



AMRITA
VISHWA VIDYAPEETHAM

**SCHOOL OF
BUSINESS
COIMBATORE**

Pragyan

Admissions 2019 OPEN

Applications are invited from the eligible candidates for admissions to MBA at the campus for the academic session 2018.

>> P 24

B-fest Pragati

ASB's national-level b-fest Pragati witnessed an enthusiastic participation of various colleges from across India.

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MBA New Batch Inauguration

Class of 2020:
ASB welcomes 23rd batch of MBA students

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Message from Chancellor



I often reflect deeply on the future of the Earth, the preservation of nature, and the disappearing harmony between humanity and nature. This contemplation has led me to the conviction that science, technology, and spirituality must unite in order to ensure a sustainable and balanced existence

of our world. We live in the age of the Internet. But along with a connection to the Internet, we also need to rediscover our "Inner-net" connection. Spirituality teaches us how to manage both our internal and external worlds. True spirituality is compassion in action. If we could transform compassion from a mere word into a path of action, we would be able to solve 90 percent of the world's humanitarian problems.

Sri Mata Amritanandamayi Devi,
Chancellor, Amrita Vishwa Vidyapeetham

Message from Chairman



Humble pranams. Ranked among the top 50 b-schools in the country, our success is evident from the 2000+ alumni placed across the world in top brands such as Google, Microsoft, Apple, Amazon, Samsung, IBM, etc. This year, we expanded the placements to international locations, thanks to our

Student Placecom, faculty and CIR. As a member of AACSB, a gold standard for B-Schools world over, our curriculum is globally benchmarked against the ,best. Our teaching-learning process ensures that students are innovative, entrepreneurial, research-oriented, analytically skilled and are socially responsible. World class faculty from IIMs, Harvard, Berkeley, IITs, Cornell, Wharton, XLRI, Kellogg and others inculcate leadership qualities in students. Life at ASB is a social experience with plenty of cross-cultural interactions.

Welcome to ASB Experience.

Dr. R. Raghu Raman
Chairman, Amrita School of Business

Outstanding Placements. Amazon, HDFC, TCS, Deloitte recruits

A total of 113 companies from various sectors including BFSI, Manufacturing, Infrastructure, Telecommunication, Market research, Analytics, Consulting, E-commerce, Consumer durables, Healthcare and IT/ITES visited ASB. Some of the more prominent recruiters among them were Amazon, Deloitte, Philips, BNY, Honeywell, HDFC, TCS, Marico and Mphasis. A wide array of profiles was offered in Sales, Marketing, Human Resources, Analytics, Operations, Consulting and General Management. Top profiles for this season included Senior Executive-Corporate Sales, Senior Relationship Manager, Team Manager, and Territory Manager.placement process.

113 Companies

45 New Companies

15 PPI/ PPO

12.1 LPA Highest CTC

Top

25%

9.47 LPA

Top

50%

7.64 LPA

Top

75%

6.62 LPA



15 Years of Compassion Driven Research



World's First
Wireless Sensor Network
System for Early
Detection of Landslides

Asia's First
Upper Arm Double
Hand Transplant

India's First
UNESCO Chair on Gender
Equality & Women's
Empowerment

12000+ Papers
43500+ Citations
100+ Patents Filed
180+ International Partnerships



Top 500 in the World
**Clinical
International Outlook**

Top 250
in Asia

Top 200
in Emerging Economies



**8th Best University
in India**



Engineering | Medicine | Business | Arts & Sciences | Humanities | Life Sciences | Physical Sciences

Acknowledged for the Excellence

Businessworld

Competence of Faculty - 7
Curriculum & Pedagogy - 7
Industry Interface - 8
Infrastructure and Facilities - 3
Placements - 5
Internationalism - 6
Overall - 8



Careers360

Overall - AAA+



AIMA - Business Standard

Overall - A3

Outlook

Infrastructure - 5
Personality - 6
Academics - 10
Overall - 15



Business Today

Learning - 9
Living - 3
Placement Performance - 9
Selection Process - 8
Future Orientation - 6
Overall - 10



AACSB

A member of AACSB,
gold standards for
business schools

* Private, South India

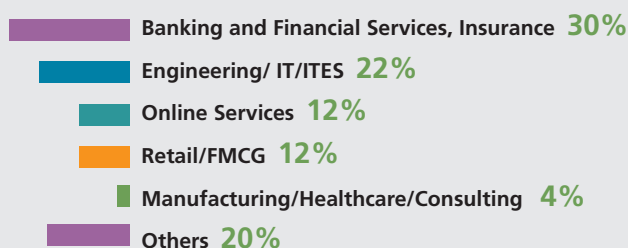
100% Placements!

We express our sincere gratitude to our Recruiters, CIR and faculty members for helping us reach 100% placement milestone yet another time. We had a total of 113 companies from various sectors such as BFSI, Manufacturing, Infrastructure, Telecommunication, Market research, Analytics, Consulting, E-commerce, Consumer durables, Healthcare and IT/ ITES to participate in the final placement process.

Some of the prominent recruiters among them were Amazon, Deloitte, Philips, BNY, Honeywell, HDFC, TCS, Marico and Mphasis. The companies offered roles in domain of sales & marketing, Human Resources, Analytics, Operations, Consulting and General Management. Senior Executive corporate sales, Senior relationship manager, Team Manager, Territory Manager were the key roles offered for this year placement process. On the basis of exceptional performance during the summer internship process the companies offered 15 PPO/PPI to the students.

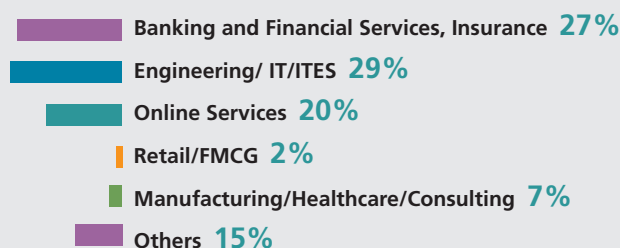


MARKETING



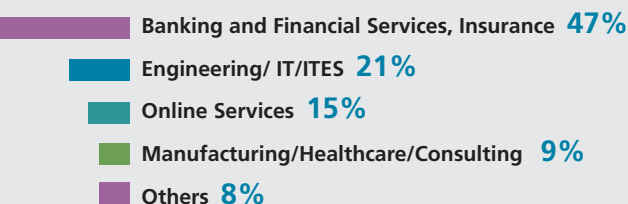
Top Recruiters Philips | Marico | AO Smith | Emami

OPERATIONS



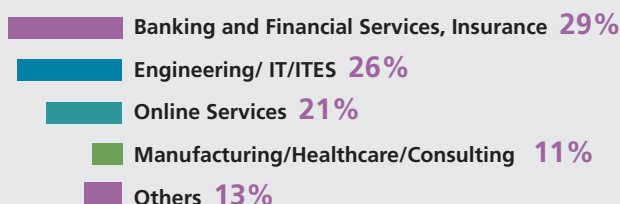
Top Recruiters TCS | ITC | Amazon

FINANCE



Top Recruiters State Street | BNY Mellon | HDFC

HR & ANALYTICS



Top Recruiters TCS | Mphasis | Nuance

Summer Placements

Marketing & Finance domains share the top spot in Summer Placements.

