

Pragyan

February 2021



AMRITA
VISHWA VIDYAPEETHAM
—DEEMED TO BE UNIVERSITY—

School of
Business
Coimbatore



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A close-up portrait of Sri Mata Amritanandamayi Devi, a spiritual leader. She is smiling warmly, looking slightly to the left. She has dark hair with some grey, pulled back. She wears a white shawl over a dark patterned garment. On her forehead is a traditional tilak (bindi) with a yellow and red circular design. She has a small nose ring. The background is a soft, out-of-focus green.

Message from the Chancellor

Amma has one wish. All Universities should send their students to impoverished rural villages or city slums for at least one or two months during their education. They would be able to see directly the issues and problems that the poor face. They could then develop solutions and write papers on everything they studied. This would help us to help the poor in the most effective way and, at the same time, awaken compassion in today's youth.

Today, Universities and their researchers are ranked mainly based on the amount of funding they receive, the number of papers they publish, and their intellectual calibre. Faculty are promoted according to the same criteria, as well. Along with this, we should take into consideration how much we have been able to use their research to serve the lowest and most vulnerable strata of society. This would be like gold becoming fragrant.

In our approach to sustainable development, we should not forget that it is by strengthening the people at the base of the pyramid that the entire edifice of society becomes healthy and strong.

Sri Mata Amritanandamayi Devi
Chancellor, Amrita Vishwa Vidyapeetham

Chairman's Message



Dr. Shyam A V
Chairman,
ASB, Coimbatore

Amrita School of Business Coimbatore has endeavoured to offer the best quality business education right from its inception in 1996. We have a highly qualified and experienced set of faculty who constantly strives to maintain high quality 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.

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. 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.

We have also conducted sessions for the students to share some best practices to maintain their health and to reduce the strain on the eyes that can happen due to the long exposure to computer screens in the online mode that was forced on all of us due to the pandemic. We initially provided e-books to our students and when the situation permitted, we shipped hard copy books to the students to their respective homes so that strain on the eyes due to too much screen time is reduced to the extent possible. We also provided the students access to all the electronic materials in the library including online databases through a virtual private network.

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. Founded in 1916, AACSB is the longest-serving global accrediting body for business schools, and the largest business education network connecting students, educators, and businesses worldwide. 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.

Amrita Vishwa Vidyapeetham (of which ASB is a part) has been recommended by the University Grants Commission to be awarded the 'Institution of Eminence' status to emerge as a world class teaching and research institution.

National and international ranking agencies assess institutions against multiple parameters including teaching-learning processes, research, infrastructure, industry connect, international collaborations etc.

Amrita has been ranked the 4th best University in India by the National Institution Ranking Framework (NIRF) of the Government of India. Amrita has been ranked among the top ten universities in the country, four times in a row. Amrita has also performed very well in International Rankings like the Times Higher Education (THE) World University rankings and the QS World University Rankings.

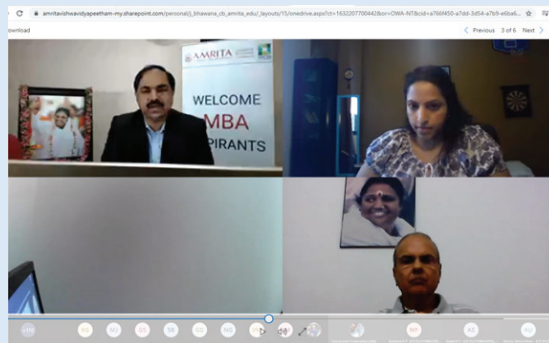
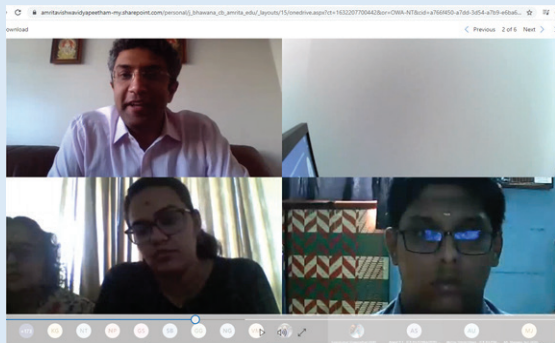
We have a green, clean and serene campus that helps in refreshing body and mind. There are ample facilities for sports and games, including well-appointed gymnasiums and an Olympic size swimming pool.

