The beauty and charm of selfless service should not die away from the face of this earth. The world should know that a life of dedication is possible; that a life inspired by love and service to humanity is possible.
New York
2010 - Honorary Doctorate in Humane Letters from the State University of New York at Buffalo
2006 - James Parks Morton Interfaith Award in New York
2000 - Keynote speaker at the Millennium World Peace Summit, UN General Assembly
1995 - Addresses the Interfaith Celebrations at the 50th anniversary of the UN.

Paris
2005 - Awarded the Prix CinémaVerité for her humanitarian activities and work for peace

London
2019 - Amma receives THE Global Ranking Award
2005 - Amma receives the Mahavir Mahatma Award

Geneva
2002 - The World Movement for Nonviolence confers upon Amma the Gandhi-King Award for Nonviolence at the UN in Geneva
2002 - Keynote speaker at the Global Peace Initiative of Women, Religious & Spiritual Leaders at the UN, Geneva

Shanghai
2012 - Amma addresses United Nations Alliance of Civilizations' (UNAOC) Regional Consultations for Asia-South Pacific

Barcelona
2014 - Keynote address at the Parliament of the World's Religions.

Chicago
1998 - Receives the Care & Share International Humanitarian of the Year Award
1993 - Addresses the Parliament of the World's Religions' 100th Anniversary, where she named President of the Hindu Faith

Vatican
2014 - Amma joins Pope Francis and 10 other world religious leaders in signing of a declaration against human trafficking and slavery.

2009, New Delhi
Amma inaugurates the Vivekananda International Foundation

2008, Jaipur
Keynote speaker at the Summit of the Global Peace Initiative of Women.

2006, Pune
Receives the Philosopher Saint Sri Jnaneswara World Peace Prize

2005, Kochi
Receives Centenary Legendary Award of the Rotary Club International
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Leadership

Swami Amritaswarupananda Puri
President

Swami Abhayamritananda Puri
Pro Chancellor

Dr. P. Venkat Rangan
Vice Chancellor

Dr. K. Sankaran
Registrar

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

- **6 Campuses**
- **16 Constituent Schools**
- **207 Programmes Offered**
- **20,250+ Students**
- **1470+ Faculty Members**
- **800+ Ph.D. Faculty**
- **1:10 Faculty-Student Ratio**
- **12,000+ International Publications**
- **40,000+ Citations**
- **3437 Authors**
- **10.6 Top Journals Percentiles**
- **25+ Centers of Excellence**
- **180+ Research Collaborations**
- **100+ Patent Filed**
- **$100m Funding**
- **1000+ Acres Total Land Area**
Prefering Leaders with Global Impact

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

Founded in 1996, Amrita School of Business (ASB) has built a formidable reputation for itself and its graduates as a Business School with sound foundations; with a commitment to excellence; and a demonstrated ability to initiate, innovate, and lead, through its focus on preparing business leaders with human values and ethics. At ASB, world-class faculty with rich industry experience and envious academic background inculcate leadership qualities in students. With a steady 100% placements over the past years, it is the Alma Mater of CEOs, VPs, Managements Executives, Managing Directors in blue chip multinationals like Apple, Google, TCS, Microsoft, Deloitte, Paypal, AOL, Ernst & Young, Jones, Lang LaSalle, to name a few. By gaining access to the school’s strong alumni network of 1900+ worldwide, the students benefit to fulfill the dream of their career, of entrepreneurship or corporate jobs. The school is always ranked among the top 50 b-schools in India by MBA rankings. It is accredited by Association to Advance Collegiate Schools of Business (AACSB), a global organization of educational institutions, a golden standard for b-schools.

During their life at ASB, students come into contact with peers and faculty of diverse background. At ASB, the focus is on learning by doing. Students are given many opportunities to practice their leadership skills outside the classroom with events such B-Fests, Cultural programs, Livein-Labs, Management simulation games and many more. For those who wish to hone their research skills, the school encourages participation at conferences and research activities worldwide. The students graduate with adequate skill sets required to fit diverse position in any company worldwide, as the school’s Corporate Industry Relations (CIR) trains to prepare students for lifelong career and not just for their jobs.

Why ASB

- **Faculty with Outstanding Pedigree**
  Faculty hail from top institutions like IIMs, IITs, Berkeley, Cornell, XLRI, London School of Economics & Political Science, Florida State University, New York University, University of Wisconsin-Madison, Nanyang Technological University, Telecom Ecole de Management and have rich industry experience with Fortune 500 companies such as Coca-Cola, IBM, etc.

- **Excellent Placement Record**
  During the year 2020, 115 companies visited Amrita School of Business (ASB) for placements and 100% students were placed. The total number of offers was 331. The average salary (CTC) offered was INR 6.41 lakhs per annum and the highest being INR 12.12 lakhs per annum.

- **Industry-Aligned Curriculum**
  Students are provided with industry training and certifications from top organizations like IBM, SHRM, SAP, Six Sigma etc.

- **Focus on Digital / Data Driven Marketing & Business Analytics**
  Focus on digital and data-driven marketing to prepare managers for the future. Analytics, business and computing skills in curriculum delivering conceptual, skill-oriented and skill sets matching industry demand on Analytics.

- **International Exposure**
  Academic collaborations with international universities like Telecom Ecole De Management, University of Groningen, Deakin University, University of New Mexico.

- **Focus on Entrepreneurship**
  The students graduate with critical skills and experiential learning for entrepreneurship. Investment assistance is also provided through Amrita TBI.
Greetings!

The Covid-19 pandemic has been a most challenging period for businesses and organizations everywhere. Companies regularly prepare themselves for a volatile, uncertain, complex and ambiguous environment. But a black swan event such as this pandemic has shaken up all anticipated scenarios with businesses having to re-examine and re-orient their processes and practices for surviving in the new business environment. Business schools too experiencing this upheaval, have had to meet the disruption in the normal delivery of their curriculum with flexibility and innovation. The Amrita Business Schools have adapted to this challenge effectively by re-orienting instruction from face-to-face to online, and offering virtual student placements.

The Amrita MBA has been offered for more than twenty years. Hundreds of our graduates are contributing richly to managerial excellence in global business.

The MBA and the MBA-MS (offered jointly with the University at Buffalo, USA) programs provide management aspirants a great opportunity for acquiring superior capabilities needed for sustainable global business. The MBA education provides for the acquisition of multi-dimensional knowledge and skills combined with an awareness for ethical conduct, social responsibility and inclusiveness in business practices, which are critical for effective decision making.

Amrita’s outstanding faculty with qualifications from prominent global institutions are committed to serving you well. They will be with you every step of the way in the process of your transformation into informed and ethical professionals.

Amrita Vishwa Vidyapeetham has been recognized as a high quality institution. Global surveys such as the Times Higher Education (THE) of the UK and the National Institutional Ranking Framework (NIRF) of MHRD, Government of India have ranked Amrita Vishwa Vidyapeetham among the top ten universities in India. Recently, the University has been approved to be an Institute of Eminence by the Government of India.

Join us and secure a strong and durable foundation for success in sustainable value creating activities.

Dr. V S Somanath
Dean
Welcome to ASB Coimbatore and DoMs Amritapuri, Bengaluru and Kochi. We are amongst the top private B-Schools in the country and part of a globally ranked institution, which has been recognised as an Institution of Eminence by the Government of India.

Aided by an excellent faculty, a great alumni network working with leading companies around the world and most importantly, a group of motivated and talented students, the school is poised to climb heights in the future. An active student-centred learning approach, a modern curriculum that prepares the student for the present and the future and a host of extra curricular activities together create the right environment for an enriching two years that prepare the students for a bright career.

As a school we did well in responding to the Covid crisis, adapting our strategy and operations to ensure that the needs of the student body and the recruiting companies are duly met. We try to inculcate the values of agility, resilience and adaptability in our students which will enable them to succeed in the turbulent times ahead. The focus on ethics and sustainability ingrained in everything we do, sensitises the students to the pressing challenges of our times, such as climate change and corporate misgovernance, and moulds leaders who are role models.

I welcome you to ASB and DoMs and wish you a great journey of learning ahead.

Dr. Kishore G. Pillai
Associate Dean
Curriculum at a Glance
Amritapuri, Coimbatore and Kochi Campuses

YEAR ONE

Trimester 1
- Business Communication 3.0
- Financial Accounting 3.0
- Marketing Management - I 3.0
- Economic Analysis : Micro Level 3.0
- Organizational Behaviour - I 3.0
- Data Analytics - I 3.0
- Introduction to Business Analytics 2.0
- Self Awareness and Personal Growth - I 1.0

Trimester 2
- Human Resource Management 3.0
- Organizational Behaviour - II 2.0
- Financial Management 3.0
- Marketing Management - II 2.0
- Operations Management 3.0
- Data Analytics - II 3.0
- Management Information Systems - I 3.0
- Self Awareness and Personal Growth - I 1.0
- Corporate Skills 1.0

Trimester 3
- Cost Management 3.0
- Economic Analysis : Macro Level 3.0
- Business Research Methods 3.0
- Colloquium 2.0
- Core Elective - 1 3.0
- Core Elective - 2 3.0
- Corporate Skills 1.0
- Legal Aspects of Business 2.0
- Summer Internship 6.0
### YEAR TWO

#### Trimester 4

<table>
<thead>
<tr>
<th>Course</th>
<th>Credits</th>
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<tbody>
<tr>
<td>International Business</td>
<td>3.0</td>
</tr>
<tr>
<td>Strategic Management</td>
<td>3.0</td>
</tr>
<tr>
<td>Innovation and Entrepreneurship</td>
<td>2.0</td>
</tr>
<tr>
<td>Elective - 1</td>
<td>3.0</td>
</tr>
<tr>
<td>Elective - 2</td>
<td>3.0</td>
</tr>
<tr>
<td>Elective - 3</td>
<td>3.0</td>
</tr>
<tr>
<td>Self Awareness and Personal Growth - II</td>
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</tr>
<tr>
<td>Corporate Skills</td>
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</table>

#### Trimester 5

<table>
<thead>
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<th>Course</th>
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<tbody>
<tr>
<td>Environmental Management &amp; Sustainable Development</td>
<td>3.0</td>
</tr>
<tr>
<td>Elective - 4</td>
<td>3.0</td>
</tr>
<tr>
<td>Elective - 5</td>
<td>3.0</td>
</tr>
<tr>
<td>Elective - 6</td>
<td>3.0</td>
</tr>
<tr>
<td>Elective - 7</td>
<td>3.0</td>
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<tr>
<td>Self Awareness and Personal Growth - II</td>
<td>1.0</td>
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#### Trimester 6

<table>
<thead>
<tr>
<th>Course</th>
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<tbody>
<tr>
<td>Managerial Values &amp; Business Ethics</td>
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<tr>
<td>Elective - 8</td>
<td>3.0</td>
</tr>
<tr>
<td>Elective - 9</td>
<td>3.0</td>
</tr>
<tr>
<td>Elective - 10</td>
<td>3.0</td>
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<tr>
<td>BRP</td>
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Specialisations

Marketing
- Sales and Distribution Management
- Services Marketing
- Retail Management
- Experiential Marketing
- Marketing in a Digital World
- Consumer Behaviour
- B2B Marketing
- Rural Marketing
- Strategic Brand Management
- Foundations of Management Consulting
- The Art of Corporate and Marketing Communications
- Omni-channel Retail and e-commerce
- Storytelling with Data
- Marketing Practice
- Applied Marketing Research for Marketing Decisions

Finance
- Bank Management and Financial Services
- Investment Analysis and Portfolio Management
- Financial Statement Analysis
- Financial Derivatives
- Commercial Bank Management
- FinTech Innovations & Transformation in Financial Services
- Corporate Fraud and Internal Control
- Financial Markets and Institutions
- Strategic Financial Management
- Quantitative Equity Portfolio Management
- Financial Modelling and Valuation
- Energy and Climate Finance
- Personal Financial Planning
- Financial Risk Modelling

Information Systems and Analytics
- Business Analytics
- Digital Media Strategies and Analytics
- Data Analysis Using R & Python
- IT Business Analysis
- Internet of Things
- Cybersecurity, Governance, Risk & Compliance
- Advanced Tools for Decision Support
- IT infrastructure Management
- Business Data Management

MBA-MS® @ ASB Coimbatore Dual Degree Programme with

- Spend One Full Semester abroad in Paris
- Earn while you Study- 1000 Euros/month

FRANCE
Eligibility

- UG degree (10+2+3 Pattern), recognized by AIU (Association of Indian Universities)
- Minimum 50% aggregate in 10th, 12th and UG. Student in their final year can apply with the last completed semester results.
- Any one of the valid test score of CAT/XAT/MAT/CMAT/GMAT/GRE. Candidates appearing for these tests can apply with the test registration number.
- Department of Management, Kochi and Amritapuri (Kollam) campuses accept valid KMAT scores.
- Those appearing for final year examinations of Bachelor’s degree may also apply, subject to the completion of their examinations and viva-voce, if any, before June 30, 2021.
- Candidates with work experience will have an added advantage for admissions.

Scholarship - 50% waiver in the Tuition Fee
For Coimbatore Campus Only

Eligibility

- For students 85 percentile or above in CAT
- Given to Top 10% of the class
- For continued Scholarship in Second Year: Maintain minimum CGPA of 8.5
- Scholarship to Additional 10% of the class in Second Year: for students with CGPA 8.5+
Eligibility

- Any Bachelor’s degree with minimum 50% marks (average and in all semesters) recognized by the Association of Indian Universities (10+2+3 years of education).
- Valid score from CAT/ MAT/ CMAT/ GMAT/ GRE/ XAT.
- English Proficiency Test score:
  - IBT-TOEFL: Minimum 79, or
  - IELTS: Minimum 6.5 with individual category score of 6, or
  - PTE: Minimum 55 with individual category score of 50.
- English Proficiency Test score is not mandatory at the time of admission, but can be submitted before August 20, 2021.
- Those appearing for final year examinations of Bachelor’s degree may also apply, subject to the completion of their examinations and viva-voce, if any, before June 30, 2021.
- Candidates with work experience will have an added advantage for admissions.