Summer placements at ASB provides a platform for the students to put their classroom learnings into practice and get a deeper understanding or knowledge of the concepts that they have learnt. All 155 students got placed in different cities across India. Total of 81 companies made offer with an average stipend of Rs.21000/.

Sector	No. of companies
Manufacturing	15
IT Services	10
Banking and Financial Services	17
Other Services	34
Total	83

4 International placements
Rs. 30000 Highest stipend
83 Companies



Anshu Kumari Intern @The Institution of Engineering and Technology, Bangalore

I was lucky enough to have my internship in a start-up that goes along with my passion, Automobiles. To work in such start-ups, one needs to keep an open mind and be ready to face whatever challenges thrown at.



Shanmuga Srinivas R- Intern @ eMOTION MOTORS, Coimbatore

Taught an excited/nervous fresher like me way more than I could ever expect. I was fortunate enough to be part of HR processes and also contribute to the company's functioning.



Shruti Sethumadhavan

Had an amazing experience, two full months of learning with diverse people in all the areas of marketing, from Market Research to Market Communication.



Shajeem Hassan K- Intern @ TVS LSL, Cochin

Did my Internship at India's leading supply chain service provider. Was able understand well how a supply chain service provider works



Sanjana K S- Intern @ Processbee Technologies Pvt. Ltd., Bangalore

Great experience to work for a startup. The employees were very jovial and supportive throughout. I was exposed to the hardships a startup has to face in its initial stages.

Class of 2020: ASB welcomes 23rd batch of MBA students



Batch Profile

Highest CAT
Percentile:

88

Average Work
Experience:

20 months

Students with work
experience:

21%

Demography:

17 states



The 23rd MBA batch inauguration was held on 11th June 2018. Two of our alumni -- Mr. Sreejith Sivanandan (ASB 1999) and Ms. Revathi Raghunath (ASB 2003) -- were Guests of Honor for the inauguration function. Mr. Sivanandan is presently involved with multiple pro bono initiatives that leverage technology to drive efficiency and effectiveness. Currently he is working to impart coding skills for girls and to improve care for the elderly. In his last corporate role as Senior Director and Head of Asia for Publisher Solutions, he worked with CXOs to evangelize the strategic value of using AOL's Publisher Solutions stack running a \$12M P&L. Ms. Revathi is a dynamic business leader who has profitably scaled multiple internet/technology-based businesses from inception for both global brands and start-ups. She currently works as General Manager for Aeon Learning, India's fastest growing Education Technology firm, she owns P&L for both B2C and B2B channels

Orientation Program

A comprehensive 3-week orientation program was designed to introduce new students to basic concepts (foundations of accountancy, business mathematics, and communication skills etc.) and to life at ASB (interactions with alumni and exposure to various "do's & don'ts"). Apart from the academics, students also participated in a Self-Exploration Workshop conducted by Ms. Anjana G (ASB 2003) and sessions conducted by CIR. Movies on business skills were also shown as part the orientation programme.

ASB Graduation Day Celebrated

The 2016-18 batch Graduation Day was celebrated on 18th August 2018 at ASB Coimbatore campus. 125 students of the batch passed out and earned their MBA degree. Ms. Bhavana V, topper of the batch was awarded the gold medal and Mr. Karthik Kumar awarded the silver medal.



Ms Bhavana V – Gold Medalist



Mr. Karthik Kumar – Silver Medalist



Intergovernmental Panel on Climate Change (IPCC) visits ASB

An expert panel representing the field of climate change and environment visited ASB as part of the 9th INSEE Biennial Conference. The distinguished panel members from IPCC included Dr. E. Somanathan (Economic and Planning Unit, Indian Statistical Institute), Dr. Purnamita Dasgupta (Environmental and Resource Economics Unit, University of Delhi) and Dr. Govindasamy Bala (Centre for Atmospheric and Oceanic Sciences, Indian Institute of Science).



Students Participation/ Achievements

ASB organized an industry visit for the students to Saranya Garments Pvt. Ltd., Tirupur. Students had a first-hand experience and insight of business and enhance their practical knowledge of manufacturing process activities carried out by Saranya Garments Pvt. Ltd., Dr. M. Suresh, Assistant Professor, organized the visit. Students also industrial visit to Roots Industries India Ltd., Coimbatore on Dr. Mridula Sahay, Associate Professor coordinated the visit.



Our students presented paper in the international conference of soft computing systems guided by Dr. Suresh M, Asst. Professor, Operations

The following students participated in Management Fest: JEMeCe 2K17 of School of Management Studies, Dr. John Matthai Centre, University of Calicut, Thrissur on 17-10-2017. ASB got overall championship.



Finance Game	2nd Prize
Participants	Jerin P. Joy, Anjana Nair, Gayathri Aniyam and Athira Murali
Business Plan	1st Prize
Participants	Akhilesh, Bharadwaj and Maneesha
Strategic Game	1st Prize
Participants	Rajeev M. Nair, Kiran K, C. Shankaranarayanan and Arya A
Strategic Game	Finalist
Participants	Radhika, Aswin, Ananthakrishnan, Akshay Ajith



Kerala Flood Relief - ASB students who took lot of efforts to contribute for Kerala Floods. They received appreciation from government for contributing supplies to the Kerala Flood Relief camps. Great effort by all the students!



Amrita School of Business (ASB), Coimbatore, were visited by a team of students from University of California, San Diego, under the leadership of Prof. Saiba Varma. The team worked with students from ASB, Coimbatore under Dr. Rajiv Prasad and chose Sadivel village in Coimbatore for the Live-in-Labs project.

MBA

in Business Analytics

Certification
from
IBM

Amrita School of Business, Coimbatore is one among the few colleges in India offering a specialization in Business Analytics for management students.

