

20th MBA Batch Starts at Biz School

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A function was organised to mark the commencement of the 20th batch of MBA programme at Amrita School of Business | Express

COIMBATORE: Amrita School of Business (ASB) of Amrita Vishwa Vidyapeetham inaugurated its 20th batch of full-time MBA programme on June 15. The new batch has 125 students.

ASB chairman R Raghu Raman welcomed the students and gave them and their parents the course details and a brief history of the institution at a function to mark the occasion.

Former director of IIM Calcutta, Shekhar Chaudhuri, recipient of the Ravi J Matthai National Fellowship Award 2012, was the chief guest and Hema Gopal, vice president and global head, IBM Center of Excellence at TCS, the guest of honour.

In his address, Shekhar reminded the students of four qualities that can transform their lives - passion for excellence, hard work, commitment and openness to ideas.

Hema Gopal, who shared her experience at TCS with the students, provided insights into choosing streams and careers. She advised them to have the willingness to unlearn and relearn, the right focus and attitude and the passion to successfully cover the curriculum.

Amrita University Vice Chancellor P Venkat Rangan highlighted the need to get 'an education for living, an education for life', which is the prime motto of Amrita School of Business.

The two-week orientation programme for the new students started on Monday. It is designed to adapt the students to the management domain with ease and to instil in them the institution's culture.

The two-year residential programme is designed to inculcate in the students entrepreneurial and business management skills through five domains - accounting, finance, marketing, human resources and

operations management. The curriculum is focused beyond global strategic thinking and analysis. Students also have access to innovative programmes, research opportunities and field work to understand various sectors of the economy.