Scholarship - 50% waiver in the Tuition Fee
For Amritapuri, Bengaluru & Kochi Campuses

Eligibility

- For students 85 percentile or above in CAT, or 95 percentile or above in MAT
- Given to Top 10% of the class
- For continued Scholarship in Second Year: Maintain minimum CGPA of 8.5
- Scholarship to Additional 10% of the class in Second Year: for students with CGPA 8.5+
Trimester 1
- Business Communication
- Financial Accounting
- Marketing Management - I
- Economic Analysis: Micro Level
- Organisational Behaviour - I
- Data Analytics - I

Trimester 2
- Economic Analysis: Macro Level
- Organizational Behaviour - II
- Financial Management
- Marketing Management - II
- Production and Operations Management - I
- Data Analytics - II*
- Management Information System - I

Trimester 3
- Management Information System - II
- Business Research Methods
- Human Resource Management
- Cost Management
- Economic and Environmental Policy
- Production and Operations Management - II
- Introductory Statistics with R

Trimester 4
- Strategic Management
- Enterprise Models*
- Analysis Modelling and Design*
- Elective 1 | Elective 2 | Elective 3 | Elective 4

Trimester 5
- ITES Strategy & Policy*
- Contracts Relationship and Management*
- Business Analytics
- IB Law and IP Management*
- Elective 5 | Elective 6 | Elective 7 | Elective 8 | Elective 9 | Elective 10

Trimester 6
- Environmental Management & Sustainability Development
- Innovation and Entrepreneurship
- Managerial Values and Business Ethics
- Software Project & Change Management*
- Information Assurance*
- Elective 11
- Work Life Balance*
Department of Management, Amritapuri (Kollam) provides broad-based and specialized business education, preparing individuals to face the ever-growing challenges in the business environment with confidence. During their two year study, students secure essential business knowledge and skills and a deep appreciation for values in business, very critical for effective business performance.

The Amritapuri campus is located in the picturesque village of Vallikavu, across the beautiful backwaters of Kerala. The campus with its proximity to the headquarters of the Mata Amritanandamayi Math benefits significantly from the graceful presence of Amma. Such an environment helps in generating among students more of an appreciation for values in business.
Chairman's Message

Picturesquely located at the confluence of the Arabian Sea and the backwaters of Kerala, Amrita Vishwa Vidyapeetham, Amritapuri, is ideal for a contemplative and relaxed learning experience. Since its inception in 2009, the MBA program at Amritapuri has aimed to impart value-based management lessons to our students. Good managers observe the world around them and learn. Great managers also introspect and improve themselves. The MBA program at Amritapuri aims to set you on the path to becoming a great manager with a contemporary skill-set earned from experiential learning. This is facilitated by the expertise of the faculty with rich academic and industrial experience. And, above all the Chancellor, in all Her interactions, provides ample real time opportunity to students to observe the application of management principles in service to society. The success of our methods is seen in our august alumni who are spread across the globe, placed in various organizations and occupy responsible managerial positions. Our alumni are recognized for their integrity, commitment, resilience and willingness to act beyond the call of duty. We endeavour to help you, first Learn, then Act using that knowledge and eventually Inspire others with your actions. We welcome you to experience the MBA program at Amritapuri.
Dr. Rajiv Nair, ASSOCIATE PROFESSOR AND CHAIRMAN

MSc in Analysis, Design and Management of Information Systems from the London School of Economics and Political Science (UK).
MBA (Finance) from the University of Stirling, Scotland (UK).
Qualifed member of the Chartered Institute of Management Accountants (CIMA), UK
PhD from Deakin University, Melbourne

Areas of Expertise: Corporate Social Responsibility (CSR), Cost controls, Financial Analysis, General Management and Corporate Culture

Research Interests: Corporate Social Responsibility (CSR), CSR disclosures, Integrated Reporting, Sustainability, Corporate Ethics.


He has over two decades of industry experience in the UK and the Middle East with blue chip multi-national companies such as Unilever, Fonterra, Coca-Cola, Dubai Properties, Etisalat. He started his career with Birds Eye Walls, Unilever, UK in 1991. His career has placed him in senior managerial, policy influencing positions where his ability to integrate processes and develop business solutions has complemented his analytical skills and strategic planning. His areas of experience include cost management, budgetary procedures & controls, ERP implementation and MIS.

Rajiv is an active researcher on the effects of CSR disclosures on financial transparency and agency costs. Sections of his thesis have been published in an international journal, Pacific Basin Finance Journal, indexed A in ABDC rankings. His research has also been presented at A tier conferences such as Accounting and Finance Association of Australia and New Zealand (AFAANZ) 2019 and Financial Markets and Corporate Governance (FMCG) Conference, Australia, 2018. He has been the principal supervisor of students’ research projects and has co-authored papers with them on mandatory CSR disclosures, shareholder wealth and capital structure of firms.

Dr. Avinash Shivdas, ASSISTANT PROFESSOR

B.Tech., MBA, PhD.


Dr Avinash has a PhD in the area of Frugal Innovations undertaken by firms in India, with a special focus on the various strategic orientations adopted by firms. He holds an engineering degree in electronics from Marathwada University and an MBA from Amrita Vishwa Vidyapeetham.

Dr. Avinash has worked in area of sales & marketing with leading banks in India for 6 years. He has diverse experience in liability product sales, key account management and working capital finance.

Avinash is actively pursuing research in the area of frugal innovation and has published papers in reputed international as well as national journals apart from presentations in international conferences. His secondary area of research focuses on relationship marketing with emphasis on loyalty research.

Ms. Soni Vivek, ASSISTANT PROFESSOR

B.Tech (EEE) from Amrita School of Engineering, MBA from Amrita School of Business

Research Interest: Green Marketing, Spirituality and management, Consumer Behavior

With the passion for teaching and research, Soni started her career with Amrita School of Business, Amritapuri and is also now pursuing her PhD in the area of Green Marketing. She is also involved in research works on spirituality and management. She was selected for a scholarship to undergo training in Universidade do Algarve UAlg, Faro Portugal under Merging Voices by the European Union in 2018. She has authored 8 Scopus papers with her co-authors and presented them at leading conferences.

Recent Workshops / Conferences Attended:
2019 - GIAN workshop on Cases as a Pedagogical Tool, IIM – Kozhikode, India, 22-26 April 2019
2019 – 44th International Advertising Association World Congress, Kochi, 20-22 February 2019
Mr. Suresh A, ASSISTANT PROFESSOR
BTech-Agricultural Engineering (Kerala Agricultural University), PGDM (Amrita Institute of Management, Coimbatore), currently pursuing PhD at Amrita School of Business, Coimbatore.
Areas of interest: Business Analytics, Data Visualization, Research Methodology, Rural Marketing and Water Resource Sustainability.
Suresh is a management professional with over 14 years of experience in different sectors like telecom, agriculture, FMCG and manufacturing. He started his career as a Sales Officer with Honda Siel Power Products Ltd in 1997 after his graduation. He was also involved in consulting assignments with an NGO involved in implementing projects on watershed management, rainwater harvesting and rural water supply and sanitation. After his PGDM from Amrita Institute of Management in Systems and Marketing, he joined Bharti Airtel as a Channel Sales Manager. In a span of 8 years, he had handled different roles in sales and marketing in companies like Bharti Airtel, Reliance Communication and Sistema Shyam Teleservices. His expertise includes setting up and managing retail trade, distribution network, B2B channels to manage key accounts (Enterprise, Corporate and SME Sectors) and brand management. He also headed the country operations for a business partner of Ooredoo Oman setting up the channels for distribution, branded retail stores and SME business across the Sultanate of Oman. Suresh started his teaching career with DC School of Management and Technology teaching courses in Business Statistics and Operations Research. Currently teaching courses on Business Analytics, Data Visualization, Business Intelligence and Data Mining, Business Research Methods, Management Information Systems and Rural Marketing at the MBA Programme in Amrita University, Amritapuri campus. He has published research articles in leading National and International Journals. He has Worked in a joint research project with RMIT University, Australia on a project titled ‘How do Households cope with Climate Change: Evidence from India’ till September 2018.
Memberships of Professional Bodies: Lifetime member - Indian Society for Ecological Economics (INSEE) | Lifetime member – Indian Society for Agricultural Engineers (ISAE) | Member - South Asian Network for Development and Environmental Economics (SANDEE)

Ms. Remya Vivek Menon, ASSISTANT PROFESSOR
Teaching & Research Interest: Digital Marketing, E-Commerce, Branding, Services Marketing
She started her career with the banking industry and worked for around 3 years with HDFC Bank and HSBC Bank. Subsequently, she was associated with the Corporate and Industrial Relations (CIR) unit at the Amritapuri campus of Amrita Vishwa Vidyapeetham and worked as a Soft-Skills Trainer and Placement Manager for over 3 years. Prior to joining ASB, she had a short stint with the Marketing Department of Amrita Institute of Medical Sciences and Research Centre, Kochi. She is currently pursuing her part time Ph.D. in Management at Amrita Vishwa Vidyapeetham. Her area of research is digital marketing with special focus on non-profit branding.
She has attended and presented papers in Conferences and has to her credit journals publications.
Ms. Soni Vivek, our faculty from DoM, Amritapuri, was among the 2 individuals from India, selected for a scholarship to undergo training in Universidade do Algarve UAlg, Faro. This was a part of the Erasmus+ program under Merging Voices by the European Union. The training included interactions with faculty members of various departments of the University of Algarve such as Faculty of Economics, Faculty of Medicine, Faculty of Engineering and the International Office team.

Dr. Rajiv Nair was awarded his Ph. D. on “The Effect of CSR Disclosures On Investors’ Interests: Evidence From India” from Deakin University, Melbourne, Australia.
Internships 2020

SPECIALISATION WISE (%)

- Operations: 11.6%
- Finance: 36.2%
- HR: 31.9%
- Marketing: 20.3%

INDUSTRY TYPE (%)

- Ad & Branding: 33.3%
- Analytics: 9.9%
- Consulting: 6.2%
- Digital Marketing: 2.5%
- Financial Service: 2.5%
- Hardware: 4.9%
- HealthCare: 4.9%
- Packaging: 2.5%
- Science, Technology & Engineering: 17.3%
- Science, Technology and Engineering: 2.5%
- Services: 9.9%
- Third Sector: 9.9%
There are some things in life which you call happy memories and stays close to heart, life at Amrita Business School being top one for me. Amrita tag line, ‘Education for living and Education for life’, says it all. At Amrita, as a student I got an all round education and development not only to tackle the career oriented fast industry life but also solving the day to day concerns in life. The Amrita life prepared me to face any obstacle life throws, with a confident smile, much needed quality for a business person. Education is world class and in par with world’s leading institutions (proven by Amrita University securing No.1 rank in the country) which ensures a secure life ahead. I can confidently say that, as a student after associating with Amrita, I have enhanced the positive outlook not only to my life and family but also to fellow human beings and society as a whole.

As a prior student of Amrita, I can only say with deep gratitude, a big thanks to each and every professor who made me who I am today.

Department of Management (DoM - Amritapuri, Kollam) has always been a place of inspiration to generation of students and I am fortunate to be a part of this culture. I thank all my professors for mentoring us without prejudice and always lending their ear and experience in building us prepare for the professional world. Here in Amrita, the MBA curriculum prepares you for the corporate world. You learn how to manage time, work under pressure and have a good laugh with your friends. You are encouraged to think differently and that helps in being good managers. The professors here not only educate us on the subjects but also enlighten us about other important matters, which transforms the students into better humans. Amritapuri is indeed a special place with people coming from diverse culture. You get an opportunity to interact with great minds, thanks to the colloquia which regularly takes place. I would never forget this important lesson which I learnt here - Integrity leads to prosperity. I would cherish all the memorable moments right from being a volunteer during Amma’s birthday to celebrating Holi with my friends. Being a hostelite I had very much fun with my friends doing late night assignments, study sessions and crazy dance practices for cultural events. Thanks to our campus, I can proudly say I have very good friends whom I can rely on any time of the day for any reason. So, I am taking back a truckload of good memories, lessons and a job offer from Calvin Klein. Thanks Amrita University!
Mr. Uday Mohan

Mr. Uday Mohan has 3 decades of proven credentials in managing several Mergers and Acquisitions and has contributed to the development of several HR initiatives and innovative HR programs that have received acclaim within the organizations that he worked in. Mr. Uday has gained rich and varied experience in the Human Resources Domain at senior level roles in organizations across the Asia Pacific region with reputed Multi-national companies such as Seek Asia, Zoetis, Singapore and Pfizer, South East Asia & India.

Topic: Disruptions, Challenges and Talent Trends in the Contemporary Paradigm

About the Talk: The students attained in-depth and practical insights from Mr. Uday’s vast experience and knowledge in the HR Domain and will be a guiding factor in pursuit to building Industry-ready professionals.

Mr. Vijay Kumar Thundi

Mr. Vijay Kumar Thundi, a person who has successfully transformed organizations across multiple sectors and geographies with expertise in P&L Management, Business Scale up, Go-To-Market Strategy, Process Execution.

Topic: Change in Professional Landscapes in the Current Era and how to gear up to gain advantage

About the Talk: The following are the areas covered during the talk.
Sales: The Ever-going Dilemma from Freshers, Myths surrounding Sales Jobs - and the Right approach, What do Organizations expect from You, What are the challenges and the required Key Skills, Attitude & Growth Path.
The Department of Management at Bengaluru campus offers unique master’s programme in collaboration with one of the top public universities in USA, University at Buffalo, State University of New York (UB).

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

Faculty of Management

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

Department of Management at Bengaluru campus offers unique Master’s programme in Management, in collaboration with one of the top public universities in the USA. The two year full-time masters twinning programme in Business Management offered jointly with University at Buffalo, State University of New York (SUNY) is the epitome of excellence in Management and Business Analytics. The program offers breadth of opportunities to students, not only in the Indian marketplace but also globally by providing deep knowledge, hands-on skills and techniques through eminent faculty from SUNY, AMRITA and Industry.

The international exposure with a visit to SUNY, Buffalo also enhances the students to global standards. It provides a propitious opportunity for students to earn two world class Master’s degrees through a single programme.

We welcome you to this exciting educational journey with innumerable opportunities to learn, explore and engage together for a rewarding life.
MBA–MS
Dual Degree Programme
@ Bengaluru Campus

● It is a collaborative programme with University at Buffalo, State University of New York.

● Upon successful completion, the graduand is conferred:
  ○ an MBA degree by Amrita Vishwa Vidyapeetham
  ○ and MS degree in Management Sciences: Business Analytics and Systems by State University of New York

● The graduand earns two separate and independent degrees through single programme.