Industry Collaboration with



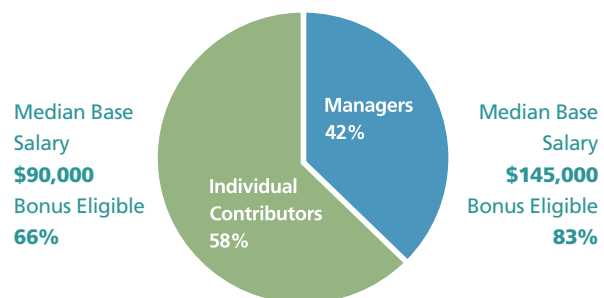
State-of-the-art Analytics Lab

Why Business Analytics?

- Analysts' consensus estimates enterprise data growth of 50X year-over-year through 2020. 85% of growth from new types of data with machine-generated data increasing 15x. At this growth rate, there will be a shortage of talented analysts.
- India becoming a hub for Analytics products, says a report by Frost & Sullivan for NASSCOM
- The size of the Analytics market in India is worth a whopping \$375 million

"Data Scientist: The Sexiest Job of the 21 st Century" – Harvard Business Review (From the October 2012 Issue)

Salaries Soaring



Compensation of Individual Contributors by Job Level

Mentoring students for Business Research

Working with my mentees this year has been very memorable. Each one of them was like a member of a close-knit family, offering constructive feedback on methodology and analysis and providing help and support to each other unconditionally to meet timelines and standards. Their efforts earned them the opportunity to present in the 3rd International Conference on Materials and Manufacturing Engineering-2018, which is indexed in both Scopus and Thomas Reuters. Their topics were of high contextual relevance to industry: Engineering Careers



Dr. RG. Priyadarshini,
Associate Professor,
HR/OB

for Organizational Commitment, Glass Ceiling and Career Issues, Workplace Negativity, Work-Life Balance, Self-Efficacy, Gamification for Workforce Productivity, Succession Planning Models, Issues in Workplace Friendship and Social Entrepreneurship. One of the papers was adjudged as the best paper in one of the technical sessions and appreciated for its methodology



and depth. Right from day one of proposal presentations to the culmination of paper presentations, their sincerity and commitment to work on deadlines and their beautiful attitude to help each other and work together made BRP an enjoyable and fulfilling journey which has left a lasting impression in my mind as a mentor. I sincerely wish the same continues in the forthcoming years

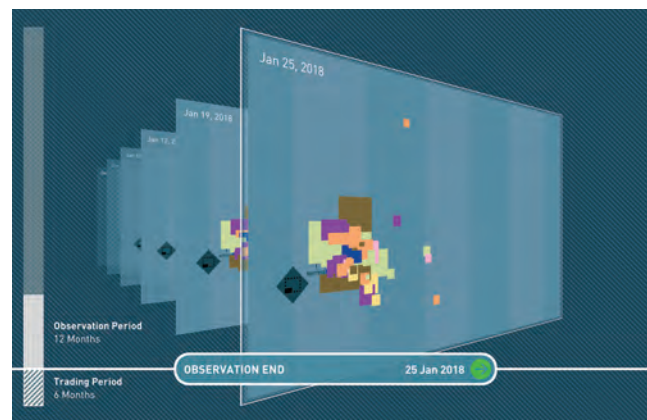
Portfolio Management using Digital Simulation technologies

I am teaching Quantitative Equity Portfolio Management (QEPM) using a simulation software that is available on mobile platforms and desktops. This software offers some innovative features that enable me to offer a pedagogical technique that is both enriching and experiential. Each class combines short lectures, student activity in a visual graphics and game-based environment and student presentations. Activities that typically only PhD students do (like replicating results of academic papers and back testing investment strategies) are done in an easier way by all students. The class is divided into fund management teams comprised of a fund manager and analysts who are then required to work on lab assignments that evaluate



Dr. Harish Kumar,
Visiting Faculty,
Finance

investment strategies using real stock market data from the past 5 years. These assignments help to solidify the students' understanding of investment concepts in a significantly more effective way than just lectures. Also, there is a project in the form of universal competitions using real stock market data to allow students to demonstrate their proficiency in investing and even to build a track



record that could potentially give them a unique leg up during job interviews. In class, students get a firsthand view of what it takes to be an investment professional and navigate the markets. Going forward, the roadmap for this course seems very progressive and appealing: introduction of real time competition at regional, national and international levels using live data; the ability to keep expanding the library of content; and the continuing sophistication of the pedagogical approach based on game playing and visualization.

Aiming for Sustainability and Manufacturing

Aiming for Sustainability in Tourism, Healthcare and Manufacturing
With a PhD thesis that focusses on the development of supply chain resilience, Dr. Santanu Mandal is keen to understand the development of supply chain capabilities through logistics capabilities and appropriate integration at the supply chain level. With a keen interest in analytics, he currently focusses on understanding the role of business analytics and associated capabilities in the development of supply chain capabilities like agility and resilience to ensure sustainability and performance, in



Dr. Santanu Mandal, Associate Professor, Operations

manufacturing and service supply chains. For example, in his recent research (published in Journal of Travel and Tourism Marketing) to understand the development of sustainable tourism supply chain performance, he found positive role of big data analytics management capabilities. Furthermore, his allied research (published in Management Research Review) on the enabler

role of big data analytics personnel expertise capabilities in ensuring supply chain agility, found positive and significant role.

His research interests also lies in understanding the development of dynamic capabilities in manufacturing and service supply chains, especially healthcare and tourism. In the realm of healthcare, he tried to understand how hospital's dynamic capabilities of sensing, learning, coordinating and integrating can influence hospital-supplier collaboration. The empirical research (published in International Journal of Operations and Productions Management) showed positive role of hospital's dynamic capabilities and also undersigned a positive influence of hospital-supplier collaboration on hospital supply chain performance. In a similar vein, he also found positive role of three collaborative assets viz. planning, execution and decision-making in ensuring hospital-supplier integration (published in International Journal of Production Research). In a related research to understand the development of healthcare supply chain resilience, he found development, group and rational cultures (three important dimensions of organization culture) as prominent enablers (published in Journal of Business and Industrial Marketing).

FISH4FOOD: Stakeholder Meeting with East Carolina University

Fish4Food International Innovation Project studies the low-price fish chains that service low-income consumers in selected city regions of South Asia (India) and West Africa (Ghana), with the aim of improving their quality and scope.

These chains – in which women entrepreneurs often play an important role - derive produce from small-scale as well as industrial (distant water) fisheries that possess various degrees of environmental sustainability. The project gathers relevant fisheries and food security expertise, pilots new business approaches and investigates their relevant policy environments. The governance lessons gained from the two



Gopakumar, V, Asst. Professor, Marketing

regions are generalized and would be fed into the international debate on fish-related food security. As part of the mapping of the Chennai fish value chains, Dr. Holly M. Hapke, (Associate Professor at Department of Geography, Planning and Environment - East Carolina University, US) visited India from 21 st May to 17 th June. She is a world-renowned authority in the field



of Value-chains and Gender, is a partner in the Fish4Food project alongwith Dr. Amalendu Jyotishi of Amrita Vishwa Vidyapeetham.