We at ASB believe in meaningful engagement with industry by way of short-term development programmes for managers and executives, and part-time PhD programmes that we offer. Four students earned their PhD degree from ASB this year.

ASB's 2-year MBA programme is designed to prepare the students for not just successful living, but also for a meaningful life. Our Chancellor's vision of 'transforming the ordinary to extraordinary' guides and inspires all our activities at ASB.

We are happy to present to you the latest issue of our newsletter, Pragyan.

ASB MBA 25th Batch Inauguration 2020



The 25th batch of MBA was inaugurated on 1st August 2020 through online mode. The inaugural ceremony began with lighting of lamp and prayer. Prof. C. Parameswaran, COO & Director – CIR, Dr. A. V. Shyam, Chairman, ASB, Dr. Deepak Gupta, Dr. P Balasubramanian and Prof. Shri Krishnan lit the lamp. Dr. V. Ravi Kumar, Head – Marketing gave the welcome address and Dr. A. V. Shyam the inaugural address.

In his inaugural address, Dr. A. V. Shyam welcomed the students of 25th batch of MBA and ASB's first batch after receiving the coveted AACSB accreditation. He outlined the growth of ASB and University from its humble beginnings, and the great strides of the University in moving up the ladder in national and international rankings and the grant of the prestigious IoE (Institution of Eminence) status by MHRD, Govt. of India. He mentioned how ASB is fully geared up to offer the program through online mode given the pandemic situation. Dr. A V Shyam also gave an overview of the role played by Directorate of Corporate and Industry Relations and availability of Technology Business Incubator (TBI) in University and ASB's alumni strength. He also mentioned about the wealth of resources in the library and efforts being taken to bring the electronic resources in the library through Virtual Private Network (VPN) to the students. He concluded by announcing the sessions lined up during the three-week orientation programme which follows after the inauguration.

The guests of honor were the alumni of ASB, Mr. Vivek Menon, Executive Director, Product Management, JLL, London and Ms. Nini Thomas, Commercial Head (Services), Commercial Manager (on premise and cloud), SAP Middle East & North Africa LLC, Dubai. Mr. Vivek spoke to the students on "Reimagine – The mindset that will make the difference" and Ms. Nini spoke on "The Road Taken – It's the journey that's important". Prof. Shri Krishnan proposed the vote of thanks.

Rankings



NATIONAL
INSTITUTIONAL
RANKING
FRAMEWORK

4th Best University
in India
in **University** Category as per
NIRF India Rankings 2020