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

Students get a chance to witness the flavors of international education at SUNY, Buffalo by attending classes upto four weeks in the SUNY campus. The Course is globally benchmarked against the best and the curriculum has been designed to meet contemporary standards and is continuously fine-tuned to keep abreast with the changing global business scenario.

Among the campuses, Bengaluru is the only campus that offers this unique programme.

Live-in-Labs
Immediately after the term I and term II of the study, students get the opportunity to apply their classroom knowledge as they explore sustainable business opportunities in rural regions of the country through Live-in-Labs. They directly interact, observe, and study, while living in rural communities to gain a better understanding of prevalent problems. The program supports and facilitates students to delineate projects that address problems, and subsequently, to implement, test, and eventually demonstrate innovative, affordable, and comprehensive solutions.
University at Buffalo (UB) is a premier, research-intensive public university dedicated to academic excellence and making a positive impact on the world. A flagship institution in the State University of New York (SUNY) system, UB is the largest and most comprehensive campus in the 64-campus SUNY system.

- Top 1% in the World: Ranked No. 269 out of 20,000 universities worldwide by the Center for World University Rankings.
- Best of the Best: The first SUNY institution invited to join the prestigious Association of American Universities, an association of elite research universities in the U.S. and Canada.
- No. 1 Public: The top public in New York State and among top 40 in the U.S.
- For more than 15 years, among the top 25 institutions in the United States hosting international students.
- A City on the Rise: One of the New York Times’ famous 52 Places to Go.

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

**Study Trip to the University at Buffalo, New York**

As part of the twinning programme curriculum requirement, students visit the University at Buffalo at the end of first year, to understand the US business practices and undertake a course in Strategy. The study trip allows students to immerse themselves in international learning environment, enabling them to gain a good insight into global business; attend lectures and have interactive sessions with renowned professors, and local industry visits.
Faculty

Dr. Manoj P., CHAIRMAN
Ph.D., MS in Information Systems, MBA

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

Dr. Manoj joined Amrita Vishwa Vidyapeetham in 2007 after fifteen years of international work experience, where he headed the International Initiatives Office from Coimbatore. Dr. Manoj received PhD from Amrita Vishwa Vidyapeetham in 2019 for his research focusing on Disaster Management. He Majored in Electrical and Electronics Engineering from Nanyang Technological University and completed Masters in Information Studies, from NTU and has an MBA in IT Management from University of Surrey, UK. He was a Naval Officer in the Singapore Navy for thirteen years where he specialized in Electronic Warfare and, in the rank of Captain. He took volunteer retirement pursue a career in IT and worked in an International law firm as an IT Manager, and then went on to be the Singapore Country Manager for Softbridge Solutions, an IT service provider with offices in Japan, Singapore and India; and IT Security Analyst in Sydney. Manoj has a keen interest in IT Security and is a Certified Information Systems Auditor (CISA).

Dr. Mehir Kumar Baidya, PROFESSOR
Ph.D, MBA

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

Dr. Mehir Kumar Baidya has several years of teaching experience at MBA level. Moreover, he has five years of work experience in FMCG sector. Till date, Dr. Baidya has published 15 research based papers in Scopus indexed international journals. Recently, he got an award-of-excellence in research from Emerald, UK. Dr. Baidya received his PhD in Marketing from IIT Kharagpur and MBA in Marketing from PUNE University.

Dr. Deepika M.G., ASSOCIATE PROFESSOR
Ph.D.

**Areas of Expertise**
Microeconomics, Macroeconomics, Economic Policy Environment, Marketing Research, Agriculture Economics, International Trade and WTO Finance

Dr. Deepika M. G. holds a Ph. D. in Economics from Institute for Social and Economic Change, Bangalore. Before joining Amrita, she has worked as faculty member at IBS Bangalore, and IBS Ahmadabad. She has worked on a research project for a brief period at IIM Ahmedabad after her Ph. D. from ISEC, Bangalore awarded in the year 2005. During the course of her Ph. D. fellowship, she has worked as a visiting fellow at the Centre for Advanced Studies in Economics, at the University of Mumbai. As a faculty in the area of Economics, she has taught Microeconomics, Macroeconomics, Business Research Methods, Marketing Research and Research Methodology for Core M. B. A., Executive M. B. A. and Ph. D. programs. She has presented papers in areas pertaining to international trade and WTO, economic growth, agricultural economics, agribusiness, plantation management, microfinance and other areas of management in national and international conferences in India and abroad.

Dr. Vivek Dubey, ASSOCIATE PROFESSOR
Ph.D.

**Areas of Expertise**
Sustainable Business Models, Supply-Chain Management; Operations Management

Dr. Vivek Dubey is keen on promoting original and meaningful research, team-work, entrepreneurship, CSR, and innovation. He believes that an integrated-individual, systems approach and innovation, and integrated teaching, are key to making genuine contributions to the next generation, humanity, and beyond. Dr. Dubey has 16 years of industrial experience and 4 years of full-time and 6 years of part-time teaching experience. His research interests are in the area of sustainable organizational models, strategies, and applications; industrial systems and industrial organization, BOP value-chains (for example: nutrition, water, energy), B2B (supply and distribution) contracts and relationships, SME –innovation and growth. Dr. Dubey completed his PhD (Focus: Sustainable Organizational Models) in 2015 and MA Economics in 2014 (Sustainable Value Chains for BoP), from University of Wisconsin-Madison.
Dr. Priya Gupta, ASSISTANT PROFESSOR
Ph.D.
Areas of Expertise
Disaster Management, Sociology of Communities, Sociology of Environment, Organizational Studies and OB and HRM, Leadership, Industrial Relations and Labour laws, and Labour research.

Dr. Priya Gupta has received her Ph. D. in Sociology (2013) from the Institute for Social and Economic Change, Bangalore, and University of Mysore. She has received ICSSR Fellowship for pursuing her Ph. D. research. She is qualified in University Grants Commission National Eligibility Test for Lectureship. She has attended several workshops and conferences including the prestigious International Sociological Association (ISA) XVII World Congress of Sociology in Gothenburg, Sweden where she presented her paper entitled, ‘Disasters and vulnerability, survival and resilience of two village communities in coastal Orissa, India’. She has also presented research papers in many other national and international seminars and conferences.

Dr. Angan Sengupta, ASSISTANT PROFESSOR
Ph.D., MA, MPS - IIPS
Areas of Expertise
Health and Population Economics, Economics of Ecology and Natural Resources, Statistics, Demography, and Epidemiology

Dr. Angan Sengupta has done his PhD from Maastricht University, with the collaboration of the Institute for Social and Economic Change, Bangalore. The Netherlands. He has done post-graduation degree in Economics from Calcutta University and Master in Population Studies from International Institute for Population Sciences (IIPS), Mumbai. He has garnered corporate exposure working with A.C. Nielsen ORG-MARG, while his research and teaching experience includes various institutes and organizations like, International Institute for Applied Systems Analysis (IIASA), Austria, Indian Institute of Management, Bangalore, Institute of Health Management Research, Bangalore and Dayanand Sagar Business Academy. Dr. Sengupta has worked on various large scale implementation and M&E surveys. Dr. Angan is a recipient of ICSSR doctoral fellowship as well as UGC NET-Junior Research Fellowship. He also earned a coveted fellowship from TIFAC, Ministry of Science and Technology, Govt. of India to conduct a research as a Young Summer Scientist in IIASA, Austria.

Dr. Prashobhan Palakkeel, ASSISTANT PROFESSOR
Ph.D., MS, M.Phil.
Areas of Expertise
Business Analytics, Applied Econometrics, Statistical Programming using R & SAS, Macroeconomics

Dr. Prashobhan Palakkeel is a passionate researcher and teacher with more than a decade of experience. He is the principal analyst at the Center for Business Analytics, Bangalore. He has been teaching and training people in the areas of business intelligence, analytics, research methods, quantitative methods and statistical programming using R and SAS. As a researcher he focuses on macroeconomic dynamics and policy modelling.

Dr. Navneet Kaur, ASSISTANT PROFESSOR
Ph.D.
Areas of Expertise
Accounting, Corporate Finance

Dr. Navneet Kaur is a Fellow of the Indian Institute of Management (IIM) Indore with a PG Degree in Commerce. Her dissertation has examined contemporary empirical issues on Risk Management and explored quantitative risk assessment models in the context of Indian Capital Markets. She is certified Financial Risk Manager (FRM). Prior to joining Amrita, She has worked with IIM Kashipur and National Institute of Bank Management.

Mr. Maria Sabastin S, ASSISTANT PROFESSOR
MS, EMBA
Areas of Expertise
Management Information Systems, E – Business, Cloud computing and IT Strategy

With the passion for teaching and research Maria Sabastin S. started his career with Department of Management, Bangalore campus, and now he is also pursuing his Ph.D. in the area of Health Care Analytics and Management. His key area of interest is to explore what are the determinants to manage Information Technology in Health Care to increase their efficiency and improve their performance. He has presented papers on Health Care Management in National and International Conferences. He has taught various courses such as Management Information Systems, IT Fundamentals for Business Analytics, RDBMS and PYTHON programming language.
University at Buffalo, SUNY
Graduation Ceremony

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

Dr. Ram Ramesh
PROFESSOR
Director, MS Program
University at Buffalo
Areas of Expertise

Dr. Giri Kumar Tayi
PROFESSOR
University at Albany
Areas of Expertise

Dr. Sanjukta Das Smith
CHAIR AND ASSOCIATE PROFESSOR
University at Buffalo
Areas of Expertise
Predictive Analytics, Social Network Analytics, Contract Management, Management of IT Projects

Dr. Rajiv Kishore
PROFESSOR & CHAIR OF MANAGEMENT
University of Nevada, Las Vegas
Areas of Expertise

Dr. H. Raghav Rao
PROFESSOR AND AT&T DISTINGUISHED CHAIR
University of Texas at San Antonio
Areas of Expertise

Dr. Niam Yaraghi
ASSISTANT PROFESSOR
University of Connecticut
Areas of Expertise
Operations and Information Management

Dr. Supradeep Dutta
ASSISTANT PROFESSOR
University at Buffalo
Areas of Expertise
IT Security Audit, Information Management, Project Management, International Business

Dr. Raj Sharman
PROFESSOR
University at Buffalo
Areas of Expertise
Information Assurance, Disaster Preparedness and Response Management, Health Information Systems, Internet Performance, Database/Imaging Systems and Analytics

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

Aiswarya Ajith
HR Analyst
Walmart India
2017-2019 Batch

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

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

Vidyalakshmi Nair
Marketing Head
Entertainment Network India Ltd.
2009-11 Batch

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

Arvind Iyer
Business Technology Analyst (Tax Consultant-1), Deloitte
2016-2018 Batch

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Aiswarya Ajith
HR Analyst
Walmart India
2017-2019 Batch

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Life at Amrita can't be expressed simply in words. The opportunity to learn is so vast. The unique programs that are offered here help the students to explore more, learn new things, and gain practical experience in the corporate world with the great support of faculty members. The strong alumni support helps the students at ASB to grab new opportunities. In short, ASB is a place that produces well-disciplined and qualified students. I'm proud to say that I'm a part of (the future alumni of) Amrita School of Business Bangalore. I've learnt a lot here, that has inspired me to grow and become a better person both professionally and personally. The best thing in this college is its highly knowledgeable and friendly faculty, who treat you like family, who continuously guide & motivate you, and who are always available to help you. Apart from this, the ambiance, the infrastructure, the co-curricular & extra-curricular events, the trip to University at Buffalo, are all well-organized and well-designed, and I'm happy that I got an opportunity to experience it all.

Vishnu V.
Sr. Business Analyst
Tata Consultancy Services
2017-2019 Batch

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

Kriti Begani
Tax Consultant
Deloitte
2017-19 Batch

I'm proud to say that I'm a part of (the future alumni of) Amrita School of Business Bangalore. I've learnt a lot here, that has inspired me to grow and become a better person both professionally and personally. The best thing in this college is its highly knowledgeable and friendly faculty, who treat you like family, who continuously guide & motivate you, and who are always available to help you. Apart from this, the ambiance, the infrastructure, the co-curricular & extra-curricular events, the trip to University at Buffalo, are all well-organized and well-designed, and I'm happy that I got an opportunity to experience it all.