As part of the fieldwork she, along with Prof. Gopakumar of ASB, visited 7 retail/ wholesale fish-markets and interacted with more than 50 stakeholders at different levels in the fish eco-system. More than 30 interviews were also conducted to study the gender influence along the chain. The fish-flows to-and-from various markets of Chennai were mapped and the various actors identified. The continuities and changes in the retail markets were also investigated extensively through oral histories and references.

Visual Servicescape Aesthetics project with University of Salford & IIM K

Collaborative research project between Dr. Deepak S Kumar (ASB), Dr. Sunil Sahadev (University of Salford, Manchester), Dr. Keyoor Purani (IIM Kozhikode)

The project was on aesthetics of service delivery environment -- “servicescapes” (Bitner, 1992), which is a crucial part of physical evidence for engaging consumers. This study attempts to apply variables from established theories in environmental psychology to conceptualize a set of relationships with the affective and behavioral responses of consumers. Specifically, (a) how do the interactions of the visual aesthetic dimensions influence consumer responses and (b) how do such influences vary with service contexts and with gender? A full factorial experimental design with photographic surrogates of servicescapes in different service contexts was employed. The experiment was carried out at the Neuroscience Lab at University of



Dr. Deepak Kumar,
Associate Professor,
Marketing

Salford using Gazepoint GP3 HD eye tracker, 150Hz system. The Gazepoint Analysis enables us to capture the Heat Map, Gaze Fixation Path, Screen Capture / Image / Video / Web Multiple User Data Aggregation, Dynamic Areas of Interest (AOIs) and Image, Video and Statistics Export. Accordingly, the response variables considered included eye-tracking metrics, total fixation duration (Yang, 2014), higher fixation count, longer fixation duration, longer task completion time (Wang et al., 2014) and, finally, ocular behavior. The initial set of data collection was completed during the visit; SPSS Modeler will be used for testing the model.



How Values get imbibed from Individual Personality and Affect consumption Habits

Mishra, Anubhav A., Sharma, S.C., Gautam, V., and Manna, R. (2018). Gandhian Values and Consumption Behavior: Scale Development and Validation. Journal of Strategic Marketing, forthcoming, 1-18.

Social psychologists have long been interested in the measurement of human values and value systems. Human values are abstract representations of desired end-states that serve as guiding principles in people’s lives. Individuals acquire their values through socialization, enculturation, and behavior modification processes which finally shape their character and personality. For example, if an individual has



Dr. Anubhav Mishra
Associate Professor,
Marketing

observed his parents or role model as respecting the value of human equality, then, he may imbibe that value and therefore, will want others to be treated as equal, even if such a treatment is rare in this world. Values focus on ideals and can therefore be imbibed from the life and teachings of highly influential persons. Mohandas Karamchand Gandhi (1869–1948) was a great visionary

and a leading figure in the struggle for the independence of India and also in the fight against racialism in South Africa. His unwavering dedication to the ideals of human dignity, non-violence, peace, inter-cultural unity, and secularism led him to be recognized as the ‘Father of Modern India.’ His teachings are invaluable and have inspired generations all over the world. To give you an instance of his influence, US President Barack Obama said to a gathering of the Members of the Indian Parliament, ‘I am mindful that I might not be standing before you today, as President of the United States, had it not been for Gandhi and the message he shared with America and the world.’

My collaborators and I got on board to identify the various Gandhian values that can be imbibed by an individual in a recent paper, forthcoming in the Journal of Strategic Marketing. Following standard procedure for scale development, we develop an instrument to measure the presence of the identified Gandhian values within an individual.

To further boost the nomological validity of the developed scale, we also assess its relationship with a negatively valenced construct of materialism and a positively related construct of consumer frugality.

Management of self for **success and happiness** – the journey so far

This course started in the year 2007 and has been offered every year since then. In this course we seek to impart skills, theories and perspectives drawn from the various sources of wisdom – modern and ancient – to enable the students to understand the deep secrets of effective living as an ‘empowered self’. An ‘empowered self’ is someone who takes complete responsibility for her life in order to arrive at a place of wisdom within the mind which enables her to tackle the challenges thrown up by both career and personal life more effectively. This course seeks to make the students aware that ‘success’ and ‘happiness’, are not something which one can obtain and retain as a result of talent, good looks, good luck, pots of money or

“I thoroughly enjoyed the immense wisdom that I have gained from this course. It was one of the highpoints of my MBA experience at ASB. I find the insights gained during the course to be very useful in my life.

Deepti Mohan

happy circumstances alone. A lot of hard work, discipline, focus and intelligence are needed to attain these ultimate goals of life. If one chases success, often happiness is a casualty; and if one wishes to be happy, one may end up with an indolent life without being able to fulfill one’s potential.



Dr. Rajiv Prasad,
Associate Professor,
HR/OB

The core idea of the course is to help the students appreciate the role that a healthy mind plays in attaining success as well as happiness in life. A beautiful mind feels wonderful emotions like love, joy, peace, strength etc. which is happiness; and an enthusiastic mind working sincerely in the chosen area or vocation attains ‘excellence’ which is success. This success brings further happiness to oneself and inspires others

“I feel so grateful for the so many wonderful life lessons that I learned from this course. These learnings have really reshaped my work and the way I perceive things in my life.

Saschit Jaspara

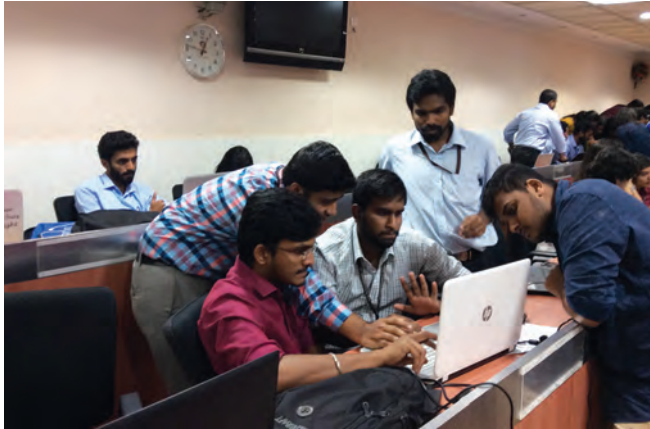
around us.