TOP 300
Medicine
TOP 400
Engineering



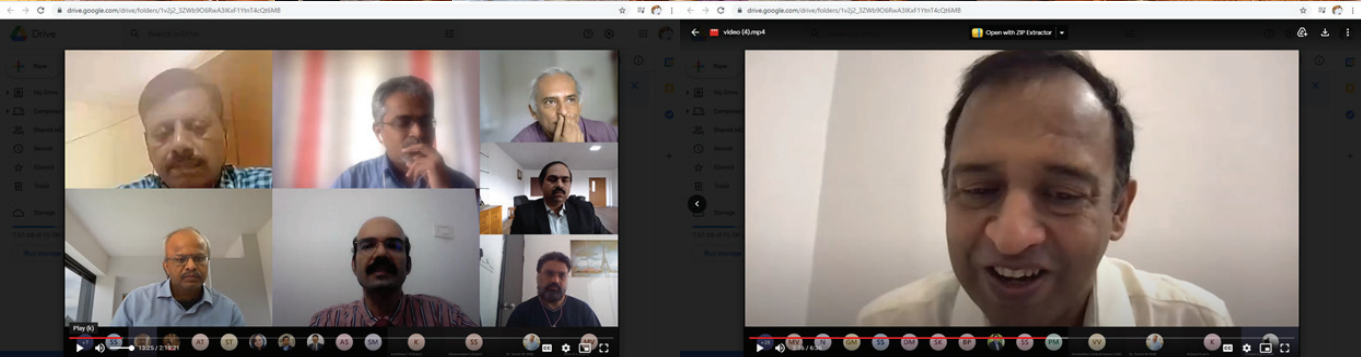
Institution Of
Eminence
Govt. of India



EMERGING ECONOMIES
UNIVERSITY RANKINGS 2020
RANKED 90

ASIA UNIVERSITY
RANKINGS 2020
RANKED 125

ASB PhD 12th Batch Inauguration 2020



ASB commenced the PhD 2020 programme on 26th December 2020. Dr AV Shyam, Chairman, ASB, Coimbatore, and other senior faculty members lit the lamp and inaugurated the programme. Dr Krishnashree Achuthan, Dean PGP and Dr Kishore G Pillai, Associate Dean, ASB & DOM's, addressed the students during the inaugural function. The inaugural session was followed by an invited talk by Dr Suresh Ramanathan, Dean & Principal, Great Lakes Institute of Management who gave a Lecture on 'Lessons of Love-How to Cultivate and Nurture Your Love for Research'.

Some thoughts on Outcome Based Education

Dr Sanjay Banerji, Founder Director – ASB

1. Washington Accord

This international agreement pertains to engineering education only. India became a signatory in 2014, before China. It cannot be claimed to be mandatory. However, for our engineering education degrees to be recognised globally, the degree granting institutions should follow the standards set within the accord. Accreditation by ABET is a globally accepted standard, covering our engineering and Bio-technology faculties.

'One size fit all' approach does not apply for management education. For B-Schools, AACSB / EQUIS / AMBA are the globally recognised standards, in that order; with their own requirements for OBE / OBA.

2. Bloom's Taxonomy

Bloom's Taxonomy includes different dimensions of learning: cognitive, effective and psycho-motor skills, corresponding to knowledge, attitude and skills respectively. The discussions on PO / CO derived from the engineering discipline focused on the cognitive dimension alone. However business education in particular cannot ignore the effective dimensions and capabilities that are skill oriented, like accounting, computing, verbal and other forms of direct communication etc. Our system of expected outcomes and their measurements must transcend this cognitive alone mindset.

3. Curriculum Mapping

The canvas of the curriculum map should be broadened to include the effective and other skills-oriented dimensions and thereafter the exercise needs to be completed. The onus should be on the individual faculty, teaching a course to identify how the course contributes toward fulfilling the learning objectives.

4. Resources

We have several resource related to the subject. Two books in the library are very useful.

a). Assessment Essentials Palomba and Banta has a section on 'Critical Thinking'.

b). Assessment in practice, Banta, lund, Black and Oblander. This book has several case studies and the Case #1 and #19 refer specifically to business major at Ball State University.

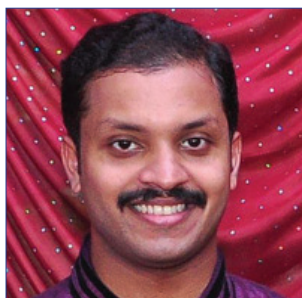
Social Entrepreneurs & development experts interact with ASB MBA students



As part of the course Management Beyond Profit: The Heart of Sustainable Business, several experts and social entrepreneurs interacted with ASB MBA students.

Pushpa Sundar is the author of several books on corporate social responsibility including "Business and Community: The Story of Corporate Social Responsibility in India (2013)" and "Foreign Aid for Indian NGOs – Problem or Solution (2010)". She spoke to the students about the difference between Philanthropy and CSR and the history of CSR in India.

The Award winning social entrepreneur, **Nayantara Nandakumar**, spoke to the students of the value of ethics and vision in running an NGO. Nayantara holds a Masters in Engineering from Virginia Tech. She worked for several years on infrastructure projects in California before returning to Hyderabad to set up "Our Sacred Space" a not-for-profit organization. Our Sacred Space supports arts and craftsmen and also works on issues of environmental sustainability and preservation of traditional ecological knowledge systems.



ASB Alumnus, **M.P. Prashanth**, Batch of 2007 is one of the few alumni who works in the not-for-profit sector. He is currently Program Manager, Enterprises Kudumbasree-NRO. He spoke to the students about the extremely successful Kudumbasree enterprise programme that has now spread across India including the North East.

