



Campus: Amrita School of Business, Coimbatore

“Even in times of distress we get repeat placements, because corporates feel our students are loyal,” says Prof. Kulkarni, ASB, Coimbatore.

by B Mahesh Sarma

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FAST FACTS

Location: Ettimadai, Coimbatore

Dean: Dr. Sanjay Banerji

Approval/Accreditation: NAAC accredited

Flagship programme: MBA Student intake: 120 Fees (full course): Rs. 62,200

Board & lodging (two years): Rs. 55,000

Admission test cut-offs: CAT: 75

Full-time faculty: 32 (Professors: 8, Associate, Professors: 10 Asst Professors: 4, Faculty Associates: 5, Faculty: 4)

Faculty with industry experience (over 10 years): No info available

Average placement salary: Rs. 4.50 lakhs

Top recruiters: CavinKare, Coca Cola, IDBI, Nestle, Tata Steel, UAE Exchange Conferences & festivals: Awaz, Pragati

Web site: www.amrita.edu

IS the discipline stifling, was my question when I understood that even MBA students are not allowed to venture outside the campus post 9 p.m. And girls have to get passes in case they have to visit their parents. Surprisingly, they seem to enjoy it and are appreciative of the same. Parents, especially the NRIs, are exceptionally happy. So are the recruiters, who feel they get a loyal team member who does not jump jobs that easily.

A fully vegetarian campus, complete segregation of sexes, a religious orientation, Amrita does offer a very different experience. But being in a campus run by a religious organisation has its own advantages. One of them is, being taught by a star faculty cast with half of them possessing qualifications from Ivy league universities, says one of the students. The range and diversity of electives on offer, especially with an institution that has only 15 core faculty, vouches for the same.

Teaching is taken quite seriously at ASB. The teaching load is comparatively high, especially for a school which aims to evolve into a research-based institution, but students appear quite happy with what is on offer. Their only complaint seems to be of a slightly theory-heavy curriculum and they would prefer more guest lectures and industry interface. Brand-building seems to be another major grouse. “We are a good school, and more people must know us,” says a second year student.

Amrita's kitchen is a marvel. Food is cooked and shipped to all the eight hostels with clock-work precision. “A lesson in management”, said the boy who took me there.

Another unique feature: students have to reside on campus or in their own homes. The institution does take the discipline quite seriously. Students cannot stay on their own. Quite reassuring to many parents, says Prof. Parameswaran, Dean, Corporate Relations.

Life at Amrita is a breeze. A self-contained university, it has every facility one could aspire for, a pool, gymnasium, sports grounds. But they do not get enough free time to enjoy it though, says a faculty member. The commitment to students comes across clearly, with students acknowledging that the placement office works hard to get a few of them placed even after the completion of the course. But they prefer a smoother interface between the central placement office and the school-level placement office, since the central office also takes care of the engineering school.

Despite occasional murmurs, most of the students do agree, a certain value system does get inculcated in them. This is mostly by the individual acts of commitment from the faculty, they say. The school has enormous good will, it just has to capitalise on it in the right way, is the general refrain.



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