Every person has resources which are physical, emotional, cognitive and spiritual in nature. These resources need to be managed and utilized in an optimum manner in order to develop and retain personal assets such as sound physical and emotional health, an optimistic attitude, enthusiasm, technical skills, a meaningful goal for life, healthy personal and professional relationships, time management skills, the ability & willingness to work hard for one’s goals etc. Students are exposed to material in the field of positive psychology and self development literature which can help them to work towards developing these personal assets.

Students are exposed to some personality theories which are relevant to the course objectives such as Kohut’s theory about ‘narcissism’ – how it develops, the psychological costs that one has to pay in order to keep one’s ‘narcissistic self’ and ways to heal it; key elements of Jung’s theory such as the shadow, the ego, the individuation process leading towards ‘enlightenment’ or ‘mandala’; Karen Horney’s theory of personality; Maslow’s theory of personality based on hierarchy of needs leading to self actualization; Carl Rogers’ theory of personality and his descriptions of fully functioning individual etc.

Besides these western resources, perspectives are shared from the Indian psychological tradition such as the four purusharthas; the panchakosha theory of the ‘self’; the trigunas (three mental modes of sattwa, rajas and tamas) and their manifestation in man’s life and behaviour with special emphasis on techniques of developing sattwa or intelligence and reducing tamas or dullness as sattwa leads to happiness and tamas leads to indolence, perverted value systems and misery for oneself and others; and other perspectives if needed.

Future of Learning: Getting It Right for Digital Natives



The 21st century employee needs to don multiple hats simultaneously with great dexterity. The employee needs to be a strategic thinker, a great planner and decision-maker with a willingness to collaborate and take risks in an uncertain environment. To impart such higher order thinking skills and to help students apply concepts that they have learnt in their classroom, Amrita School of Business has adopted a unique pedagogical methodology to meet the learning needs of its digital natives. An Epistemic Game STRATUP, that combines aspects of Business Simulation and Game Mechanics is offered as a part of the Strategic Business Management Course. STRATUP, provides a risk free environment for students to virtually run an enterprise and solve challenges of the corporate world. Players assume the role of functional heads of an organisation such as Head of Marketing, Operations, Finance, HR, IT , International Business to virtually grow their enterprise.

Students understand the interconnectedness of decisions and are in a better position to appreciate the concepts that they learnt across various management courses. The game analytics engine also measure the skills and proficiency of students by tracking their actions and decisions. The game facilities in generating the Assurance of Learning report

in accordance with the AACSB standards.

While playing the game, students exhibit Critical Thinking, Problem Solving, Dynamic Decision Making, Leadership and Goal Orientation Skills. At the end of the course, students have a practical exposure towards various facets of running an organisation and are better equipped to face the challenges of the corporate



Sandeep Rambhatla
(ASB 2005)
CEO & Founder
Processbee Technologies

● ●
STRATUP provides a risk free environment for students to virtually run an enterprise and solve challenges of the corporate world.

world.

Amrita School of Business recognises that the digital natives need a learning environment that they can relate to and at the same time provide an immersive and Impactful learning experience. Adopting newer pedagogical approaches and offering a blended learning environment is a step towards creating a wholesome education.





Hardly any day goes in where there isn't any mention of Cybersecurity compromise in the media. Numerous high-profile organizations who have been at the receiving end include the likes of Sony Pictures, Target, Maersk, eBay, Yahoo, Google, Anthem, Blue Cross, AT&T and the list goes on. Needless to mention how it impacted the last US General Elections.

Cybersecurity now is a board level agenda and is also an area where there is an acute shortage of skills and resources.



Pradeep Menon
(ASB 2000) Chief Security Officer, Lakhshya Cyber Security Labs

One of the views is that most of the cybersecurity leadership in organizations are technologically focused and lacks sound managerial education and skills to solve the Cybersecurity challenges in a complex and volatile world. A management education exposes and equips the students in multiple and disparate subjects including Marketing, Behavioural Science,

Finance, Operations, Economics and Quality Management. This perfectly fits into the role demands of cybersecurity executives and managers of today. Management Graduates with cybersecurity specialization are also most sought after by global consultancy companies such as McKinsey, Boston Consulting

Group, Bain and Company, Big4's as well as by globally leading technology management companies such as Accenture, Capgemini, Cognizant, TCS. The academic programs should anchor on risk management as the core theme and educate and train the students in varied subjects including Behavioral Science, Cyber Defence, Cybersecurity Economics, Legal and regulatory knowhow in handling digital information, Cybersecurity Analytics etc. As the world is passing through a time of extreme volatility and complexity termed as VUCA (Volatility, Uncertainty, Complexity and Ambiguity) World, one of the lucrative career options that Management Graduates of today can look forward to weather, survive and excel in the VUCA world is that of a career in Cybersecurity.

Optical Fiber Network: The Backbone for a Smart City

With over Billions of smart devices managed on Internet of Things(IoT), the ICT network is the backbone of the Smart city. The Fiber network shall transmit millions of Petabytes (PB) of data and manage millions of connections with mobile, Wi-Fi, Fiber to home solutions in addition to millions of IoT devices. All these connections need to run on Optical Fiber backbone. The Fiber ducting plan has to be tailor made to the functional requirements for effective ICT implementations. The objective is not just laying an Optical Fiber



Col. Korath Mathew
(ASB 2002)
Consultant, Smart Cities & eGovernance

backbone but tailor make it for a smart city envisioning a holistic IT infrastructure that will be implemented in the future. The optical fiber network is important because of its Capacity, simplicity, cost-efficiency, reliability and durability. The very intrinsic nature of optic fiber cables supports the rising data traffic by making networks more reliable and efficient. There are many solutions and services that will run on the Optical Fiber Network. The OFC network shall provide connectivity to large ecosystem that will deploy smart city solutions across many different applications and verticals. From water management to mobility to street lighting, Utility/energy, transportation, infrastructure, public safety, citizen engagement, smart poles, smart lights, Surveillance; the list of smart solutions are many.



Events @ ASB

Gokulashtami celebration at ASB

Gokulashtami was celebrated at Amrita with utmost enthusiasm, fervor and togetherness by all the departments.

ASB team's theme for the float was 'Kanakana Kindi' (Udupi Sri Krishna Temple). It was awarded the 'Best reflection of culture and heritage on float'. Reflecting the rich cultural heritage of India, the procession started with thappattam and pulikali, followed by the various dance forms of the country- Bharatanatyam, Mohiniyattam, Kathak and Bhagra grooving to the beats of dhol. ASB boys were the winners of Tug of war event, while the girls were the runners up of Tug of war.





Fresher's day - New batch welcomes with fun & frolic by their Seniors

The 2nd year students (2016-18 batch) organised an event to welcome the 2017 batch. In a fun filled two hours program, 2017 batch was inducted into ASB by their seniors, which was well received and appreciated by the juniors and created "bonhomie" amongst the students.