Invited Talks

Dr. A. Senthil Kumar delivered an invited webinar on “Investment Analysis for Agribusiness Firms” on June 05, 2020. The e-talk was part of the one-week TBI-TNAU Capacity Building Programme for Agripreneurs conducted by Tamil Nadu Agricultural University. The webinar was attended by 28 agribased entrepreneurs from the state of Tamil Nadu. Dr. Kumar spoke on the different investment appraisal techniques suitable for agribusinesses and demonstrated those techniques using MS excel spreadsheet models.



Dr. A. Senthil Kumar delivered an invited talk on “Artificial Intelligence and its applications in finance” on January 25, 2021. The e-talk was organized by Coimbatore Management Association and attended by around 120 participants across industry and academia. Dr. Kumar spoke about the need to integrate artificial intelligence applications in finance industry. He also highlighted the potential benefits and regulatory challenges in adopting to the AI technology in finance.

Dr. A. Senthil Kumar delivered an invited IMS management masterclass talk on “Applications of Artificial Intelligence in finance” on February 26, 2021. The online talk was organized by IMS Learning and attended by around 100 CAT aspirants all over India. Dr. Kumar spoke about how artificial intelligence applications are impacting the banking and financial services industry.



Dr. Sangeetha delivered an invited IMS management masterclass talk on “Introduction to FinTech” on February 26, 2021. The online talk was organized by IMS Learning and attended by around 100 CAT aspirants all over India. Dr. Sangeetha spoke about New Consumer Experience and Merging Trends in FinTech Industry, Regulating Fintech and New Risks of Disruptive Technology, Digital Payments, Crowdfunding, P2P Lending and RegTech.

Best Management Faculty Award to Dr. Priyadarshini

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



Students' Corner

Best B-School Project Award

In Business Standard 'Best B-School Project' Award 2020 competition final year student, **Jeevarathinam B's** (Batch 2019-21) project titled, 'Market study of RO & UV water Purifiers, mid-sized Vacuum Cleaners brands along with mapping out of bottles and flask category in the Indian market: An application of online review analysis' came in top 15 at national level. The competition was stiff with 175 entries coming from top 100 B Schools in India including IIM, IIFT, IIT, XLRI and others.



Red Brick case study writing competition

Prof. Rahul Sukumaran, Assistant Professor mentored 7 teams from ASB, Coimbatore for the prestigious Red Brick 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 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 were selected to the next round 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; and there are more hidden gems waiting to be discovered.

In addition, one team has also made it to the top 20 teams in the country; they were ranked 12th overall in the country.

International Student Exchange Experience of Varuna Thiagarajan

"Bonjour!

Reflecting on my time as a Dual Degree student at IMT-B in France, I could not be more grateful for this unique opportunity to learn and grow in such a multicultural, diverse and stimulating environment. The campus community and the locals in France were very welcoming and friendly which helped me feel at home easily.

Coming to academics, when comparing to the universities here in India, the class sizes were smaller and there had always been lively interaction among both the fellow students and the teaching staff. I appreciate the way of teaching and learning because assignments and exams throughout the term emphasized continuous learning.

It also paved an opportunity to travel to nearby cities and countries. I have learnt incredibly much inside and outside the classroom and met wonderful people. Although I didn't know French, I was able to pick up the language because not just the faculty, but also the locals around were very kind enough to guide and motivate when they find international people attempting to learn their language. The French faculties in the campus were also very helpful in guiding the international students learn the basics.

I also got to understand the various viewpoints of my fellow students who were from other different countries. This international exposure helped me broaden my views and rethink about a lot of ideologies. I can surely say without any doubt and regret, that my experience there was very enriching and wonderful.

If a student does not have any financial constraints to support the living expenses in France, I would definitely say that you need not think twice if you come across a similar opportunity. It not just earns you a Dual Master's Degree, but also changes your perspective in an International setting, for the better.

It is a distinct experience and I must say that having had a great mentor like Dr. Shyam for my Business Research Project at ASB, the thesis at IMT-BS, France was a piece of cake."

