

# Amrita School of Business MBA orientation: 4 policies capable to transform lives Dr Shekhar Chaudhary, former Dir I

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Four policies are capable to transform your lives passion for excellence, hard work, commitment and openness to ideas Dr. Shekar Chaudhuri, Former Director, IIM Kolkata & Chief Guest at ASB

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Amrita School of Business (ASB) Coimbatore has inaugurated its 20th batch of full-time MBA program at Amriteshwari Hall in its campus beginning the 2 week long orientation on June 15, 2015. The new batch comprises 125 students from all over the country, coming from diversified academic background including engineering, medicine, arts and science.

The orientation program for new students extended for two weeks, beginning from June 15, 2015 and is designed to benefit the students to adapt to the management domain with ease. The programs also aimed to instil the true spirit and culture of the institution, enabling them to seamlessly experience the new phase of life.

The inauguration program commenced at 10am with a welcome speech by Dr. R. Raghu Raman, Chairman, ASB. Dr. Raman took students and parents through the exciting 20 years journey of ASB, besides presenting them the opportunities and challenges at the university.

Dr. Shekar Chaudhuri, Former Director, IIM Kolkata and recipient of prestigious Ravi J Matthai National Fellowship Award 2012 was the Chief Guest on the occasion. In his inaugural address, he congratulated students to have been able to enter a prestigious institution known for imparting quality education. He brought forth the sense of responsibility among students by reminding them that "four policies are capable to transform your lives- passion for excellence, hard work, commitment and openness to ideas." He urged them to be active players in curricular and co-curricular activities with a note to think beyond 'self'.

Ms. Hema Gopal, Vice President, Global Head, IBM Centre of Excellence at TCS adorned the Guest of Honor for the day. She shared her own experience at TCS managing a large crowd. She advised students to possess the passion, ability to unlearn and relearn, have the right focus and attitude in order to successfully cover the curriculum. She also provided fresh insights on choosing the streams and career, besides calling for a comprehensive understanding of problems prior to a decision-making.

Dr. P. Venkat Rangan, Vice Chancellor, Amrita University informed students the mission of their education through Amma's messages. He highlighted on the need to get 'An Education for Living, an education for life', the prime motto of Amrita School of Business. Through inspiring stories, he motivated students to become compassionate human beings.

## **The MBA program at ASB**

Classes in this 2 year residential program are designed for the students to inculcate the skills of entrepreneurship and business management through five domains – accounting, finance, marketing, human resources and operations management. The course offers challenging curriculum focused beyond global strategic thinking and analysis.

The course spreads the seeds of social benefits within the students through innovative programs like Live-in-Labs (LILA), a multidisciplinary, theory-into-practice program that facilitates research, development and deployment of sustainable solutions for current challenges faced by rural communities in India. The program provides the students an opportunity to directly interact, observe and study the rural scenarios in the country, by living in the remote places for a prescribed time period. Through this, the students can understand the problems in the areas of health, education, environment, farming and infrastructure of the rural communities, subsequently, devise and implement solutions to address the problems.

### **About Amrita School of Business**

Within 20 years of its establishment, Amrita School of Business has successfully carved out a niche by maintaining its identity in providing quality education enriched with human values. ASB has become a leader in preparing individuals to excel in the complex, dynamic and interconnected world of global business.

ASB provides the students with world-class analytical research lab, a library with a wide collection of over 14,000 titles, 187 subscriptions to journals, more than 6,300 e-journals with 1922 back volumes, round 100 computer databases with data on more than 700 CD-ROM's, 70 video cassettes, and around 500 corporate annual reports

In addition to MBA, ASB also provides PhD program in Management studies. The Doctoral Program was started by ASB with a view of encouraging the aspiring scholars to take up research in the country. Having a pool of faculty who have their Doctorate from globally known Institutions and Universities and being continuously engaged in research makes the School a distinct place for education.

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