Niramathi Gandhi
Branch Sales & Service Executive
KVB - Tiruppur Main Branch
2018-2020 Batch

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

ALUMNI
Mr. Arun Babu  
Lead - Talent Branding (Employer Branding) & Talent Acquisition  
Merck Group  
Topic: How to get the best out of your MBA course

Ms. Rajbir Bhamra  
Founder & CEO  
BaazKart  
Topic: An overview of E-Commerce industry & opportunities for MBA graduates

Mr. Atindra Nath Bhattacharya  
Professor & Chair, Marketing & Social Innovation  
(SOIL) School Of Inspired Leadership, Gurgaon, India  
Topic: Problem Solving by Design Thinking – building ‘Creative Confidence’ to solve complex problems

Mr. Aditya Bhamidipaty  
Founder & CEO  
FirstHive, Bengaluru, India  
Topic: Career choices, Entrepreneurship, Evolution in digital landscape, Understand customer through digital marketing

Mr. Radhakrishna Subramaniam  
Enterprise Architect (Management Level)  
NCS - Singtel Group, Singapore  
Topic:  
• How disruptive the automation technologies are?  
• Impact and opportunities in employability  
• Disruption in labour market  
• Mitigation or suggestion

Mr. Kochat Narendran  
Founder  
Nikkos Retail Logistics  
Topic: Understanding Supply Chain Management (SCM) / Logistics world

Mr. Shashi Kumar  
Social Media Marketing Strategist  
BaazKart  
Topic: An overview of E-Commerce industry & opportunities for MBA graduates

Ms. Prabha Masilamani  
HR Leader, Strategy Partner with [24]7.ai Innovation Labs, Bangalore-India  
Topic:  
1. Role of HR and the challenges in the Covid times  
2. How do we create a Business Continuity Plan from HR perspective

Mr. Atindra Nath Bhattacharya  
Professor & Chair, Marketing & Social Innovation (SOIL) School Of Inspired Leadership, Gurgaon, India  
Topic: Problem Solving by Design Thinking – building ‘Creative Confidence’ to solve complex problems

Mr. Aditya Bhamidipaty  
Founder & CEO  
FirstHive, Bengaluru, India  
Topic: Career choices, Entrepreneurship, Evolution in digital landscape, Understand customer through digital marketing

Mr. Radhakrishna Subramaniam  
Enterprise Architect (Management Level)  
NCS - Singtel Group, Singapore  
Topic:  
• How disruptive the automation technologies are?  
• Impact and opportunities in employability  
• Disruption in labour market  
• Mitigation or suggestion

Dr. Badri Narayanan Gopalakrishnan (Ph.D.)  
Economist | Consultant at McKinsey and Company | Affiliate Faculty  
Member at the School of Environment and Forestry Sciences, University of Washington, Seattle. | Co-founder and Partner, Infinite-Sum Modeling Inc.  
Infinite-Sum Modeling Inc., Seattle, USA  
Topic: Interdisciplinary Analysis for Business and Policy
Ms. Sapan Patel  
CEO  
Kinamark, Toronto, Canada  
**Topic:** Entrepreneurship and Cross Cultural Exchange

Mr. Bassel Martin  
Principal  
Kinamark, Toronto, Canada  
**Topic:** Entrepreneurship and Cross Cultural Exchange

Mr. Samit Tripathy  
Project Delivery Head  
Microsoft, Hyderabad, India  
**Topic:** Understanding the dynamics of consulting in software services

Mr. Vysakh Shaji  
HR Transformation Consultant  
Deloitte, India  
**Topic:** An Alumni Connect

Mr. M K Chandrasekar  
Consultant  
Catapult Consulting  
**Topic:** YOU - The Brand

Dr. Harish Kumar (Ph.D., CFA)  
Consultant - Financial Investment  
**Topic:** Investing in Financial markets during Covid times
Amrita Bengaluru’s multi-fest, is the perfect blend of technical, managerial, and cultural events. It is a joint effort by all students at the Bengaluru campus – MBA, M.Tech, and B.Tech, creating a fusion of engaging competitions and activities. The objective of AYKYA’20 is to contribute and serve as a concrete platform to connect different kinds of people and build unity among all, giving every individual an opportunity to express themselves and work with each other for innovative enterprises and talents.

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

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

Envisage is the “fresher’s day” event to welcome the first year students. A host of management games in the domains of Marketing, Finance, HR, Operations and Systems are offered by student forums. These management games are crafted in consultation with faculty members, thus benefiting from their wide experience and deep wisdom.
Founded in 1996, Amrita School of Business, Coimbatore has built a formidable reputation for itself and its graduates. ASB focuses on preparing business leaders with human values and ethics. Located in a picturesque village Ettimadai, ASB Coimbatore offers a two-year full-time MBA with an option for dual-degree in MS International Management from Telecom Ecole De Management (TEM), France. The school is always ranked among the top 50 private B-schools in India. It is accredited by the Association to Advance Collegiate Schools of Business (AACSB), a global golden standard for B-schools.

At ASB world class faculty with rich industry experience and envious academic background deliver top class pedagogy to the students. By gaining access to the school’s 2000 plus alumni the students benefit to fulfil the dream of their career of entrepreneurship or corporate jobs.

Students are given many opportunities to practise their skills outside the classrooms with events such as B-Fests, Cultural programme, Live-in-labs, Management simulation games and many more.

*The pristine beauty of nature offers a soothing environment for the students which is conducive for growth. The campus, through its value-based education, provides a diverse platform for personality development. Amrita provides a unique educational experience that matches the global level. This indelible experience remains a lasting memory in the students*
Amrita School of Business, Coimbatore has endeavoured to offer high quality business education right from its inception in 1996. We have highly qualified and experienced faculty members who strive to maintain excellent standards in teaching and research. ASB has outstanding library resources, top-class infrastructure, strong international collaborations, extensive industry connect through regular colloquia, and excellent hostel and sports facilities. ASB also provides opportunities for industry certifications, co-curricular and extra-curricular activities, international exchange programmes, a dual degree programme, and community outreach programmes. We have a green, clean and serene campus that helps in refreshing the body and mind.

The MBA programme is structured according to global and national standards and the curriculum is revised periodically by incorporating the latest trends in business and technology. We swiftly adapted to the challenges brought on by the Covid-19 pandemic, and shifted the classes online so that students do not lose their valuable time. We trained our faculty on online teaching methods, procured necessary equipment to augment online teaching, and had several meetings to exchange information on best practices. We also had training programmes for students where best practices to care for their health, especially eyes, were shared. Access to all the electronic materials in the library including online databases was provided to the students through a virtual private network. Online exams were conducted by maintaining the sanctity of exams using online proctoring tools. Through these measures, ASB was able to maintain the high quality in our programme in the online mode too.

ASB has had an excellent placement record. ASB alumni are performing very well in reputed organizations across the globe, and are adorning senior positions.

Both the MBA and PhD programmes of ASB Coimbatore are accredited by AACSB. AACSB accreditation recognizes institutions that have a demonstrated focus on excellence in all areas, including teaching, research, curriculum development, and student learning. Hardly 5% business schools worldwide and only 14 among 3000+ business schools in India are AACSB accredited.

I welcome you to join our exciting and challenging MBA programme.
Dr. P. Balasubramanian, PROFESSOR  
Ph.D., M.Phil., MA  
Industry and Academic Experience: 24 years
Dr. Balasubramanian is Ph.D. from Jawaharlal Nehru University and conducts researches in areas of Behavioral Economics, Experimental Economics, and Application of Event Studies in Economics & Finance. He frequently publishes papers in academic journals (Vision-MDI Journal, Purusharthata, etc.) and participates in international conferences. For MBA students, he teaches core courses of Economics, Financial Derivatives, Financial Modelling, Industrial Analysis, Financial Reporting, Equity Analysis and Valuation. He also teaches Behavioral Economics for Ph.D. scholars. He is currently the Chairperson of Student Welfare of the campus.

Dr. Sangethe Gunasekar, ASSOCIATE PROFESSOR  
Ph.D., M.Sc. (Economics), B.Sc. (Economics)  
Industry and Academic Experience: 15 years
A gold medalist in her graduation and post-graduation, Dr. Sangethe received her Ph.D. from Indira Gandhi Institute of Development Research, Mumbai. Her extensive research experiences include projects done for UNDP, NSE-IIDR corporate governance initiative and Department of Science and Technology (ongoing). As an academician, she was associated with XLRI, KPR School of Business, Loyola Institute of Business Administration, PSG Institute of Management, and IIM Kashipur. She teaches Macroeconomics, Commercial Banking, FinTech, Research Methodology and Applied Econometrics for MBA and PhD students.

Dr Muralee Krishnan C, ASSOCIATE PROFESSOR  
B.Tech, M.E, MBA, FPM  
Industry and Academic Experience: 21 Years
For about two decades, Dr Muralee has been both an active practitioner and a researcher in the energy industry in general and the power sector in particular. He is a Fellow of XLRI (Jamshedpur) in Economics area, and his thesis “Three essays on Electricity Supply Industry” includes three relevant and engaging essays on the economics of electricity supply. Dr. Muralee has extensively studied the power sector reforms in India and has evinced a keen interest in working with the policy aspects related to energy efficiency, universal provisioning of energy and energy pricing in the country. Dr. Muralee’s research work is published in high impact journals like the Energy Policy. He is also a reviewer for journals of international repute such as The Indian Economic Journal (Sage), Energy Policy and The Energy Journal. He teaches courses on Environmental Management and Sustainability Development, Financial Risk Management and Energy Finance.

Dr. Bhawana Jain, ASSISTANT PROFESSOR  
CA (ICAI, India), Ph.D. (Amrita School of Business), CPA (AICPA, USA), B.Com. (Hons) (Delhi Univ)  
Industry and Academic Experience: 20 years
Dr Bhawana Jain has been with ASB Coimbatore for more than eleven years. Her industry experience has been with several manufacturing firms as an auditor in practice. She has also worked with Dhabriya Agglomerates Pvt. Ltd and Cyber Media (India) Limited. Her research activities focus on Family firms, Corporate Governance and IPO firms. She has taught Financial Accounting, Financial Management, Corporate Tax and Planning, Corporate Fraud and Internal Control and Financial Statement Analysis for MBA students.
Dr. A. Senthil Kumar, ASSISTANT PROFESSOR (Sr.Gr)
Ph.D, FDPM (IIM-I), M.Phil, PGDCA, MBA, B.Com.
Industry and Academic Experience: 18 years

Dr. A. Senthil Kumar earned his Ph.D in Management from Anna University. His Doctoral Thesis in Finance received the Best Management PhD Thesis Award from Coimbatore Management Association. He specializes in Finance domain. Dr.Kumar underwent a 3-month residential FDP at Indian Institute of Management-Indore. He has attended Workshops, FDPs, and presented papers in various institutes of eminence. Dr. Kumar has coordinated MDPs and FDPs in finance and taxation. His research interests include Stock market Co-integration, Time Series Econometrics, Portfolio Management, Machine Learning and Deep Learning in finance. He has publications in ABDC and Scopus indexed Journals and serves as reviewer of Taylor and Francis journals. He serves as member in the M.B.A board of studies of various business schools in the state. He has offered management consultancy for a manufacturing company with a turnover of Rs.25 crores. He is a member of the Coimbatore Management Association and The Indian Econometric Society. At ASB Coimbatore, he offers courses in Financial Management, Investment Analysis & Portfolio Management and Financial Markets & Institutions. He served as Chair for Finance area at ASB during 2018-2020.

Dr. Rupambika Bharati, ASSISTANT PROFESSOR
MBA, Ph.D.
Industry and Academic Experience: 1 Year

Dr. Rupambika Bharati is serving as an Assistant Professor. She is an MBA from Amrita School of Business, Coimbatore and has obtained a doctorate from Xavier Institute of Management, Bhubaneswar. Her academic interests are in the area of Strategic Management. Her research interests are Business Groups, Diversification and Emerging Markets.

Dr. Kishore G. Pillai
ASSOCIATE DEAN, Department of Management, School of Business
Head, School of Business, Coimbatore
Professor, Department of Management, School of Business
Ph.D. (Florida State University), PGDM (IIM Calcutta),
Industry and Academic Experience: 21 years

Professor Kishore Gopalakrishna Pillai currently serves as Professor & Associate Dean, School of Business & Departments of Management, Amrita Vishwa Vidyapeetham. Professor Kishore holds a Ph. D. from Florida State University and an MBA from IIM Calcutta. Previously, he held academic positions in several leading British universities, including full professorial appointments at the Bradford University School of Management and the Norwich Business School, University of East Anglia. His research focus is on consumer knowledge, social networks and retailing. His papers have been published in leading journals such as the Journal of Retailing, International Journal of Research in Marketing, Journal of Product Innovation Management, British Journal of Management, Journal of Business Research, etc. He is on the editorial boards of Journal of Business Research & Industrial Marketing Management. His research has attracted funding from the British Academy. He has edited special issues of journals, chaired several conference tracks and given keynote/plenary speeches at international conferences. Prior to his academic career, Kishore served in the industry and has been a senior project manager with TNS India and the Market Analyst at Arvind Brands Limited.
Dr. Deepak Gupta, PROFESSOR
Ph.D., M.Sc. Marketing & MA Economics (UC Berkeley), PGDM (IIM-C), B.Tech. (IIT-D)
Industry and Academic Experience: 24 years

Dr. Deepak Gupta is a graduate in Chemical Engineering from IIT Delhi and did his PGDM at IIM Calcutta. At UC Berkeley, he earned a M.Sc. in Marketing at the Haas School, an MA in Economics, and an Interdisciplinary Ph.D. As a keen researcher, Dr. Deepak Gupta conducts research across various domains such as International Business, International Marketing, Marketing Research, Innovation Management, E-learning, Entrepreneurship, Online Decision Making & Learning, Customer Insights & Business Intelligence, and Skilled Migration. Dr. Gupta teaches courses in International Business, Marketing, Marketing Research, Business Research Methods and Innovation for the MBA program; and on the Research Traditions in Marketing, Philosophy of Management Research, and Innovation research for the Ph.D. program. In the industry, he worked for two and a half years in Ponds India Ltd. He was also an adjunct faculty for SUNY Buffalo.

Mr. Gopakumar V., ASSISTANT PROFESSOR
PGDM, B.Sc.
Industry and Academic Experience: 16 years

Gopakumar V joined ASB Coimbatore with corporate experience of 12 years in Consulting, Retail Branding, Marketing, Entrepreneurship, and Sales and Distribution. A 2003 alumnus of ASB Coimbatore, he started his career at Philips India Ltd. He later joined Blue Star Ltd. as a member of their Strategic Programs team, handling national responsibilities for the channel planning and retail expansion of the company’s Air-conditioning Division. Gopakumar started a consulting outfit in the Retail Industry and has been working on Retail space branding and roll out solutions for corporates and SMEs. He currently pursues Ph.D. at Amrita University. His areas of research include consumer behavior, retailing and rural marketing. He is part of “Fish4Food” international project in collaboration with University of Amsterdam, studying the role of branding aspect of fish in addressing food security issues of the urban poor. For MBA students, he teaches Marketing Management, Retail Management and Rural Management.

Dr. Krishnan Jeesha, ASSISTANT PROFESSOR
Ph.D., MBA., B.Tech.
Industry and Academic Experience: 4 Years 9 Months

Dr. Krishnan Jeesha is Ph.D. from Indian Institute of Management Kozhikode and conducts researches in areas of Webcare, Brand Equity and Digital marketing. He is the recipient of the NASMEI Sethuraman research grant. He has presented his work in prestigious conferences across the globe. For MBA students, he teaches core courses of Marketing, Digital Marketing, Brand Management.