- **Varuna Thiagarajan**



GOKULASHTAMI

Workshops for PhD Scholars

The following workshops were conducted for PhD scholars in January and February of 2021

Name of the Faculty	Designation	Affiliation	Name of the Workshop
Dr. A Senthil Kumar	Asst. Professor (Sr. Gr.)	Amrita Vishwa Vidyapeetham	An Introduction to Mendeley
Dr. Ramya Neelamegham	Professor	IIM Bangalore	Asking Impactful Research Questions
Dr. Padma Rao Sahib & Dr. Sandeep Pillai	Associate Professor & Asst. Professor	University of Groningen & Bocconi University	How to do a Literature Review
Dr. Raveendra Chittoor	Associate Professor	University of Victoria	The Art of Scientific Research Writing
Dr. Rajiv Kozhikode	Associate Professor	Simon Fraser University	Rome was not Built in a Day. The Importance of a Strong Work Ethic & Perseverance in Academic Research
Dr. Suresh Ramanathan	Dean & Principal	Great Lakes Institute of Management	The Unbearable Lightness of Seeing: The Effect of Visuo-Spatial Cues on Consumption
Dr. Shanti Nair	Dean, Research	Amrita Vishwa Vidyapeetham	The Non Locality of Research and Collective Responsibility
Dr. PNSV Narasimham	Sr. Vice President	Cyient	Research Presentation (Brown Bag Series)

ASB bids farewell to Prof. Udhayakumar

A well known face at ASB, Prof. Udhayakumar is hanging up his boots after a long and eventful tenure.

Prof. Udhayakumar has this to say, "It's been 25 years – quarter of a century, since I joined Amrita Vishwa Vidyapeetham University in the year 1996. My association with Amrita University – as an Associate Professor passionately involved in teaching courses like Self Awareness and Personal Growth and Yoga Education for the MBA students of Amrita School of Business, and Cultural Education and Values Program for the PG students of Amrita School of Engineering – was a deeply fulfilling and remarkable one. Right from the beginning, though I was teaching those thousands of students' year after year, more than them, it was me who was actually learning a great deal from all the different interactions and discussions I have had with the students – which I discovered only much later!"



"I am indebted for life (or lives) and forever grateful to our beloved AMMA for having given me this wonderful opportunity to offer whatever little I had learnt and understood from the life and teachings of the Great Ones – the Rishis, Sages, Yogis, Munis, Avatars and Avadhootas of this planet – to the students and others of Amrita University".

I also want to thank every single one of my dear and beloved students who taught me so much that mere words would fail to describe or convey the depth and essence of my gratitude to them all.

I will continue to do what I was doing all these years – educate myself and others too in the process, through online sessions, FB pages, and of course through my You Tube channel 'Satsang with Udhayji'.

Pranams to all!

Pragati 2020

Launched in the year 1999 with the motive of encouraging management students, Pragati is a national level Business fest conducted by Amrita School of Business, Coimbatore with more than 350+ participants annually and a reach of over 50+ colleges in India with prizes worth Rs. 5 lakhs. This Business fest provides a perfect platform for aspiring managers to set standards, and compete with their counterparts in immersive games designed and crafted by students exclusively for the fest. It comprises of various management and non-management games providing students with a perfect platform to showcase their in-built talents and Einstein's knowledge.

Pragati '20 was conducted on 24th and 25th January 2020.

The year's theme 'EMBRACING INGENUITY - Man. Machine. Métier', featured a palette of 14+ management and non-management games.

Management games included INFINITY 4.0 – The Analytics Game, TANTRA – The HR Game, MEGAMIND – The Best Manager Event, MINERVA – The Operations Game, KOTLER'S LEAGUE – The Marketing Game and Furià Finanza – The Finance Game. Pragati '20 also featured two Startup games - Stratup-X Leader (Single Player) and Stratup-X Foundation (Multiplayer).



Colloquia



Topic: About Amrita's TBI Technology Business Incubator

Mr. Sreerag Rajan, Incubation Officer, Amrita TBI gave an overview of Amrita TBI, about how they would evaluate a business idea and how they could turn a students' entrepreneurship dream into a reality which would be completed funded by Amrita (left side pic)



Topic: A View into the transport and logistics Industry

Mr. Jagannarayan, Director, CRISIL LTD spoke on the Infrastructure developments in India by giving insights in the yearly expenditures on Infrastructure in India. He also explained how CRISIL plays a vital role in forecasting markets and helping the government makes critical decisions.



