



## AMRITA B-SCHOOL E-BULLETIN

To keep industry, students, parents and other target audiences continually aware of happenings at the School, an e-Bulletin was launched, the Amrita B-School Snapshot. It carries the highlights of various milestones, achievements and happenings at the B-School.

### ASB Snapshot Nov-Dec 04

Greetings from Amrita School of Business (ASB).

ASB is pleased to send the latest issue of e-bulletin , ASB Snapshot Nov-Dec.04 for sharing key highlights st our B-School

**1. Recruitment of 2005 MBA Batch** ; Some of the reputed Companies who have already recruited our MBA batch graduating in 2005 are: TCS, Cognizant, HCL Tech., CITI, Patni, Pantaloon, Oracle, Metlife, Bajaj Alliance, Naukri.com, Philips, Mafoi ,India Bulls, and Pricol. The annual compensation offered to our MBAs has touched the Rs. 4.6 lakh-mark, with an average annual compensation of Rs. 2.93 lakhs. More companies have scheduled [placement at ASB](#) in the next few weeks. The efforts are being spearheaded by [Mr Mani Sarma](#) , Placement Head—he is from IIT Chennai with 22 years experience at senior management positions in reputed companies in India/USA (Prospective Recruiters can contact [s\\_mani\[AT\]ettimadai\[DOT\]amrita\[DOT\]edu](mailto:s_mani@ettimadai.amrita.edu))

**2. MBA from Harvard Teaching at ASB** : The course on Business Process Management for our MBA students (2nd Year) is currently being taught by [Mr. Jay Misra](#), MBA from Harvard and who has taught at Stanford Business School. A former MD of George Soros Tech. Investments, US, he is now the International Faculty at ASB , and also responsible for international alliances for our B-School.

**3. Visiting Faculty from University of Australia and Hewlett-Packard** : [Dr. Renu Burr](#) , Senior Faculty from University of Western Australia is now taking a core course on HR at ASB. Likewise Mr. K.B. Nagaraju, Country Manager, HP is co-teaching a course on Logistics. They complement the eminent band of full-time faculty at ASB from globally reputed institutions like: Berkeley, Cornell, Stern NYU, Wharton, Kellogg, Texas-Austin, IIT, IIM, JBIMS, XLRI, ICAI and ICSI.

**4. Distinguished Visitors to ASB** ; In Nov-Dec 04, visitors who came to ASB for sharing real-time experience were :

Mr Tom Holloway, Ex-IBM ,UK  
Dr V.Jairaman,MD,ELGI  
Mr.P.P.Chhabria,Chairman,Finolex

**5. National Workshop on High-Performance Computing** : This [6-day Workshop](#) at ASB was attended by over 40 delegates across the country. The Workshop consisted of invited talks and theoretical sessions complemented by hands-on lab sessions under the guidance of [Dr.K.P.Soman](#), Professor. ASB who was the Workshop

Coordinator

**6. International Fora :** [Dr. Biresh K. Sahoo](#), Assoc.Prof.ASB worked as Research Fellow at Graduate Institute for Policy Studies (GRIPS), Tokyo , for a period of 26 days in December 2004 for doing collaborative research with Dr. Kaoru Tone on “Data Envelopment Analysis” .He also presented a research article on Data Envelopment Analysis (DEA)" at GRIPS, Tokyo under the DEA study group of Operations Research Society of Japan

\* The published work of [Dr Deepak Gupta](#), Assoc.Prof. , ASB on the “Return Migration of Foreign-born US Science & Engineering (S&E) PhDs” was featured by the National Science Foundation (NSF), USA, in their prestigious publication, "[Science & Engineering Indicators, 2004.](#)" NSF is the premier US governmental body that directs Science & Technology (S&T) policy and funds scientific research in the US

**7. Presentations/Sessions :** The ASB Faculty presented papers/handled sessions at various Seminars in the country –

■ [Dr Saji Nair](#), Assoc.Prof. presented a Paper at IIM ,Kolkatta on “Globalisation of R&D in the Pharmaceutical Sector”.He also published a Paper on the subject in ;Delhi Business Review”;and acted as a Resource Person at a FDP organized by Rai University in Kochi on”Rediscovering the Classroom”

■ [Mr Sushil Kumar](#),Dean made a presentation on “Visionary Leadership” at a Seminar of Chinmaya Mission, Pondicherry

■ [Dr.S.Banerji](#), Prof. Emeritus, took a Session on Ethics at a Seminar on “Ethical Behaviour in Business Context” ,organized by GRD Institute of Management, Coimbatore. He also wrote an article on Role of Mathematics for the International Seminar on Discrete Mathematics ,conducted by Amrita Vishwa Vidyapeetham,Coimbatore

■ [Mr Shrikant Kulkarni](#), Professor, took a session on Communication Skills at INS Agrani Naval Base,Coimbatore. He also two took sessions on Consumer Behaviour for MBA students,BIM,Tirchy

■ [Mr A.V Shyam](#), Faculty.Assoc. ,ASB handled sessions on Cluster Analysis in the AICTE-ISTE Training Programme on "Information Retrieval and Security" held at Amrita School of Engineering,Coimbatore

■ The faculty of ASB ,especially newly joined Ph.Ds, presented credentials at the International Doctoral Symposium conducted by Amrita University , Coimbatore

**8.Workshop on SAPG:** A four-day workshop on “Self-Awareness and Personal Growth” was conducted by [Mr.C.S.Udhaykumar](#), Asst.Prof, for MBA students of KSR College of Arts and Sciences, Erode.

**9.Summer Placements :** A wide range of leading corporates have offered [summer internships](#) to ASB MBA 1st year students—TCS, Tata International, Tata Motors, Maruti Udyog , Hyundai, Oracle, Cavin Kare, Colgate, HTA, Taegutech, IFF, Ecosmart, Reliance Infocomm, Naukri.com, Metlife, Ion Exchange, Tata Johnson, TAFE, etc .The Faculty Coordinator-Summer Placements is Dr Deepak Gupta .{ Reputed companies who wish to place ASB MBAs for summer internships can contact [g\\_deepak@ettimadai.amrita.edu](mailto:g_deepak@ettimadai.amrita.edu)

The Amrita Group of Institutions and the M.A.Trust have been actively involved in the massive [relief and rehabilitation efforts](#) for the Tsunami disaster which struck the coastal areas with Mother initiating a wide spectrum of short and long term humanitarian activities(visit [www.amritapuri.org](http://www.amritapuri.org))

Wishing you a new year of peace and harmony

Best wishes

A.Sushil Kumar  
Dean  
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