Ms. Vinitha V.U., ASSISTANT PROFESSOR
PGDM (Marketing & HRM), NET, AMT
Industry and Academic Experience: 18 Years

Mrs. V U Vinitha is a Post Graduate Diploma in Management from Amrita School of Business and holds UGC NET in Management. She is also a qualified Accredited Management Teacher (AMT) from AIMA. Mrs. Vinitha V U has worked in the industry for 5 years in administrative and marketing positions in Healthcare and Education sectors and over 13 years of MBA teaching in reputed B-Schools in Kerala. She was previously associated with Monti International Institute of Management Studies, Perinthalmanna, MES College of Engineering, Kuttippuram and ICFAI National College, Kozhikode. She was also a visiting faculty to School of Management Studies, University of Calicut and other reputed MBA institutes in Calicut and Malappuram. She is pursuing her PhD from Amrita School of Business, Coimbatore and in the area of marketing and behavioral sciences. Her research interest areas include product design, aesthetics, servicescapes, biomorphism and anthropomorphism. At ASB Coimbatore, she teaches Marketing Management, Services Marketing and Consumer Behavior. She has to her credit, research publications in journals and presentations in reputed academic conferences.
Dr. Hemamala K., Assistant Professor
BE, MBA, MFT, M.Phil., Ph.D.
Industry and Academic Experience: 26 Years
Dr. Hemamala is a PhD graduate from ASB. She works in the area of Operations and specifically, in Logistics and Supply Chain. Her research focused on how small/medium manufacturing firms could use logistics as a strategy to face their major business challenges. She is an Engineering graduate and has an MBA in Operations & Finance and a Master's in Foreign Trade. Her M. Phil was also in the area of Logistics. She has been teaching for 25 years now and has also been engaged in consultancy and training with Industry. She was earlier associated with CK Institute of Management, Coimbatore as Assistant Dean - Academics. She is a recipient of Rotary International Cultural Ambassadorial Scholarship; won ‘Best Paper - Early Operations Track’ in 7th Doctoral Colloquium at IIM Ahmedabad in 2013 and won CII’s Case Writing Competition for Teachers, 2012. Her research interests include Industry 4.0, Logistics and Supply Chain Management, System Dynamics Modeling and SME Performance Measurement. At ASB Coimbatore, she teaches the core course ‘Operations Management’ in the first year and operations electives like Services Operations, Production Design Development, Production Planning & Control and Logistics & Supply Chain Management in the senior year.

Dr. Suresh M., Associate Professor
Ph.D. (IIT Bombay), ME
Industry and Academic Experience: 16 Years
Dr. M. Suresh received his Ph.D. from IIT Bombay and Masters in Industrial Engineering from PSG College of Technology, Coimbatore. Prior to ASB Coimbatore, he was working as Corporate Trainer in the area of Project Management at L&T. He is trained and interested to teach in the areas of Project Management, Multi-Criteria Decision Making, Lean and Agile Manufacturing Systems, Supply Chain Management, Production and Operations Management, etc. He has several international publications to his credit in areas related to Operations Management. At ASB Coimbatore, he teaches Data Analytics II, Production and Operations Management – II, Manufacturing Systems and Multi-Criteria Decision Making for MBA students.
Dr. Rajiv Prasad, ASSOCIATE PROFESSOR
Fellow (IIM-C), MBA, PGDRM, BA
Industry and Academic Experience: 22 years
Dr. Rajiv Prasad did his BA (Hons) in Political Science from Patna University, MBA from IRMA, Anand and FPM from IIM Calcutta. Research areas of his interest are human psychology and its application in organizational setting; values, leadership & their relationship with empowering organizational culture; spirituality at the workplace; application of ancient Indian wisdom for modern management; self-management; and Business Ethics. He has conducted training sessions on these areas for many organizations like Employees’ State Insurance Corporation (ESIC), National Dairy Development Board (NDB), Power Grid Corporation of India Ltd., UNICEF, etc. He is also an academic consultant to Commonwealth of Learning, Vancouver, Canada. He developed the course material for Business Ethics for their EMBA course which is administered in several member countries of the Commonwealth. He has also been a visiting faculty at IIM Kozhikode and is an Adjunct Faculty member of State University of New York at Buffalo, USA since 2008. At ASB Coimbatore, he teaches OB, Leadership, Business Ethics, and Management of Self for Success and Happiness. He is a pioneer in the area of teaching a course based on the theme of Happiness among B-Schools in India. He has been teaching this unique course since 2007.
Dr. Rahul Sukumaran, ASSISTANT PROFESSOR
Ph.D.,
Industry and Academic Experience:
Rahul Sukumaran is a faculty member in the OB and HRM area at ASB, Coimbatore. He has submitted his dissertation at IIM Trichy and is awaiting his defence. His research interests revolve around the area of identity, organizational change, subjectification, power relations and Critical Management Studies. In this regard, he has presented papers at prestigious international conferences, such as EGOS (European Group of Organization Studies) at Edinburgh, UK. Several other papers have been accepted at ICMS, London, UK; ECP, Moscow and so on. His has a paper published at an international journal (ABDC) and has several working papers targeted at top-tier research outlets. During Rahul’s tenure at ASB, Coimbatore, 6 teams that he mentored for a case writing competition at IIM A made it to the top 150 and one team made it to the top 20 in the country. In addition, under his mentorship 8 students have got their BRP (Business Research Project) papers accepted at an international conference at IIM Raipur. Presently, Prof. Rahul handles a core course termed Organizational Behavior I.

Dr. A. V. Shyam
CHAIRMAN, ASB-Coimbatore
B.Tech. (Hons), PGDM, Fellow (IIM Kozhikode)
Industry and Academic Experience: 21 years
Dr. A. V. Shyam has been with ASB Coimbatore for a total of 14 years, and has been engaged in teaching, research, consultancy, and academic administration. Currently, he is the Chairman at ASB Coimbatore. He is a member of the University Academic Council, Faculty committee for Faculty of Management (a University level committee), and the Board of Studies for Management. He has earlier served in several school level committees including the Post Graduate Programme committee for the MBA programme, and the PhD committee.

His research interests are in the domains of Cognitive Business Intelligence, issues in technology-human interface, analytics applications etc. He has published in international conferences and journals and journals including in the Journal of Retailing and Consumer Services, and Journal of Services Marketing. In the PhD programme, Dr. Shyam has taught the courses Research Methodology in Management and Research Trends in Information Systems and Analytics. For MBA students, he teaches courses on Data Analytics, Business Analytics, and Advanced Tools for Decision Support.
Prof. C. S. UDHAYAKUMAR, ASSOCIATE PROFESSOR
M.A. (Sociology), M.Sc. (Yoga), T.C.Y. (Kaivalyadhama), P.G. Dip. (Yoga), P.G. Dip. (Guidance and Counseling), Dip. (Saiva Siddhaantham), Cert. (Indian Psychology)
Industry and Academic Experience: 45 years
45 years of corporate industry, consultancy and teaching experience. He was an educator and consultant for Yoga Education, Life Skills and Personal Growth programs for many organizations like Madras Port Trust, National Institute of Port Management (NIPM), IOB Staff College, LIC Zonal Training Centre, Tube Products of India, TI Cycles of India, Tamilnadu Petroproducts Ltd., Carborundum Universal Ltd., Rane (I) Ltd., Ponds (I) Ltd., Tata Consultancy Services, New India Assurance, Clarke School for the mentally retarded, K.J.Hospital, BPL Sanyo, Palakkad, Palakkad Management Association, INS Agrani Naval Academy, Coimbatore and many others.
Publications include a) A compiled and edited volume titled ‘Beyond Personality - Collected Works on Self Awareness and Personal Growth’ and b) ‘Useful Guidelines Concerning Yoga Practices’. Has presented and read a number of papers of Yoga, Values, Spirituality, Personal Growth, New Education etc in various international and national conferences and seminars in the country.
He started his teaching career in the art and science of Yoga and Yoga Therapy in the year 1976 when he joined the YOGA ACADEMY, an offshoot of the Swami Sivananda Vedanta Yoga Center, founded by Swami Vishnudevananda who was one of the chief disciples of Swami Sivananda of the Divine Life Society, Rishikesh and under the tutelage of the late Dr. B.V.Reddy. He had his vocational education and higher studies in Yoga, Yoga Therapy and allied subjects in KAIVALYADHAM, Lonavala in Pune and also in the KYM Institute of Yoga Studies, Chennai, under the guidance of Dr. T.K.V.Desikachar, son of the legendary Mysore T. Krishnamacharya. He was also closely and intimately associated with the Krishnamurti Foundation India (KFI) and was with their new education schools both in Varanasi and Chennai for several years. He was the Founder-Director of ‘YOGAKSHETHRAM-Foundation for Yoga Studies’ in Chennai before joining the Amrita family in Coimbatore as a full time faculty in 1996.
Areas of Interest: Yoga Education, Self Awareness and Personal Growth, Spirituality, Integral Studies, Cultural Education, New Education, Indian Psychology etc.

Mr. Rajkumar Ranganathan
MBA, PGDM., M.Tech.
Prof. Rajkumar Ranganathan has Masters in Textile Technology with MBA and PGDM. He has previously worked under Ministry of Textiles, Government of India under various capacities of Registrar (ic) / Controller of Examinations / Authorised signatory etc. Has research experience at Technical University of Liberec, Czech Republic. His Industry experience is in Textiles machinery manufacturing. Published in leading journals and Conferences both National and International. He was a member of Sub group constituted by then Planning commission, Govt of India, for 2012-17, on designing and developing a policy note on Textiles and Fashion Education. He has served as evaluator for various projects under DST. He is one of the reviewers for NTPL courses in textile processing. He has invented a Handloom for the blind under RuTag with IIT Madras for an NGO in Lattur. He has the experience of conducting various National level Recruitment examinations for Indian PSUs (NTC etc.). Presently he is the Deputy Controller of Examinations at ASB CBE. He is also the Nodal officer for DST Training Programme at the School.
Faculty Achievements

Dr. R.G. Priyadarshini, Faculty, ASB, Coimbatore winning the CMA-GRD Best Management Faculty Award.

Student Accolade:

Red brick case writing competition, IIM Ahmedabad.

Under the guidance of ASB faculty Dr. Rahul Sukumaran 7 teams from ASB, Coimbatore were mentored for a prestigious case study writing competition organized by IIM Ahmedabad, wherein the winners would have an opportunity to get their cases published with IIM A’s Case Centre and win a lot of other accolades as well.

6 teams out of these 7 from ASB, Coimbatore have made it to the next round of this prestigious competition. Only the top 150 teams out of 3500 odd teams that had enrolled in this competition have been selected, and these 6 teams from ASB, Coimbatore are amongst the top 150 b-school teams in the country. This is indeed an amazing achievement by our students, as the reach of this competition is across IIMs/IITs and other top b-schools in the country (and even outside the country as well), and, without a doubt we all should be proud that around 20% (30 students) of the ASB 2020-22 batch is there amongst this top brass in the country.

In addition, one team has also made it to the top 20 teams in the country; they are ranked 12th overall in the country.
**Professor Jay Misra**  
Teaches Entrepreneurship, International Business & 5 other courses., Faculty Member at Stanford Graduate School of Business and guest lecturer in Harvard in latter 80’s and early 90’s - Finalist for Distinguished Teaching Award  
His professional experience includes as Private Investor and Philanthropist in 1996, Managing Director, in Wall Street, for technology investments worldwide, Former Member of several boards of directors. VP at Capital Group (2nd largest investment company in USA), Started his professional career after MBA in 1982 with Intel, in product marketing roles.

**Ms. Archana Subhash**  
MSc Applied Psychology, 2005, Annamalai University (Distance Education Program)  
MBA, 1988, University of Allahabad, B.A (Psychology), 1996, University of Allahabad.  
Teaches Business Communication, Organisational Behaviour, Ethics and Business, Business Environment, Consumer Behavior, Organisational Development  
Her experience - Head - HR, Trinity Skillworks P Ltd, 2015 to present, Visiting Professor, School of Management Studies, Calicut University (Palakkad Centre), 2004 to 2008, Centre Manager, NIIT Palakkad Centre (Co-owned franchise), 1993 to 2004, HR Executive, IIS P Ltd, New Delhi 1993-1991  

**Adv. Anupa A. M.**  
BAL, LL.B, LL.M (University First Rank)  
Advocate Anupa is a freelancer providing legal advice and handling law related courses for Commerce and Management students for the past decade, after a brief stint in law practice. Her areas of interest are mercantile laws and IPR laws. She has previously worked fulltime as the Coordinator (Programme & Development) for a proposed law school, as programme co-ordinator in the office of the Dean (Post Graduate Programmes), and as a Project associate in a DIT-funded project at Amrita Vishwa Vidyapeetham. She has an avid interest in Carnatic music.

**Dr. Madhu Menon K. B.**  
Ph. D. in Organizational Psychology and an M. Phil. in Behavioral Modification techniques from the University of Calicut  
He is an organizational Psychologist with 22 plus years of experience in the different fields of Applied Psychology like, education, management consulting, leadership development, change management, life skill training, counselling, coaching and mentoring.  
Presently he is serving as, Head of Learning and Development, in the Corporate and Industry Relations department of Amrita University, Coimbatore. His areas of interest are Leadership development, change management, Life skills training and executive coaching.

**Lt. Col. Korath V Mathew (R)**  
NDA, Corps of Engineers, B Tech, MBA  
He is an expert in ICT, e-Governance, Smart Solutions, SaaS, PaaS, Cloud Services, (UID) Aadhaar Services, India stack, IoT, Big Data, AI, Digital service Delivery, Financial Inclusion, PPP model, etc. His Present assignments include, Smart City Consultant Konza Technopolis, Kenya, ICT and E-Governance consultant for Smart City Kochi, Subject Expert for Aadhaar (UID) Study with CDFI and ISB., Visiting Faculty -IoT and Smart Solutions at Amrita University, ICT and BPR Expert for Shillong Smart City. Has received the Kerala Chief Minister’s e-Governance Award, and the Chief of Air Staff Commendation Medal

**Ms. Meena Ramji**  
M.A, F.C.M.A  
A Cost Accountant by profession, a Fellow member of the Institute of Cost Accountants of India with 21 years of experience. A gold medalist in economics in both B.A and M.A from Madras University. Is also a Qualified in Advanced Diploma in Management Accounting from C.I.M.A-U. K Partner S. Mahadevan & Co, Cost Accountants, a leading Cost Accounting firm. Qualified to be appointed as an Independent Director having passed the Exam conducted by Indian Institute of Corporate Affairs in 2020. Connected with leading Institutions as Visiting Faculty on Cost Management.
**Dr. Harish Kumar**  
Ph.D, CFA Industry Expert & Consultant  
He teaches equity portfolio management in various universities globally using a unique simulation software. He is an expert in quantitative and fundamental equity portfolio management strategies.