Topic: Air travel Industry – Ecommerce

Mr. Balu Ramachandran, Senior Vice President, Cleartrip shared facets such as how the current contribution of the travel industry towards GDP is \$ 1.5 Billion and it is expected to grow in the coming years. He said India is the fastest growing travel market in the world and many people have started using air travel for leisure to places like Thailand, Singapore etc. He also said there used to be a time where all (100 %) the tickets are sold through offline but right now 55 % of the tickets are sold online. The important messages from him were – stay hungry & disrupting and never get comfortable.



Topic: Strategic training and development for future leaders

Mrs. Joshila Ramesh, Business Owner, Aspire HR Solutions shared her experience of training people and enhancing their skills to be future ready in the corporate world. She conducted two activities: first activity - students were divided into groups of 10 and one student was encouraged to give a short speech wherein she identified intricate mistakes and how to avoid them and second activity – volunteering students were made to stand one behind the other and a short message was passed from first student to the one standing behind him and so on, it showed how disruptive communication can become and its adverse effects. She summarized how important communication skill is in the corporate world. (left side pic)



Topic: Power of One – The Individual

Lt. Gen. A Arun said the best definition of a leader is said by former US President Mr. John Quincy Adams, 'If your actions inspire other to dream more, learn more, do more and become more then you are a leader.' He said the role of a leader is to create a vision, build team, allocate tasks, develop people, and motivate team members. The session was very interactive and energized the audience to explore and fulfill one's own leadership potential.



Topic: Career opportunities in Finance

Mr. Dennis Varghese, Co-founder, Debtpro Financial Technologies Pvt. Ltd. Bengaluru is a graduate of 2nd Batch of MBA at ASB. He said MBA has an abbreviation – Master in Business Acumen which denotes the ability to take quick and correct decisions at the right time. He explained the job roles in the following emerging fields viz. AI (Artificial Intelligence) and Machine Learning drive in Fintech, Blockchain Cryptography, Wealth Management etc. (left side pic)



Topic: Operations Analytics – Linear Programming Modelling Workshop

Mr. Subramaniam Krishnan, Senior Expert in Global Marketing guided students to work out in groups, discuss the possibilities and arrive at the solutions for the problems related to Supply and Demand, Radiation and Distribution.

Topic: Interview Skills

Mr. Subramaniam Krishnan, Senior Expert in Global Marketing shared with students the importance of practicing interview skills as early as possible. Key points for acing interviews are

having an understanding from employers' perspective, research the history, culture, and latest trends of the company, updating our profile in platforms like LinkedIn, communicating to the interviewer in a positive manner and to adopt a storytelling approach to brief our experiences and achievements.

Topic: Strategies

Mrs. Shikha Pillai, Head – Strategy, Siemens Healthineers Development Center gave an Introduction about Strategies and how various strategies adopted at different situation drives businesses. She provided valuable insights about healthcare business in the country and how strategies adopted by Siemens helps the company to stay ahead of the competition.



Topic: Importance of Leadership Skills in Management

Mr. Satyajeet Rajan, IAS, Additional Chief Secretary, Govt. of Kerala. His session focused on importance of leadership skills in climbing career ladder and how it shapes one's career. He shared some experiences to moot home the point – leadership skills are a critical tool to succeed in today's life.



Topic: Business in the real world

Mr. Anish Sudhakar, Senior Manager, Ugam Solutions spoke about how Data revolves Businesses in the real world and the importance of Big Data in the corporate sector. Through activities done through student's mobile phones he underscored the importance of Data Collection, Analysis and Data Security (3rd Pic – below)



Topic: Awareness on International Taxation

Mrs. N Prassana, IRS, Deputy Commissioner of Income Tax (International Taxation) said with increase in globalization and collaboration across the borders, management students should be aware of international taxation. She talked about tax treaties signed by India and how the process is followed when a complaint is raised until it is resolved.



Topic: MBA Freshman in the Job Market

Mr. Dileep Choyapally, Director of Client Success, Mozanta Technologies engaged the students in knowing their expectations in the job market, dream job and challenges it brings forth. He also explained very lucidly the advantage and disadvantage of working in a startup or a big firm and how to identify the right fit. (2nd pic with Dr. Bala)



Topic: Re-Envisioning Organizations During & Post Pandemic

Ms. Soundaria Lakshmi, Strategic HR Leader and Consultant discussed the impact and reactions of the industry to the pandemic. She explained how the companies faced competing responsibilities to various stakeholders and how the focus shifted to employee's health and wellbeing.