Colloquia



“YOU the brand”. He has 30 years of experience in sales, marketing and consumer research. He has worked for leading brands like Castrol, BP, and Glaxo across different segments and geographies. He started talking on how to look beyond what is obvious. His mantra is ‘Crossover’ between job and learning. He emphasized on doing jobs that gives purpose in life than the package.

Mr. M.K. Chandrasekar, Marketing Expert

“DGCS Concept” He has a very long corporate experience and is presently working as management consultant. In his career he served at Veejay Lakshmi Engineering & Oswal group of companies. He shared his experience by drawing some good examples. He then explained DGCS Concept.

Mr. Muralidharan, Management Consultant



“IS IT A PROBLEM?” Mr. Selva explained why most of the start-ups failed because they copy and implement models that were successful elsewhere and why their start up succeeded because they identified an Indian Problem and attempted to solve them with Indianess in it. They identified the Rural Urban gap and sought to reduce it. Mr. Selva then explained about his Business model and explained about the 3 key Dimensions – Rural Youth, Farmers and Urban Citizen. With this model, they were successfully able to increase the income of farmers and at the same time provide employment opportunities for the Rural Youth.

Mr. Selvakumar Varadharajan,
Chief Executive Layman, Laymen Agro Private Limited

“Unlearn to learn new things...” He spoke on Gig economy, Drivers, Strategies, SIDEA workshop. Knowing the pulse and changing mindsets of the people to empower ourselves with new skills and strengthen the industry with good relationships. A shift from the conventional thought process where ‘how to do a job’ should be replaced by ‘why to do a job is needed’. A proactive and a blended approach involving study and work, along with a creative mind is the need of the hour.

Mr. N. Ramakrishnan, Director, Tacstra Solutions Pte Ltd



Colloquia



“Technology is moving towards enterprise4.0. through the exponential growth of computing power ...” He points out that education is a never-ending process and that in today’s world, getting educated has become easier and cost less. If a student wants, he/she can get educated by the very best professors in the world free of cost through online knowledge sharing. He then raises the question, “How do companies globalize in the online setting?”. He moves on to answering that question saying that organizations are changing, the first phase of this change was in terms of demographics and the second in terms of globalization. He points out the changes that has taken place from enterprise 1.0 to enterprise 3.0 in terms of systems, intelligence, processes, management and leadership. And now it is slowly giving way to enterprise 4.0.

Dr. Ajay Vinze, Dean & Professor, Robert J. Trulaske, Sr. College of Business, University of Missouri (Columbia).

“For one to stand up to their values & be true to themselves, takes a lot of courage ...” He explained about the topic – “Things you should be conscious about being job readiness”.

- Communication – One should always work on it. It is about being open minded, listening skills
- Personal Branding – What one wants to be known for, 10 years from ● Global Outlook – To be culturally flexible, because diversity comes in multiple shapes and forms
 - Result Orientation – The 80-20 rule, Work on the 20 to finish the 80 as well
 - Risk taking & Courage – For one to stand up to their values & be true to themselves, takes a lot of courage.

Mr. Arun Prasad, Human Resources / Talent Acquisition Professional



“Effective Presentation Skills – A key business competency”.

He began with a saying “Practice to perfect”. People who are great communicators will be remembered, respected and succeed in their endeavors. His lecture flowed on the following topics: Importance, Define presentation type and scenario, understand the audience, Develop ‘big idea’ for presentation, Deliver, Gather feedback. He concluded with the thought from which he began - “practice to perfect”

Mr. Subramanian Krishnan, Sr. Operations Expert, International Oil Company, IUSA

He spoke the harsh truth – “Sales job is not a piece of cake, it is rather a fight for survival.” He explained about the cold calling process, attributes like pro-activeness, presence of mind, wittiness, self-management, time-management which are necessary for a successful career and survival in the job of a salesperson. He said that a salesperson has to be persuasive, patient and skilful enough to turn a customer- meet into a successful sale. He told us that a salesperson would not have a set time schedule for his job and hence, self-management is very important to keep oneself in good health. He said that a salesperson should be ever-learning to increase his skillset and finesse so that he could always prove his worth time and now.

Mr. Meenakshi Kalyana Sundaram, Head – Sales and Marketing, Rieter Components- India Sales as a Careers



Faculty Achievements



Dr. A. V. Shyam, attended the Directors' Roundtable organised at Bangalore by MBAUniverse.com, in partnership with The Hindu and AACSB accredited IFIM Business School. Discussions on the theme "Industry 4.0 & MBA Education: Changing Expectations & Responses"



Dr. R.G. Priyadarshini, presented a paper on Study on Lean Thinking among MSMEs in the Machine Tool Sector in India" at IconAMMA 2017.



Dr. Sangeetha Gunasekar, presented their paper titled "Do hotel attributes impact customer satisfactions: A sentiment analysis of online reviews" at the International Conference on Sustainable Tourism & Hospitality Marketing, at Northeastern Hill University, Shillong – Meghalaya.



Prof. Shobhana Madhavan, spoke on "Social Marketing - Influencing Health Behaviour Using Marketing Principles" at Ganga Hospital, one of the leading medical institutions in Coimbatore. The principles of social marketing and application of social marketing to health issues such as HIV-AIDS, childhood obesity and cervical screening were presented.



Prof. CS Udhayakumar was an invited speaker at Sterlite Technologies, Ahmedabad to address their senior managers and executives from different parts of India and other countries.



Prof. Shweta Premanandan, visited Uppsala University, Sweden for Research Collaboration.



Dr. Hemamala K, attended a conference on Future of Learning at Indian Institute of Management, Bangalore



Dr. Senthil Kumar, Finance, receives Best Management PhD Thesis Award
Dr. Kumar received his Doctor of Philosophy Degree Certificate from Anna University. His doctoral research was on the integration of emerging economies' stock markets. His doctoral work received the "CMA-STC Best Management PhD Thesis Award for the year 2017-2018" from Coimbatore Management Association (CMA).

ASB Hosts **AIMA's 21st Student Management Games (SMG2017)**

Popularly known as Chanakya, this national level competition is a computer-based game that simulates realistic business scenarios, giving management students a means to apply their theoretical knowledge and business acumen in multiple functional areas. Guided by faculty Dr Mridula Sahay, ASB students hosted the regional event joined by 34 teams from various b-schools. Following three days of stiff competition in the South Regional final, ASB secured the 2nd place.



Research Day

Business Research Day 2018.

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.

