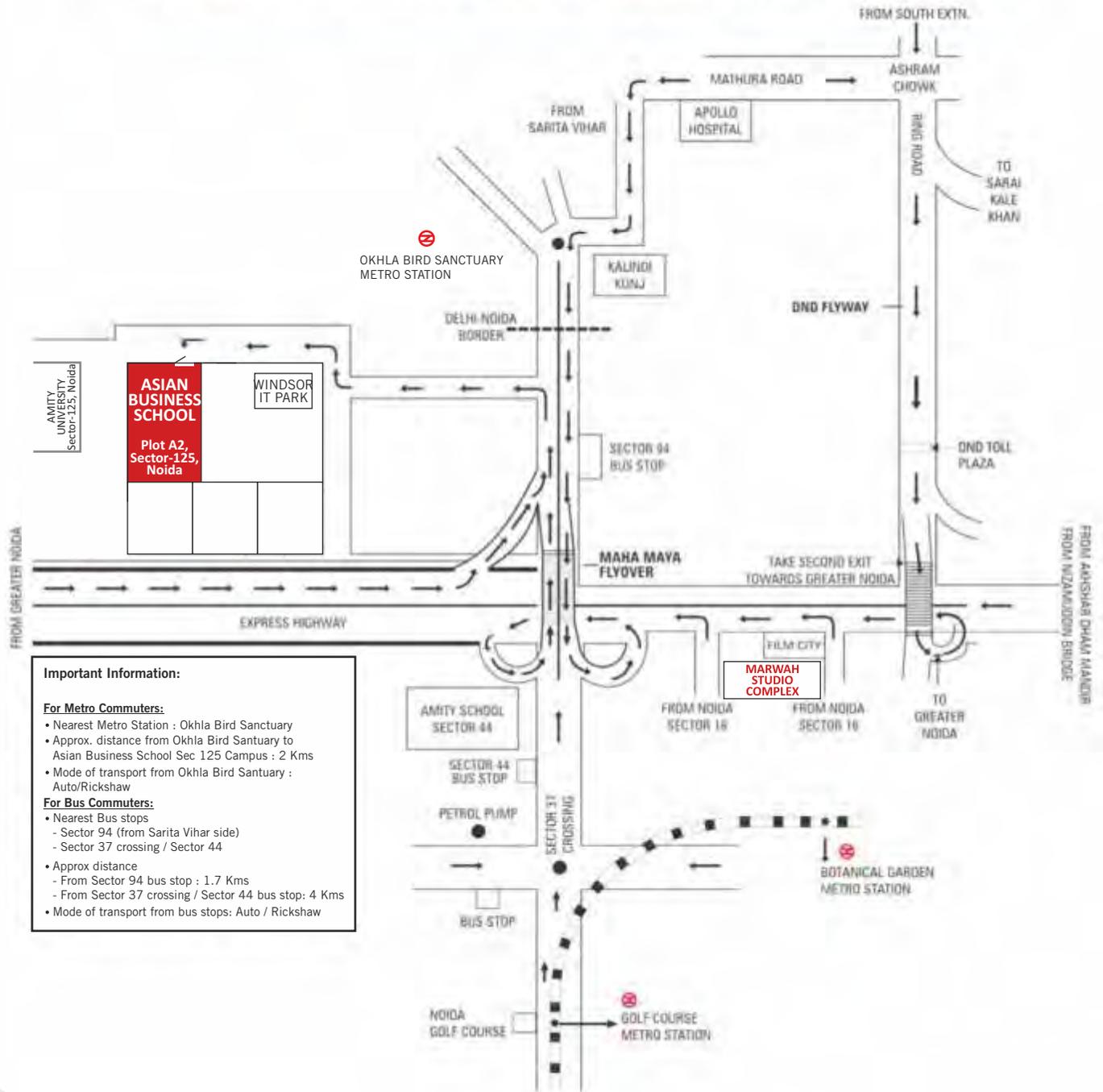


\*Examination fee for reappear, supplementary and makeup examinations to be paid by the student.

\*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**