**Dr. S. KRISHNA KUMAR**  
PhD, Post-Graduation in Management, MDI Gurgaon  
A decade and above full-time teaching experience in management associated with institutions of repute. Worked as faculty in M/s. Janson’s School of Business Coimbatore and BS Abdur Rahman University Chennai where he anchored the FDP/MDP initiatives.  
He has an experience of 30+ years Industrial Experience with India’s leading corporate, Active involvement in strategy design as CEO of reputed institutions like TVS group with significant contribution like creating India's largest selling two-wheeler Tyre brand “TVS TYRES”. He is well known and sought after MDP/FDP program director of quality and repute. His consulting domain includes Change management, Turnaround strategy and Strategic management.

**Mr. Madhava Priyan M. P.**  
30 years of hardcore HR experience, specialized in Organizational Behavior & Organizational Development areas  
Guest faculty for IIT Madras, Great Lakes Institute of Management, Reserve Bank of India Staff Training College, Visiting Symbiosis-Pune, Loyola College, Madras University and Anna University.  
Empaneled Trainer, Madras Management Association (MMA) and Kerala Management Association (KMA) and Palakkad Management Association (PMA), Trainer for Forest Officers at Parambikulam Tiger Reserve, Specialization in Training & Development (from Indian Society for Training & Development, ISTD), Certified Line Trainer, Certified PPA Practitioner (Thomas International). Currently working as Head HR & Organizational Development with Flyjac Logistics Private Limited, (Hitachi Transport System Group).

**Mr. Shrawan Karkia**  
MBA - Indian Institute of Management. Gold Medallist with focus in Marketing and Operations.  
Currently working as Director, Service Delivery, Nielsen Kochi  
Earlier work experiences include, WIPRO SPECTRAMIND, New Delhi, Infosys Technologies Ltd, Bhubaneswar & USA, Cybertech Softwares & Systems Ltd, Mumbai.

**Mr. Gandhimathinathan P.**  
Mr. Gandhimathinathan is currently Vice President-HR of Bradken India.  
A people champion with more than three decades of experience in learning and experiencing entire gamut of people process and experienced transformation of people process.  
Practiced the purpose of people processes of Acquiring, Training, Developing and Retaining. Business partnering was always at the heart of experience by communicating, motivating and continuous improvements. Practiced pro-active industrial relations to sustain industrial harmony.  
Gifted with experience in Business Process Re-engineering, TPM, six-sigma, job/Role analysis and Reward management. Possess global experience in capability development in Asia pacific and Americas.  
A continuous learner with a good amount of interest in Storytelling, Design thinking, Digitization and Psychology.  
Part of NIPM HR Forum contributed in bringing the best practices and developments to the HR Fraternity in the geography.
**Mr. Sreevalsan M.**

He has an experience of more than 35 years in IT field with a demonstrated history of working in the education management industry. Started career as a faculty member in St. Xavier’s College, Ahmedabad in the year 1985. From 1995, working with Amrita Vishwa Vidyapeetham - University. Currently heading the ICTS Department of the University.

Heading the Cisco Networking Academy at the University and is the Academy Support Expert for Cisco Networking Academies in India. Member - Global Advisory Committee - Cisco Networking Academy 2020-21.

His Areas of interest include Computer Networks and Security, Operating Systems, Cloud infrastructure, Systems Administration, IT infrastructure design & implementation.

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**Mr. Vijay P Sankar**

Vijay P Sankar, an engineer and alumnus of IIM Bangalore is a seasoned marketing technology professional with over 13 years of industry experience working with brands and advertising agencies in effectively measuring and optimizing marketing campaigns.

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**Dr. Harini Jayaraman**

Dr. Harini Jayaraman had worked as Professor and Chair, Department of English, Amrita School of Engineering, Coimbatore till her superannuation in June 2018. During her long service of 24 years, she had designed, developed, and taught several English Language and Literature courses. A few courses like Communicative English, Technical Communication, and Business Communication were specially tailor made for students of engineering, media and journalism and other arts & sciences programmes. She has been a Chair of Boards of Studies in Languages, and English Language & Literature courses in Amrita and other universities as well. Her research interests lie in the areas of English Language teaching (ELT), Women’s Writing, and Indian Writing in English. Dr. Jayaraman, during her tenure as a professor had been a research guide and had also served as a member of doctoral committees. She has published her research work as book chapters and articles in several national and international conferences and journals. Besides teaching and administration, her penchant for mentoring the young minds had helped her play a significant role in the establishment and growth of a vibrant Literary Club at Amrita.

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**Dr. Geetha Sentthilkumar**

Ph.D. English Literature
PhD Supervisor – Bharathiar University; Coimbatore
Has a Teaching experience of years till date 20 years and 5 months.
Subjects taught: Communicative English, Professional Communication, Technical Communication, Business Communication, Indian Thought through English (I and II-year B. Tech), Technical Writing (MTech), and Literature papers (B.A.; M.A. English), Certified Trainer-Business English Certificate Course (BEC) and IELTS.
Member - University-level Board of Studies in English Literature at Amrita University, Coimbatore, BOS-UG English-Avinashilingam University, Coimbatore – 2009 - 2011
Reviewer- Linguistics and Literature Studies-Horizon Research Publications. U.S.A.

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**Mr. Prabhu Chari**

B.Sc., - Loyola College Chennai. PG (Hons.) Diploma in PM & IR from MSSW Chennai, PG Dip. in MM from Annamalai University, MBA-HR - IGNOU New Delhi. PGCHRM-XLRI Jamshedpur.

Professional Certifications include Certified BPM from Crestcom International, CHRP from Aon Hewitt. CCL from Maynard & Leigh.

He is an accomplished Human Resources Professional with overall experience of 31 years. He was Associated with Cognizant Coimbatore facility as a seed member and Head of Human Resources for over 15 years and with Amrita Business School as adjunct faculty for the past 6 years.
Internships 2020 at ASB, Coimbatore

As part of the ASB curriculum, the MBA students get an opportunity to undergo internship in leading organizations after their first year of MBA completion. The process of selection by the Companies take place in the month of Dec./Jan. itself and the students spend two months in the organizations studying and applying the concepts of their learning. They gain rich experience on interaction with their company mentors and are well supported and guided by assigned faculty members. These internships are mostly on a stipend basis and many of the internships culminate into pre-placement offers.
We are Proud of Our Alumni

**Rajeev Kaimal (1999 Batch),** Co-Founder, PayAgri Innovations gets VC funding from Catalyst under CF20 initiative. PayAgri helps to transform agriculture through orchestrating every player in agrivalue chain. PayAgri’s mission is to optimize return and create value for every farmer.

**K Gangadhar (2006 Batch),** Wins Prestigious Microsoft Platinum Club Award. Platinum Club is Microsoft’s premier award program for recognizing and rewarding individuals who consistently perform at the highest level and directly contribute to the Microsoft’s success. The recipients are influential leaders that have surpassed expectations by going above and beyond.

**Dr. Maneesha Ramesh (2003 Batch),** leads the landslide and disaster management research at Amrita. Her center has been Awarded the status of World Centre of Excellence on Landslide Disaster Reduction.

**Gajanan Sapate (2009 Batch),** conferred with ‘100 SMARTEST DIGITAL MARKETING LEADERS’ Award. Founder of SocialChamps is again recognized by World Marketing Congress. Last year he was awarded with the ‘Most Influential Digital Marketing Leader’ association with CMO Asia.

**Rajeev Kaimal (1999 Batch),** Co-Founder, PayAgri Innovations gets VC funding from Catalyst under CF20 initiative. PayAgri helps to transform agriculture through orchestrating every player in agrivalue chain. PayAgri’s mission is to optimize return and create value for every farmer.
Alumni Reunion & Bootcamp

2018 Alumni Reunion had 100+ Alumni attend along with their family members. Almost every batch was represented starting from 1998. Having got new wings to fly around the world, on this day the ASB alumni make a resolution - I will get back to ASB with my new wings. We live the reality and carry the memories, come back and relive those lovely memories from exams to festivals, from assignments to deadlines, bring back those nostalgic moments.

Alumni have been backbone to ASB for Placements and Internship. About 30% of the Summer Internship opportunities are through Alumni. Ahead of the placements this year, the Alma Connect Club organized Alumni Boot Camp and trained students on various aspects of placements, ranging from resume preparation to GD mock sessions and in choosing the right profile. WhatsApp groups are formed with the alumni who work in the companies and they give their inputs and tips to crack the companies.
Colloquia

Guest Speaker:
Mr. Anish Sudhakar
Senior Manager
Ugam Solutions, Coimbatore

Time: 5.15 pm to 6.30 pm
Venue: Sri Krishna Hall
Date: 03/03/2020

Our Speaker
Mr. Balu Ramachandran
Senior Vice President
Cleartrip.com

Topic
"Air Travel Industry - Ecommerce"

Date: 19/11/2019
Day: Friday
Time: 4.30 pm to 6.00 pm

Major General A Arun
YSM, VM, VSM, serving Army Officer
Accompanied by Roopak N Shranto Bhattacharya

A Colloquium on
"Leadership and Happiness"

Venue: Sri Krishna Hall
Time: 4.15 pm - 5.30 pm
Date: 06/01/2020

Team Colloquia Presents
Marketing in practice: Building new brand products
A Colloquium by Vineeth Viswambaran

Venue: CR 6
31st of August, 2019
Saturday, 9:00 - 10:30 AM

Team Colloquia Presents
Webinar on
Finance: Mergers and Acquisitions

Mr. Biju S Nair
Chief Financial Officer
Prolifics Corporation Ltd.

Follow us at @teamcolloquia
Amrita School of Business has rightly helped the students and the faculties capture the essence of these celebrations with the festcomm committee hosting various events starting with the Chakravyuh quiz, Gokulashtami 2k18. The quiz had two rounds, one round being the preliminary round and the other being the final round which was held on the day of Gokulashtmi. The questions were based on the life of lord Krishna, who is the beginning, middle and end of creation.

“Celebration happens when the mind unites with the spirit”

Team Festcomm and the students of ASB celebrated Christmas and New Year with the students and faculty members of ‘Madhukarai Government School’ by distributing cake and spending time with them. The smiles on their faces were priceless. Its times like this that we realize that a friendly look, a kindly smile and one good act is all that it takes to make life’s worthwhile.

Women’s Day

Team Festcomm celebrated International women’s day at Amrita School of Business on 8th March from 1pm till 2pm in the Quadrangle. Over the decades, the objective of Women’s Day celebration has evolved and embraced culture and ethnicity to emerge as a celebration of appreciation, respect and love towards women. Keeping the objective in mind, Team Festcomm felicitated Paatiyamma, the elderly cleaning staffs and the canteen staffs for their long and continuous service towards Amrita.

“There is nothing magical about the flip of the calendar, but it represents a clean break, a new hope, and a blank canvas”.

There is nothing magical about the flip of the calendar, but it represents a clean break, a new hope, and a blank canvas.
Farewell

In Life, we meet many people at many events in different places and we get connected with each other. In any case, at a certain time, we need to state farewell to them. Amrita school of business yet again saw a captivating evening on the event of Farewell Day on 21st March 2019. The entire campus was beautifully decorated with warm lights. “Great is the art of beginning, but greater is the art of ending.” The batch of 2017-19 successfully completed an enthralling journey of two years at ASB. The day ended with the note,

Dear Seniors,

We are sad to bid you farewell and you will be missed. But we are also happy for you since there are bright opportunities waiting for you ahead. Best wishes for your future.

Teachers’ Day

‘True teachers are those who help us think for ourselves’, keeping this in mind, Team Festcomm celebrated the Teachers’ day. The celebration started with a cake cutting, the major attraction for the day was the customized cups that were given to all the faculties as a token of respect and love. The day concluded with a ‘thank you note’ delivered by a student representative which clearly conveyed the importance of a GURU’s blessing in a student’s life.
Life @
Coimbatore
Campus
Amrita School of Business, a tier-1 B-School has been consistently rated among top 30 private B-School over the years since its inception in 1996. Department of Management, Kochi was among three campuses of Amrita School of Business established in the year 2009. Department of Management, Kochi was rated as the 7th best B-School in South India by The Week in 2011. Department of Management offers postgraduate and PhD programs in management offering specialisations in the area of Finance, Human Resources, Marketing, Operations and Business Analytics.

Department of Management understands the need of companies’ organizational and leadership requirements, and changes are made accordingly in the curriculum from time to time to help MBA graduates face the challenging business environment. Hence, we focus on creating graduates with an array of relevant skills at four different locations.

Kochi, the business capital of Kerala, provides the ideal location for a business school. The campus is located near the Amrita Institute of Medical Sciences (Amrita Hospital) and is 5.9 km away from the edappally metro station via NH66. The Kochi campus, has the unique distinction of providing the vital input of management education to an otherwise predominantly healthcare campus with the Schools of Medicine, Dentistry, Pharmacy, Nursing and Nano Sciences.

Located about 120 kms from the International headquarters of the Mata Amritanandamayi Math, students also have the advantage of being able to seek guidance and inspiration directly from AMMA. The campus provides an excellent ambience for learning that helps to develop managers with an inherent sense of values combined with efficient skill-sets, making them prudent performers in the workplace. We offer unique learning experience as the multi-campus is interlinked via satellite facilitating e-learning that transcends limitations of time and space. Welcome to the Kochi campus!
Warm welcome to the Kochi Campus of the Business School! It is wonderful that you have taken the proper decision to pursue higher studies during these tough times and be ready for a career in Management, after completing your MBA Programme as soon as possible. Designed to cater to the changing requirements of the industry, our programme makes you corporate ready, while also empowering you to become a holistic individual who is a socially responsible global citizen.

Our location ensures that our students are able to interact continuously with the vibrant business community of this fast-growing city of Kochi. The gamut of curricular and co-curricular activities provides excellent opportunities for you to develop practical insights into the world of business. The combination of the rich academic and industry experience of our faculty, and the strength of the Amrita value system will provide you with the perfect arena for a wholesome educational experience.