Several industrial veterans visited the campus and evaluated the posters presented by the students. Mr. Francois Gougeon - VP (Powertrain Engg) Renault-Nissan Technology and Business Centre India Private Ltd, Chennai was the Guest of the Honor. The CIR team under the leadership of Prof. C. Parameswaran Director, Corporate & Industry Relations was instrumental in inviting the Guest of Honour to our campus. Wing Commander A. Balachandran, Senior General Manager, Corporate Relations, Corporate Industry Relations, Amrita University was present for the inauguration.



Utsav 2018



Utsav 2018 witnessed arts and sports fest along with 22nd Institution Day Celebrations. It was a week, full of annual sports, literary and cultural extravaganza. Utsav'18 took a whole new direction by involving Faculty, students and non-teaching staffs being part of four different houses. Dr. Shantikumar Nair, Dean Research, Director, Amrita Centre for Nano Sciences and Molecular Medicine, Kochi was the guest of honour. The event began with the guest of honour lighting up the lamp and offering prayers to the lotus feet of Amma, our chancellor Sri Sri Mata Amritanandamayi Devi. Prof. AV Shyam, being an alumni of ASB, addressed his experience and memories of Utsav and Institution day. Followed by the address of Dr. Raghu Raman, Chairman, ASB. Next was the felicitation ceremony, some of the distinguished faculty members and staff of the institution were honored. The best student committee award presented to Team Pragati 2018 for the Annual B-fest.

MBA–MS Dual Degree



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from Telecom Ecole De
Management (TEM)*, France

&



MBA from Amrita School of Business,
Coimbatore



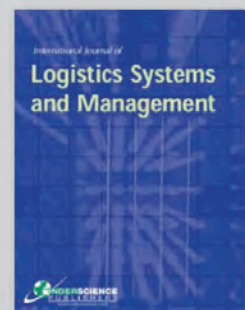
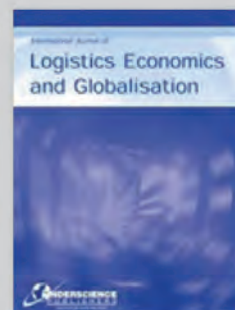
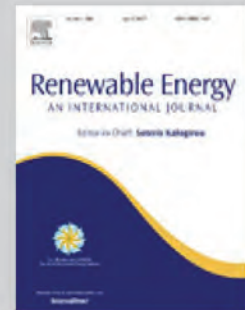
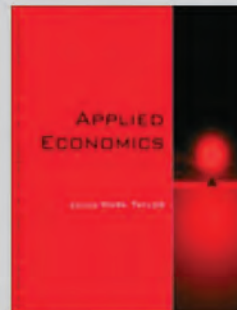
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in Paris



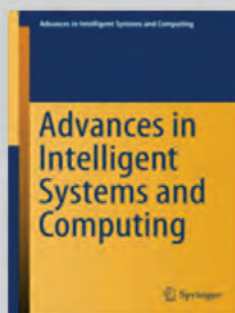
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Select Journal Publications



We are Proud of Our Alumni



K Gangadhar (ASB 2006), 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 (ASB 2003), 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



Rajeev Kaimal (ASB 1999), 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.

Gajanan Sapate (ASB 2009), 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' n association with CMO Asia.



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.



New Faculty

Dr Muralee Krishnan joins ASB as Associate Professor in Economics area.



Dr Krishnan is a professional with over eighteen years of academic, industrial and administrative experience and completed his Fellow Programme in Management (FPM) from XLRI Jamshedpur. Good domain expertise in energy markets, specifically the electricity sector. Broad areas of interest include

Industrial organization, regulatory economics, public economics and utility pricing. Have a particular interest in the structure, economics and regulatory reforms in the electricity supply industry. Recently Dr Krishnan's research work was published in Energy Policy and Economic and Political Weekly

Dr. A. Senthil Kumar joins ASB as Assistant Professor (Sr.Gr.) in the Finance Area.

Dr. Kumar has current research interests in studying the interrelationships in the financial markets of emerging market economies.



Dr. Kumar is currently examining whether exposure to foreign debt, political risk, current account deficits, flow of foreign funds, etc. are altering the structure and stability of the integration among

these emerging economies stock markets. In addition to the stock markets integration, Dr. Kumar has developed recent interest in examining the price and volatility behavior of the Crypto Currencies with particular reference to Bitcoin and Ethereum.

The specific questions of interest for Dr. Kumar stems from the fact that these Crypto Currencies are traded in different global exchanges and whether the exchange platforms have influence on the Price Discovery efficiencies or not. Also, can the Bitcoin-like Crypto Currencies provide portfolio hedge for the international investors and hedge funds.

Dr. Santanu Mandal joins ASB as Associate Professor in Operations Area.

Dr. Santanu Mandal has recently joined.

Prior to joining Amrita, he worked with IBS Hyderabad, IFHE University for several years. He was a visiting scholar in the department of Management Science, Spears School of Business, Oklahoma State University, USA. Dr Mandal has published in sev-



eral international journals like International Journal of Operations and Productions Management, Journal of Production Research, Journal of Business and Industrial Marketing, Management Research Review, Knowledge and Process Management etc. His research interests are in technology management, supply chain management, operations management, services supply chain, health-care management etc. He recently won the Best Paper Award at International Conference on Management of Ergonomic Design, Industrial Safety and Healthcare (MESH) 2016 held at IIT Kharagpur.

Pragati 2018



Focusing the theme on ‘Sustainopreneurship’, the Pragati 2018 created a platform for aspiring business leaders to showcase their talents in different fields of management such as Marketing, Finance, HR, Analytics and Operations. The b-fest attracted students from top-tier management colleges across the country. The program



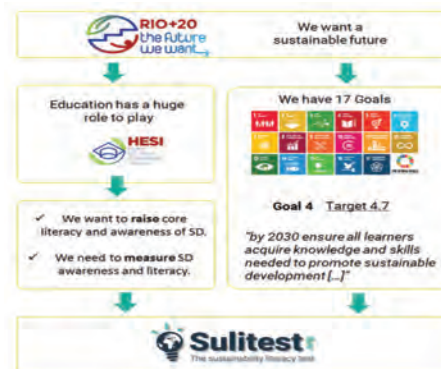
held on 24-25 January, 2018 was an educative and exciting experience for all, with a variety of games and cultural night, spanning all disciplines of management.

The event was inaugurated by Dr. Vipin Kumar, Founder Director, Director and CIO, National Innovation Foundation, Mr. V Sundaram, President, Codissia – Coimbatore, Mr. Manish Barrier, Director, IMS addressed the gathering. Dr. R.G. Priyadarshini, Associate Professor, HR area, was the faculty coordinator. Around 650 participants from 41 Colleges participated. XIME Bangalore was declared the overall champions of Pragati 2018.