She elaborated on how as organizations juggle around priorities and challenges, business continuity is taking a leap, setting priority. Leaders are focusing to build quickly, addressing immediate systems, resilience issues and laying foundation for the future.

She also briefed about the current HR challenges and priorities. The relevance of digitalization in the -Future of HR was also explained.



Topic: Finance - Mergers and Acquisitions

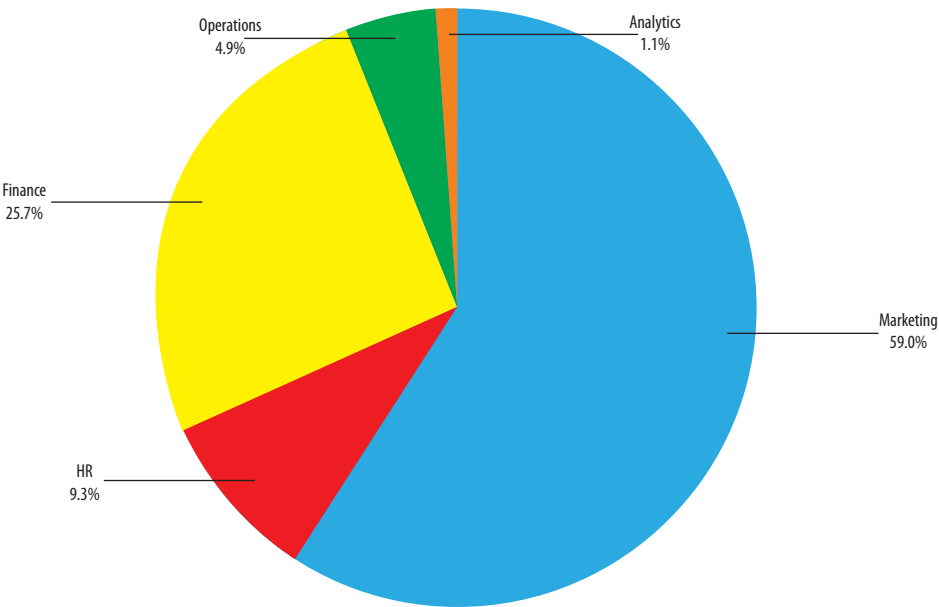
Mr. Biju S Nair, Chief financial officer, Prolifics Corporation Limited explained how mergers and acquisitions happen in the current world and briefed the strategies to be kept in mind while planning it. He stressed on the importance of studying about a company, based on which M & A plans and synergies are found and a company is valued accordingly. He shared one of his real-life experiences to explain the cultural sync. He talked about top 10 successful mergers in the market from 2010 to 2020. He also explained through examples major success and failures in M&A space.



Summer Internships 2020

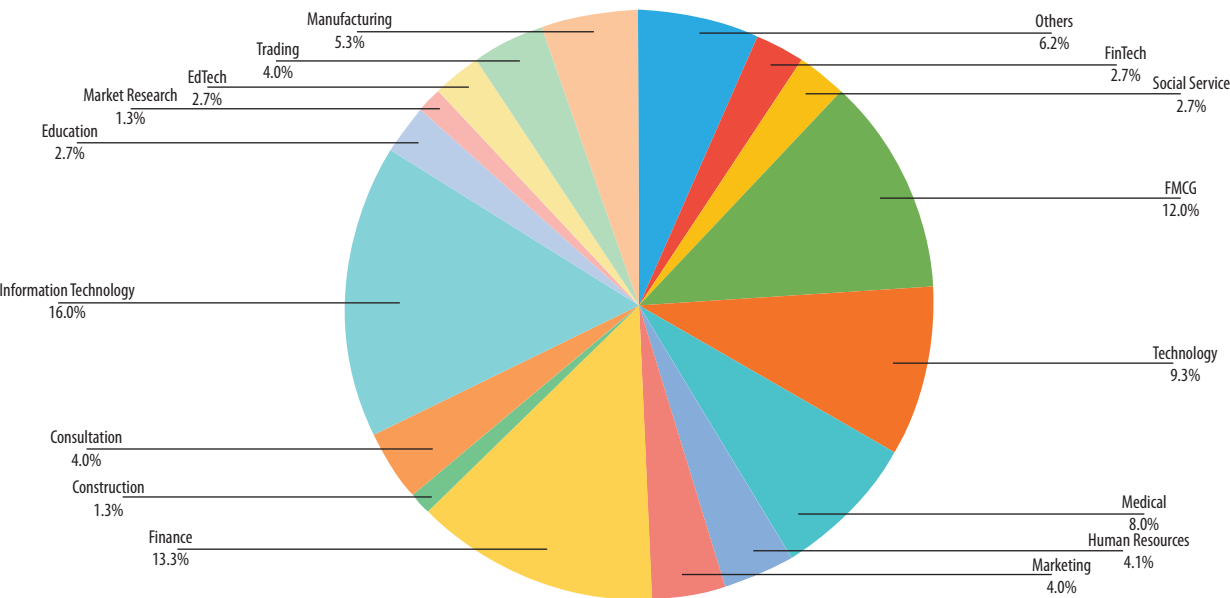
As part of the ASB curriculum, the MBA students get an opportunity to undergo an internship in leading organisations after their first year of MBA. The process of selection by the companies take place in the month of Dec/Jan itself and the students spend two months in the organisations studying and applying the concepts of their learning.