Over the years, our students have been able to make a mark in the competitive corporate world. Their feedback on the developments in the industry helps us keep our curriculum updated and relevant. Through the socially responsible contributions of hundreds of our alumni and students, we are able to spread our Chancellor’s vision of giving back to the society. We invite you to join our MBA programme and become a part of this great endeavour.
Faculty

Economics/Finance

Prof. Sunanda Muralidharan, CHAIRPERSON
MBA

Sunanda Muralidharan is an Associate Professor in the area of Finance and the Chairperson of the Amrita Vishwa Vidyapeetham’s MBA Program at its Kochi Campus, Kerala. She has over 24 years of experience in industry and academics and has been with Amrita Vishwa Vidyapeetham since 2000. In the industry, she has been actively involved in project consultancy, including project monitoring, and rehabilitation of sick units. She was the financial consultant for some major projects including the Cochin International Airport project during her employment with Kerala Industrial and Technical Consultancy Organisation Ltd. (KITCO). She has a keen interest in capital markets and has headed the capital market operations of a financial services company as Assistant Vice President. With over 17 years of teaching experience, she has also developed study material in her areas of interest, which have been published by ICFAI and NCDEX.

Faculty Research Interest: Valuation, Mergers, Corporate & Financial Restructuring, Financial Instruments, Project Consultancy

Dr. Viswanathan P. K., PROFESSOR
Ph.D.

P. K. Viswanathan serves as Professor (Economics) with specialised interests in the Economics of Natural Resources Management and Sustainability. He has a PhD in Economics from the Institute for Social and Economic Change, Bangalore (Mysore University).

Qualifications
• PhD (Economics), Institute for Social and Economic Change (iSEC), Bangalore [Mysore University] (2003)
• Postdoc (Environment, Resources and Development), Asian Institute of Technology (AIT), Bangkok (2006)
• Postdoc (Demographic and Socio-Economic Surveillance System, Thailand), Institute for Population and Social Research (IPSR), Mahidol University, Thailand (2006)

Faculty Research Interest: Economics of Natural Resources Management; Agrarian Transformation and Rural livelihoods; Aspects of Technology, Institutions, Policies and Governance; Climate Change impacts on natural resources, environment and agriculture; Conservation of Biodiversity and Ecosystems; Sustainable energy policy; Globalisation and its impacts on Agriculture and Trade; Welfare Impacts of Trade Certifications in India’s Plantation Sector, etc.

Mr. Gopikumar V., ASST. PROFESSOR
PGDM, CFA (ICFAI), B-Tech

Gopikumar is an Assistant Professor in Finance at the Department of Management, Amrita Vishwa Vidyapeetham, Kochi campus. His research interests are in Corporate Finance, Corporate Governance, and Banking. He teaches subjects at the intersection of finance and data science such as Investment Analysis, Financial Analytics, Machine Learning, and Data Visualization.

He is also a resource person for the Indian Institute of Banking and Finance.

Faculty Research Interest: Corporate Finance, Corporate Governance, Banking

Ms. Smitha Nair, ASST. PROFESSOR
PGDM, CAIIB, B.Com.

Smitha is currently pursuing her part time PhD from Amrita Vishwa Vidyapeetham and working as Assistant Professor in the Finance area at the institution’s MBA programme at Kochi campus. She is a graduate in Actuarial Science and a post graduate in Management. She is also a Certified Associate of Indian Institute of Bankers. She has 9 years of BFSI experience and 7 years of teaching experience.

Smitha’s research interests are mainly in financial economics area focusing on commercial banking and shadow banking.

Faculty Research Interest: Commercial Banking, Insurance, Risk Management, Corporate Governance, Strategic Management
Dr. Rejikumar G, ASSOCIATE PROFESSOR
Ph.D, MBA, B.Tech.
Dr. Rejikumar G. is having 20 years of experience in Central Revenue Service and 9 years in academia. He is competent to guide on all aspects regarding the implementation of statutory provisions in respect of Customs, Excise, Service tax, and foreign trade policy. He has published 15 research articles in Scopus/ABDC listed journals and have 50 citations in Scopus journals and more than 100 Google Scholar citations. He has reviewed more than a dozen manuscripts for journals like IIMB Management Review, IEE Consumer Magazine, African Journal of Marketing Management, American Marketing Association Conferences in 2019. He has conducted more than a dozen workshops for Ph.D. scholars on topics related to Research Methodology, Structural Equation Modelling, Data Analysis using Statistical Software and Article Writing. In Consultancy domain, have assisted many export firms in the foreign trade area. He has conducted and prepared the report on “A study on Kerala Export competitiveness” for Federation of Indian Export Organizations, GOI. He is a regular resource person for MDP’s conducted by FIEO and FICCI on Export Procedures, Trade Analytics and MSME Entrepreneurship Guidance, etc.

Dr. Sandhya G, ASST. PROFESSOR
Ph.D,MBA, B.Com.
Dr. Sandhya G. is currently serving as Assistant Professor (Marketing stream), at the Department of Management, Kochi campus. She has over a decade of experience in academics with the university and has about 10 years of expertise in the industry. Her industry experience was as a Key Accounts Manager with AFL Pvt. Ltd. (Logistics Division) and as an administrative officer with the Bell Group of Companies. Before moving into academics, she also had a short stint as a counsellor - trainer at Heromindmine Institute (a career guidance and soft skills training institution).
Faculty Research Interest: Consumer Behavior, Marketing Management, Organic Consumers, Green Marketing, Marketing Research / Research Methodology, Customer Relationship Management

Ms. Sofi Dinesh, ASST. PROFESSOR
MBA
Sofi Dinesh is a part-time PhD scholar with Amrita Vishwa Vidyapeetham. She has completed her proposal defense in January 2019 and is expecting to complete her PhD by 2020. She holds a bachelor’s degree in Botany from Sambalpur University, Odisha. She is a gold medalist in MBA (Marketing) from Sambalpur University, Odisha.
She has presented papers in national and international conferences both in India and abroad.
As Assistant Professor of Marketing at Department of Management, Kochi Campus, her areas of interest in teaching encompass Services Marketing, Retail Marketing, Consumer Behavior, Marketing Management, and Experiential Marketing.
Faculty Research Interest: Consumer Behavior, Services Marketing, Collaborative Consumption Practices, Consumer Behavior in Collaborative Consumption, Sharing Economy in Indian Context
Dr. Murale Venugopalan, ASSOCIATE PROFESSOR
Ph.D, MBA, MPhil

Dr. Murale Venugopalan currently serves as an Associate Professor at Department of Management, Kochi. He holds his doctoral degree in the area of Management from Anna University Chennai and is the winner of prestigious Swiss Government Excellence for Postdoctoral studies (ESKAS). He also served as visiting researcher at USI Università della Svizzera Lugano, Switzerland. He is having a decade plus of teaching experiences at the Executive Master and Bachelor level and taught Higher College of Technology Oman, IBS Hyderabad (IFHE University), Karunya University, SCMS Cochin in his earlier assignments.

Murale had published journals of repute and presented his ideas in several prominent conferences like IAM Conference of AOM, ESA, organized by professional bodies of Asia and Europe. He is an invited speaker for many conferences and workshops the areas of case study teaching and writing, Student-centered learning and in research methods.

Faculty Research Interest: Intellectual Capital, Human Capital, Social Networks, Career Related Studies, Qualitative Methodology

Ms. Vandana M, ASST. PROFESSOR
PGDM, BA

Vandana M. serves as Assistant Professor in the HR area. She was awarded her PGDM from Amrita Vishwa Vidyapeetham and her BA Mahatma Gandhi University. Vandana is currently pursuing Ph.D. with Amrita Vishwa Vidyapeetham.

Her industry experience has been in the IT sector with IBS Software Services, Thiruvananthapuram and NatureSoft, Chennai. She was associated with Department of Management, Kochi as Visiting Faculty (OB and HRM) from 2009 to 2013.

Faculty Research Interest: Organizational Behavior, Human Resource Management (HRM), Training and Development

Dr. Dhanya M., ASST. PROFESSOR
Ph.D, MBA, MPhil, MSc, B.Ed., B.Sc.

Dr. Dhanya Manayath currently serves as an Assistant Professor (Sr. Gr.) at the Department of Management, Kochi. She has more than twelve years of experience in postgraduate teaching, that include coordinating and handling various academic and research activities. She has graduated her Master of Science (M. Sc.) in Statistics and also holds a Master's degree in Business Administration (MBA). She obtained her UGC-NET in Management and M. Phil. in Statistics. Dr. Dhanya was awarded her Ph. D. in Statistics on the topic “Estimation of reliability measures of some heavy tailed life time distributions” from Mahatma Gandhi University, Kerala, India. She has attended a number of national and international conferences where she has presented research papers in her area of specialization. She has publications in refereed national and international journals to her credit. Her areas of interest include Business Statistics, Operations Research, Research Methodology, Data Science, Business Analytics and Marketing Research. She is also a member of the Kerala Statistical Association.

Faculty Research Interest: Reliability Estimation, Stress strength Models, Supply Chain Analytics, Queuing models, Bayesian models
Mr. S. Madhav  
B.Tech, PGDM (IIM Kozhikode), CFA Level 3 (Cleared)  
S. Madhav is a Visiting Faculty of Department of Management, Kochi in the area of Finance. He has 15 years of experience in industry and 1 year 3 months in academics and he is offering “International Finance Management”. He is the Co-founder and investment Consultant at GTCUBE.

Mr. V. Saravanan  
B. Pharma, MBA  
V. Saravanan is a Visiting Faculty of Department of Management, Kochi in the area of Marketing. He has 22 years of experience in industry and 4 years in academics and he is offering “Sales and Distribution Management”. He is currently working as General Manager at Aurobindo Pharma Limited, Hyderabad.

Mr. Ajith Pullanikkat  
MBA (Marketing & Systems)  
Ajith Pullanikkat is a Visiting Faculty of Department of Management, Kochi in the area of Marketing. He has 12 years of experience in industry and 5 years in academics and he is offering “Digital Marketing”. He is currently working as Lead Consultant at Nielsen.

Mr. C. A. Ajith Sivadas  
B Com, Associate Chartered Accountant, Associate Cost And Management Accountant, ADIP MA CIMA(UK), Company Secretaryship- Final  
C. A. Ajith Sivadas is a Visiting Faculty of Department of Management, Kochi in the area of Finance. He has 11.5 years of experience in industry and 8 years in academics and he is offering “Financial Accounting”. He is currently practicing as Chartered Accountant at Ajith S and Company.

Dr. Harish Kumar  
Ph.D., CFA  
Dr. Harish Kumar is a Visiting Faculty of Department of Management, Kochi in the area of Finance. He has 10 years of experience in industry and 3 years in academics and he is offering “Equity Portfolio Management”. He is currently working as Investment Educator and Advisor.

Mr. Jose Kochumalayil Mathew  
MBA  
Jose Kochumalayil Mathew is a Visiting Faculty of Department of Management, Kochi in the area of Marketing. He has 25 years of experience in industry and 4 years in academics and he is offering “Logistics and Supply Chain Management”. He is currently working as Managing Partner at Vector Logsol.
Mr. Rahul Kumbalathu
B.Tech. Mechanical Engg and PGDBM (AIM)

Rahul Kumbalathu is a Visiting Faculty of Department of Management, Kochi in the area of Marketing. He has 18 years of experience in industry and 2 years in academics and he is offering “Retail Management”. He is currently working as GM Operation at Reliance Trends Kerala.

Mr. Rakesh T. P.
PGDCM from IIM Calcutta

Rakesh T.P. is a Visiting Faculty of Department of Management, Kochi in the area of Analytics. He has 12 years and 10 months of experience in industry and 4 years in academics and he is offering “Applied Business Analytics”. He is currently working as Principal Data Scientist at Nielsen.

Mr. Renjith K. K.
B.Tech., PGDM, EEPHR, EDP in Talent Management

Renjith K K is a Visiting Faculty of Department of Management, Kochi in the area of HR. He has 12 years and 5 months of experience in industry and 1 year in academics and he is offering “Advanced HRM”. He is currently working as HR Head & Evangelist at Trinity Consultancy Services.

Mr. Abhijath V.
B.Tech. (Hons), PGDM, Pursuing Ph.D.

Abhijath V is a Visiting Faculty of Department of Management, Kochi in the area of Operations and Analytics. He has 9 years of experience in industry and 9 years in academics and he is offering “Advance Quality Planning & Management”, “Analytics in Operations”, “Service Operations Management & Quality Systems”, “Production and Operations Management”, “Project Management”. He is currently working as Assistant Manager-Purchase and SCM at Vallabhdas Kanji Ltd.

Mr. Shrawan Kharkia
BE Electronics and Telecommunication, Executive MBA from IIM Indore.

Shrawan Kharkia is a Visiting Faculty of Department of Management, Kochi in the area of Systems. He has 17 years of experience in industry and 2 years in academics and he is offering “Management Information Systems”. He is currently working as Director-Service Delivery at Nielsen.

Dr. Vijayamohan Pillai N.
B.A Economics, M.A Economics, Ph.D in Economics –Econometrics

Dr. Vijayamohan Pillai N is a Visiting Faculty of Department of Management, Kochi in the area of Finance. He has 28 years in academics and he is offering “Macro Economics And Public Policy”. He is currently working as Associate Professor at Centre for Development Studies, Ulloor, Thiruvananthapuram.
Mr. B. Sukumaran  
B.A.L, MSC,CIIB,CAIIB, Cost Accountant  
B. Sukumaran is a Visiting Faculty of Department of Management, Kochi in the area of Finance. He has 34+ years of experience in industry and 12 years in academics and he is offering “Financial Accounting, Cost Management”.

Mr. C.A. Sivadas Chettoor  
B.Com., F.C.A. LL.M  
C. A. Sivadas Chettoor is a Visiting Faculty of Department of Management, Kochi in the area of Operations. He has 37+ years of experience in industry and 25+ years in academics and he is offering “Industry Relations”. He is currently working as Chartered Accountant, Specialized in taxation & Audit.

Dr. N. R. Menon  
MCom, Ph.D.  
Dr. N R Menon is a Visiting Faculty of Department of Management, Kochi in the area of Core - General. He has 44 years in academics and he is offering “Self Awareness and Personal Growth”. He is the Founder and Principal of Master Coaching Centre, Kochi.

Dr. Regupathy N.  
BSc, MBA, MS, Pursuing Ph.D.  
Dr. Regupathy N is a Visiting Faculty of Department of Management, Kochi in the area of Operations. He has 29 years of experience in industry and 4 + years in academics and he is offering “Enterprise Resource Planning”. He is currently working as Freelance Independent Consultant.

Ms. Parvathy Venugopal  
B.Tech., MBA  
Parvathy Venugopal is a Visiting Faculty of Department of Management, Kochi in the area of Marketing. She has 3 years 6 months of experience in industry and 4 years in academics and she is offering “Managing Negotiations”.