ASB featured in UN Report on Sustainability

ASB is the only institution from India featured in UN report on Sustainability Literacy Test (Sulitest). Thanks to Dr Sanjay Banerji, Professor Emeritus at ASB, Sulitest is now part of course on Environment Management and Sustainability Development. On 11 July, at United Nations in New York, Higher Education Sustainability Initiative (HESI) convened its second full day global event on the occasion of the 2018 session of the High-Level Political Forum on Sustainable Development Goals (SDG). The Sustainability Literacy Test (Sulitest) with more focus on the SDGs was prominently featured. Dr Jean-Christophe CARTERON, Sulitest President, Director KEDGE Business School was very appreciative of our efforts. Prof. Raghu Raman from Amrita School of Business, represented Amrita at the event.



Prof. Raghu Raman, invited to speak at EduData Summit at MIT, USA

At EduData Summit organized by QS, Prof. Raman addressed on the topic “Adoption and Diffusion of Global Rankings in India; Trends in research practices at Indian institutions influenced by Global Rankings”. EduData Summit is the world’s premium forum for data-driven educators - a platform for strategists, data scientists, CIOs and other data heads to discuss and share best practices at the intersection of big data, predictive analytics, learning analytics, and education.



Amrita - Only University from India to Feature in Times Higher Education (THE) Millennial Universities Rankings

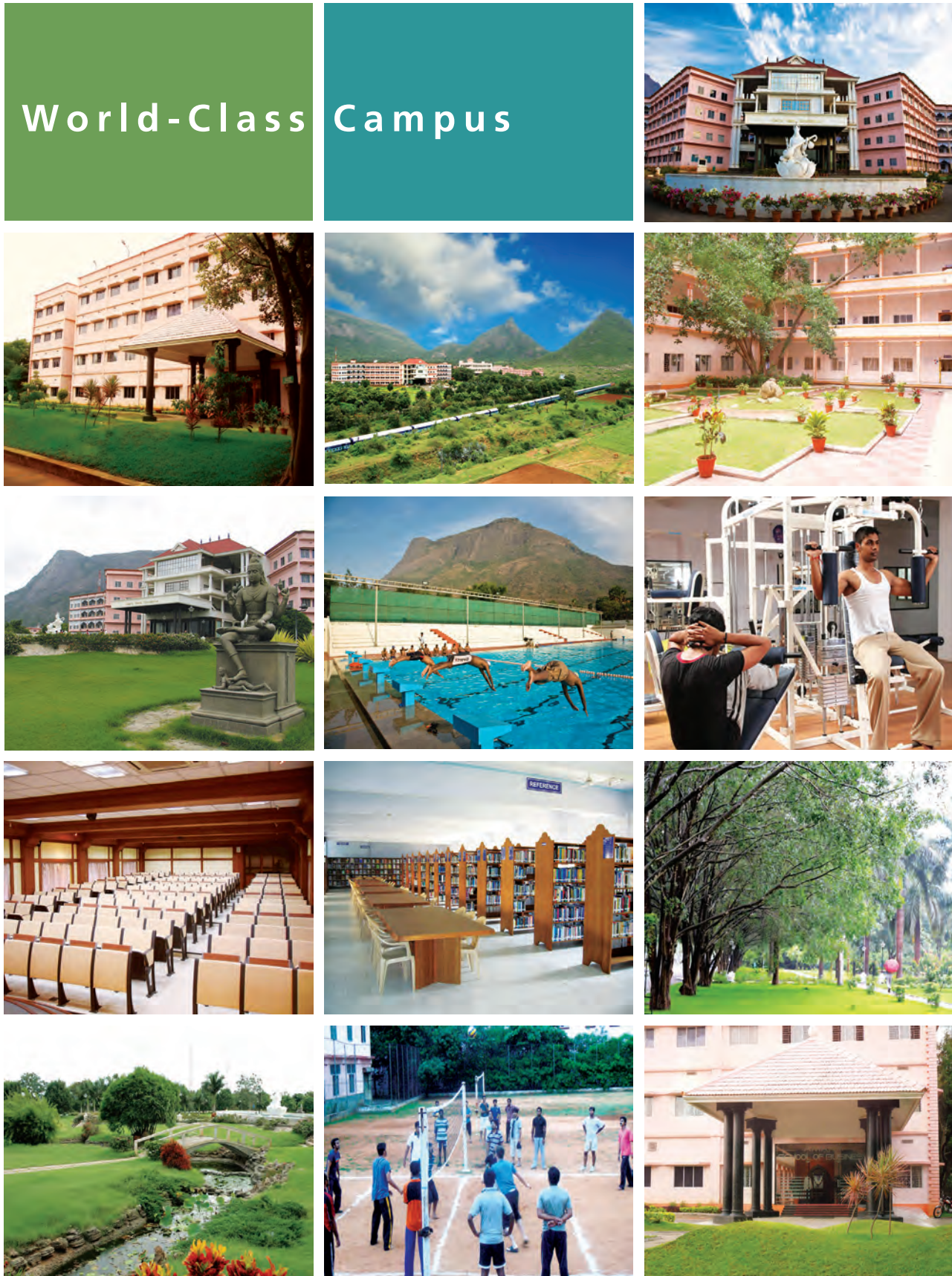
Prof. Raghu Raman, attended the Young Universities Summit, representing Amrita at University of South Florida, USA. Overall, 36 universities from 23 countries featured in the Millennial list. THE Young University Rankings list the world’s best universities that are aged 50 years or under.



ASB alumnus presents at UNESCO’s Transforming Education Conference for Humanity (TECH).

The conference was organized by UNESCO MGIEP (Mahatma Gandhi Institute of Education for Peace and Sustainable Development) under the theme ‘digital pedagogies for building peaceful and sustainable societies’. ASB Alumnus Dr. Maneesha Ramesh (ASB 2003) presented about Amrita’s Live-in-Labs® experiential learning program.

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Ananthalakshmi Venkitaraman
Class of 1998
General Manager, Philips Lighting



Dr. Maneesha Ramesh
Class of 2003, Dean,
Amrita Centre for International Program



Lalita Dhavada, Class of 2004,
Online Risk Operations Specialist,
a leading Internet Company



Sindhuja Rengarajan
Class of 2010
Founder – Rangvarsha Boutiques



Sravanthi Nayani
Class of 2007
Manager HR – TCS



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



Payal Lohia
Class of 2005, Insights Director –
IMRB International



Jaya Lekshmy Venugopal
Class of 2009
Manager HR – Tata Steel

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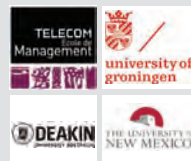
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