Final Internship Domain



They gain rich experience through interaction with their company mentors and are well supported and guided by assigned faculty members. These internships are mostly on a stipend basis and some of the internships culminate into pre-placement offers.

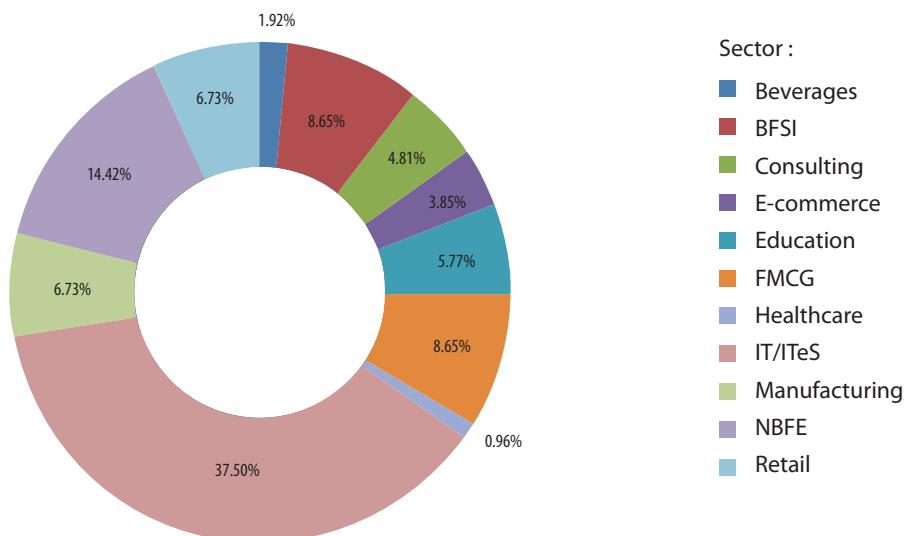
Internship Sectors



Final Placement Summary – 2020

The strength of any program can be evaluated by the diversity of profiles that are 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 General Management this year.

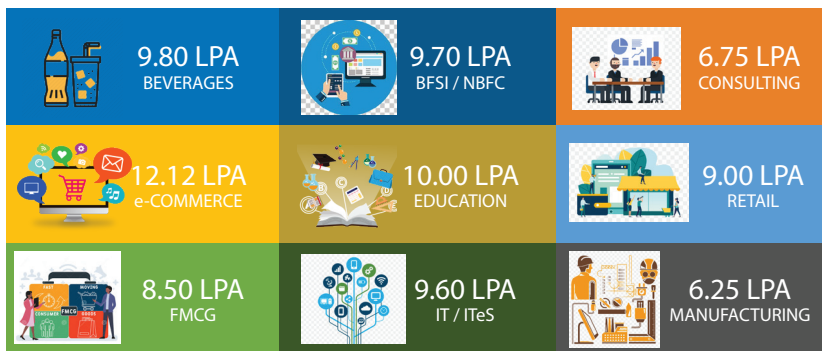
Sector-wise Number of Companies



Final Placement Highlights



Average Salary (INR)





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