Mr. Sandeep Ram Bhatla  
B.Tech., MBA  
Sandeep Ram Bhatla is a Visiting Faculty of Department of Management, Kochi in the area of Core. He has 15 years of experience in industry and 9 years 4 months in academics and he is offering “Strategic Management - Simulation Game”. He is currently working as Chief Executive Officer Startup Founder, Product Manager, Applied Game Designer, Research Scholar & Process Consultant at ProcessBee Technologies Pvt Ltd.
Adv. Sheela Prasad
B.Com., LLB, LLM
Adv. Sheela Prasad is a Visiting Faculty of Department of Management, Kochi in the area of Finance. She has 24+ years of experience in industry and 15+ years in academics and she is offering “Legal Aspects of Business”. She is currently working as Advocate at Civil and Criminal Court in the District Headquarters of Palakkad.

Mr. Arun Prakash Asokan
B.Tech., MS, EEBA
Arun Prakash Asokan is a Visiting Faculty of Department of Management, Kochi in the area of Analytics. He has 11 years and 4 months of experience in industry and 6+ years in academics and he is offering “Applied Business Analytics”. He is currently working as Tech Lead Data Scientist at Visual IQ, A Nielsen Company.
The students and faculty of Amrita School of Business, Kochi took part in an environmental initiative by planting 4 saplings in the college premises on Thursday, 11th July 2019.

The programme was conducted as part of the ‘Self Awareness and Personal Growth’ session.

Mr. Vinod, an environmentalist currently working with Matrubhumi was present along with Dr. N.R. Menon to grace the occasion.

Prof. Sunanda Muralidharan, Chairperson Amrita School of Business, Kochi inaugurated the programme and Mr. Vinod took a session for the students stressing on the importance of conservation of nature with his personal experiences and vision about the future.
Mr. Minoor Manmadhan (Professional Trainer and L&D Consultant) interacted with the students on 20th February 2020 and dealt with the topic on cross cultural communication and etiquettes. The speaker was able to reinforce many points on the topic of discussion by sharing his experiences and answering the questions from the students.

Mr. Subrahmaniam Krishnan, a senior management professional who interacted with our students on 24th & 25th February 2020 on various topics like business metrics and linear programming and also on how to develop presentation and interview skills. He also conducted a problem formulation workshop for the students where the students could try their hand at identifying variables and formulating problems.

Dr. Arunkumar (Consulting Economist and Development Researcher) on the topic ‘the oil economy of the Middle East and its implications’. Dr. Arunkumar has more than 25 years of professional experience across organizations in India and abroad. His discussion included insights on the business activities of the petroleum and oil companies in the Middle East, the post-pandemic business resurgence, employment opportunities and a ten-year vision for the future. The session was held on 25th August 2020.
Prof. Muraleedharan S Prominent Economist (Retd. Associate Professor, Economics Department, Maharaja’s College, Ernakulam) presented a budget analysis followed by a Q&A session on 6th July 2019.

Dr. Bala Prasad Designation- Retd. Special Secretary, Ministry of Panchayati Raj, Government of India interacted with the students on 19th August 2019 on the topic Leadership and Strategic Thinking.

Mr. S. Madhav (Portfolio Analyst, Investment Advisory, Equity Research & Wealth Management professional) interacted with the students on 1st August 2019 on the topic Why and What do focus during your MBA.

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Mr. Unnikrishnan D. (Assistant General Manager, Geojit Securities) offered a session on share trading on 30th October 2019. The Topic was Capital Market & Live Trading. He guided the students through the basics of investing in shares and stocks. The session also threw light on topics like foreign investments, market risks and liquidity of shares.

Mr. Satish Kumar Menon (Head of the R&D Unit, Environmental Systems Research Institute- ESRI, Sharjah, UAE) interacted with our students on 24th October 2019. He is also a scholar of Vedanta, Bhagavad-Gita and the Upanishads with formal training and advanced certifications in them. His session gave insights on following the paths of self-realization as explained in the Bhagavad Gita and their relevance in the modern age. He also gave some tips on self-management.

Ms. Babita George (Principal Consultant, Banking & Finance, TEGS Consulting LLC, Dubai) interacted with the students on 26th July 2019 and discussed about the steps to undertake, in order to carve out a fruitful career in business. The speakers also told the students how to make the most out of their MBA education.

Mr. Unnikrishnan D. (Assistant General Manager, Geojit Securities) offered a session on share trading on 30th October 2019. The Topic was Capital Market & Live Trading. He guided the students through the basics of investing in shares and stocks. The session also threw light on topics like foreign investments, market risks and liquidity of shares.
Amrita School of Business Kochi’s MBA in Marketing & Systems gave me a great foundation for the transition from a technical background to the business world. The wide range of areas covered as part of the curriculum along with the discussion-oriented and market-based learning techniques helped me to expand my career across multiple job profiles with ease. The master’s credentials from ASB built on strong foundations of ethics and value was widely acclaimed across the organizations I have been associated with. The immense learning resources offered by ASB Kochi through online databases, an extensive library, industry talks by experts and all backed by a team of passionate and global faculty have helped me to build my business acumen and principles that are a necessity in this very promising and challenging world. The training for on-campus placements played a vital role in building confidence and to shape my outlook towards choosing the right career paths based on my interests. I strongly believe that my actions around business ethics, empathy, and social responsibility were inculcated through the value based education system which I went through during my two years at Amrita School of Business, Kochi.

Drishti Marwaha
Research Scholar,
(Pursuing PhD. in Economics)
2017-2019 Batch

My journey at ASB Kochi has been a wonderful learning experience. I am a student of 2017-19 batch and now, in 2020, I can confidently say that my years at ASB Kochi has defined my personality as well as my perspective of life. The personal attention paid by the faculty has helped each person become a person of their own accord. It has been a tough, fulfilling and fruitful journey that has made me more confident of being able to take on the world. I decided to pursue further studies by enrolling for a doctoral programme in the field of Economics and still call my MBA faculty to take their advice on personal as well as academic matters. The bond that I have with the ASB Kochi faculty is undeniably one of the biggest takeaways from my two years at the college because they embody the mantra of a teaching not only for a living but for life. Growing into a capable person who can make informed and better decisions is an achievement in itself that could not be possible with the support of ASB family and their open hearts. I hope to do better and make them proud.
Excellent Placement

Highest Salary ₹12.12 Lakhs Per Annum

Average Salary ₹6.41 Lakhs Per Annum

115 Recruiters

331 Offers

36 New Recruiters
I am filled with immense pleasure as yet another successful season of final placements for the MBA batch of 2018-2020, comes to a close. The final placements season for the MBA batch was remarkable as Amrita School of Business saw a diverse mix of companies spread across various domains and functions, offering niche roles to the students. Despite the pandemic situation, CIR earnestly brought-in more than 120 companies and that too with decent packages. For example, Amazon hired students with TWO different roles with 9.25 LPA and 12.12 LPA. As always, ASB remained the choice of recruiters for Banking, IT & ITeS, Operations, Consulting and Analytics roles. This success couldn’t have been achieved without the stellar performance of the MBA 2018-2020 batch who lived up to the high standards of ASB. I would also like to express my gratitude to our Hon’ble Director, Prof. C. Parameswaran, Deputy Dean, Student Affairs, all Faculty members & Placement team for their unwavering support. My earnest thanks to all the new and old recruiters who have shown faith in ASB. Finally, appreciation is due to the student Placement committee and all staff of the L&D who strived hard to achieve this feat.

Dr. V. K. Susil Kumar
Head-Placement & Corporate Relations

No. of Companies: Sector Wise
### Average Salary: Sector Wise

<table>
<thead>
<tr>
<th>Sector</th>
<th>Average Salary</th>
</tr>
</thead>
<tbody>
<tr>
<td>Beverages</td>
<td>₹9.80 Lakhs Per Annum</td>
</tr>
<tr>
<td>BFSI/NBFC</td>
<td>₹9.70 Lakhs Per Annum</td>
</tr>
<tr>
<td>Consulting</td>
<td>₹6.75 Lakhs Per Annum</td>
</tr>
<tr>
<td>E-Commerce</td>
<td>₹12.12 Lakhs Per Annum</td>
</tr>
<tr>
<td>Education</td>
<td>₹10.00 Lakhs Per Annum</td>
</tr>
<tr>
<td>FMCG</td>
<td>₹8.50 Lakhs Per Annum</td>
</tr>
<tr>
<td>IT/ITeS</td>
<td>₹9.60 Lakhs Per Annum</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>₹6.25 Lakhs Per Annum</td>
</tr>
<tr>
<td>Retail</td>
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</tbody>
</table>

### Few of Our Recruiters

- Aditya Birla Group
- Amazon
- Amway
- Asian Paints
- BNY Mellon
- BYJU’S The Learning App
- CapitalVia
- City Union Bank
- Colgate-Palmolive
- Deloitte
- EY
- ESAF
- Federal Bank
- Godrej
- Greenlam Industries Limited
- HDFC
- HFFC
- Hindustan Unilever Limited
The strength of any program can be evaluated by the diversity of profile that is on offer, for the candidates. The diversity of roles that were available for the students stands as a testament to the fact that ASB has one of the popular general management programs of the country. This year has seen a substantial increase in the number of first-time recruiters visiting the campus. The median compensation has increased to 6.11 LPA this year. This season saw the continuing strong-hold of the institute in the domain of Finance and Marketing with 331 offers. Another positive trend was the increase in the number of companies offering General Management profiles. Coveted recruiters like Federal Bank, Deloitte, City Union Bank, IDFC First, TCS, etc., offered roles in this domain to the candidates.
Defining Impressive Career Trajectory

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

Highlights

- Consistent 100% placement in the best known MNCs and Indian Corporations
- Encouragement for entrepreneurship through skill development and investment assistance
- Separate Corporate & Industry Relations (CIR) work for training and transforming every student to a globally accepted professional
- ASB student-placement Committee (Placecomm), mentored by CIR and faculty provides students opportunity to liaise with alumni and recruiters
- Companies of diverse industry sectors offer varied job profiles to students
- Presence of repeated recruiters in placements exemplifies the quality of students
- Highest ever CTC till date is Rs. 28.40 lakhs/annum and average CTC is Rs.6.62 lakhs/annum
- After receiving the first placement offer, students are eligible for a second option called Dream option
Career Development Process

Assessment
The students explore the environment, curriculum, and career opportunities in the first 15-day orientation program. During the days, they get to investigate their interests, analyse the depth of the skills they possess, understand the growth profiles of ASB alumni and lay the foundation of their career dreams. Through liaison with the faculty from all specializations, students understand the courses in detail, decide the courses to choose to lead a career of their choice. CIR assesses the students on their abilities and charts the customized development program for the class.

Development
Career development at ASB is embedded into its curriculum. It focuses on exploring their inner self to realize their career passion and equipping them with the necessary tools, skills, and knowledge to achieve it. A series of on-campus programs and resources enable the students to get a clear perception about the industry sectors, opportunities, and placements. Entrepreneurship is equally given focus, assisting on both skill development and investment.

Placement Committee
Placement Committee, popularly known as Placecomm is a student-faculty committee responsible for carrying out placement-related activities. Placecomm plays an instrumental role in all placement activities, from making the resumes succinct and targeted to contacting alumni for placement boot camps. The members to Placecomm are selected through stringent review processes every year. This selection process too is facilitated by trained second-year students with the help of faculty.

Corporate & Industry Relations (CIR)
Throughout the two-year tenure, the students are trained on vital skills necessary to excel as a professional. Corporate and Industry Relations (CIR) undertakes the core responsibility of these exclusive placement training classes. CIR is a unique and dedicated department of Amrita University, established to provide expert guidance to students in specific areas beyond their regular academic curriculum and help them fulfill their career ambitions. CIR functions encompass seven key areas of placements - learning and development, corporate relations, career facilitation, entrepreneurship development, alumni networking, corporate communication, and corporate training. Career Development Resources Corporate & Industry Relations (CIR) Industry Certifications Summer Projects Placement Committee Colloquia Alumni Interactions Placement Boot Camps Resume Crafting Mock Interviews Team Transition Workshops, Round Tables and more.

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The Research Culture at ASB

ASB aspires to be the world-leading management research institution. The institute embeds research into all its activities, exploring ideas in different sectors of management. The organizational processes are tuned in a way to ensure time, resources, support and environment for the faculty to undertake research of excellent quality.

Fundamental to ASB’s research culture is its Ph.D. program renowned for its quality. Among its permanent faculty, 61 percent are Ph.D. holders from world-class institutions and the 30 percent are pursuing their research. ASB gives greater significance to the contributions it makes to a wider community. Therefore, students publishing research papers in journals and participation in conference are central to its research culture.

Research Partners

Research Day

After the summer placements in the companies, our MBA students begin their Business Research Projects (BRP) in their chosen specialization. This provides them a deeper understanding of the subjects they study in the classrooms. Many of them present their research works in national and international conferences. On Research Day, we celebrate such accomplishments of the students. Research is a part of ASB MBA. Emphasizing on research and societal benefits is a part of the mission of the University. By presenting in them as posters, we are providing an opportunity for all to understand various management researches happening, share the research interest, and thus, offering a wider reach.
Nurturing Women Leadership

Underlining the significance of gender diversity in the corporate world, ASB focuses on bringing women to the forefront of the management career, including entrepreneurship.

- Amirthalakshmi Venkitraran
  Class of 1998
  General Manager, Philips Lighting

- Dr. Maneesha Ramesh
  Class of 2000, Dean
  Amrita Centre for International Program

- Latika Dhavadi, Class of 2004,
  Offline Risk Operations Specialist,
  a leading internet company

- Sindhuja Rengan
  Class of 2010
  Founder – Rangvamsa Boutiques

- Sravanthi Nayani
  Class of 2007
  Manager HR – TCS

- Aupama Vijayakumar
  Class of 2003, Co-founder
  Wordsmith Content

- Payal Lotia
  Class of 2005
  Insights Director – IMRB International

- Jaya Lekshmy Venugopal
  Class of 2002
  Manager HR – Tata Steel
MBA Admission Process 2021

Step 1 - Apply online at www.amrita.edu/mba
Step 2 - Announcement of shortlisted candidates for Step 3
Step 3 - WAT and Personal interview

Final selection list will be based on a composite score which is computed by including the eligibility test score, previous academic record, subject knowledge, extracurricular, and previous work experience.
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