

# **CONTENT DESCRIPTION**

TOPIC	PAGE No.
Amity Education Group	3
Amity Global Business School, Chennai	4
Amity Global Business School At A Glance	5
Message From Sr. Vice President	6
Message from Director	7
Message From Corporate Resource Centre	8
USP's of AGBS Chennai	9
Study Abroad Programme	11
Programme Highlights	12
Industry Interaction	13
Faculty Details	14
Programmes Offered	15

TOPIC	PAGE No.
Curriculum	16
Infrastructure	21
Industry Visits	22
Happening@AGBS	23
Campus Placement Process	26
Corporate Speak	27
Top Alumni	28
Corporate Resource Centre	29
Top Recruiters	30
Admission Procedure	31
Student Testimonials	33

## **ABOUT**

# EDUCATION GROUP

Amity is India's leading Global Education Group established over 2 decades ago. Today, it is home to over 200,000 brilliant students across pre-nursery to Ph.D. levels pursuing more than 400 Programmes in 80 diverse disciplines ranging from Management to Law, besides future-focused areas like Renewable Energy, Nuclear Science & Nanotechnology.

The Group is driven by its vision of building up a Global Knowledge Network providing globally-benchmarked education. Today, the group comprises 15 international campuses across London, Dubai, Singapore, New York, San Francisco, Abu Dhabi, Mauritius, Sharjah, South Africa, Amsterdam, Tashkent apart from India.

**200,000** Students

6,000 Faculty

**12** Universities

**15** Global Campuses

28 Schools & Preschools

Campuses spread across 2,000 acres

**35,000** Papers written by faculty

**300** Global Universities as Research Partners

25,000 Scholarships awarded

700,000 Alumni worldwide

## CAMPUSES ACROSS 10 CITIES IN INDIA



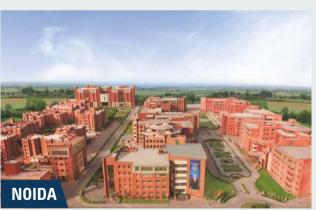




















## **ABOUT**

# AMITY GLOBAL BUSINESS SCHOOL CHENNAI

AGBS Chennai is deeply committed to providing globally benchmarked and industry-leading management education through the BBA and MBA courses, with the objective of empowering its graduates to successfully take on real-world problems. We lay great emphasis on the holistic development of students and train them to become astute decision makers and professionals, who can readily navigate uncertainty, risk, and change.

AGBS Chennai offers a unique dual specialization, that seamlessly blends International Business, Marketing, Finance, IT, HR, Entrepreneurship and Family Business, Operations, Digital Marketing, Transportation & Logistics. Our focus is also on skills and competency building to raise the employability quotient of every student. Another key aspect of education at AGBS is the extensive and immersive industry interface, achieved through corporate guest lecturers, live industry projects and industrial visits. We also invite renowned CEOs and Management Gurus to share their insights and experiences with students. This and a relentless commitment to keeping abreast of the latest in management thinking and practices across the world, makes Amity Global Business School one of India's finest colleges for MBA and BBA.

Today the Amity Education Group is shaping the brilliant futures of over 200,000 students across the nation. As a part of this global education group, AGBS Chennai has a rich legacy of excellence in Business Management Education. At AGBS we are constantly raising the bar of excellence in every aspect of management education, and are constantly striving to provide the very best industry driven experiential learning to our students, through Corporate Meets, Corporate Interactions, Guest Lectures, Business Simulations Participation in Workshops and Seminars and the highly valued Study Abroad Programme.

An abiding and deep focus on best-of-breed pedagogy, curriculum and faculty, has resulted in consistent 100% campus placements in AGBS. The students from the 2021-2023 batch have been placed in top corporates like Deloitte, E&Y, PwC, KPMG, Tata Technologies, Tata Power, Airtel, HDFC Bank, Axis Bank, Affle, Berger Paints, Amazon, Flipkart & Tech Mahindra and other Fortune 500 companies.



# AMITY GLOBAL BUSINESS SCHOOL CHENNAI AT A GLANCE

AGBS Chennai is an established Business School, located in the heart of Chennai city. Our students attain in-depth knowledge from our pool of highly seasoned faculty members and special guest lectures, by the corporate blue chips, during interactive discussions with our students. Our module of teaching the concepts of management generally revolves around latest case studies.

We conduct soft skills training to enhance the employability of our students. Our syllabus is updated periodically by getting inputs from senior academicians; and kingpins from the business world. We provide a conductive study atmosphere for our students with quality infra-structure including a fully Wi-Fi campus, air-conditioned classrooms, a resourceful library and a seminar hall, which can accommodate 200 students.

Here's what further makes AGBS Chennai a pioneer in the field of business education

- > AN EDUCATION GROUP TRUSTED BY OVER 200,000 STUDENTS
- **LEGACY OF EXCELLENCE IN MANAGEMENT EDUCATION**
- > MAXIMUM INDUSTRY INTERACTION
- **EXCELLENT PLACEMENTS**
- > RICH INTELLECTUAL CAPITAL
- > UNIQUE GLOBAL ACADEMIC EXPERIENCE
- WORLDWIDE ALUMNI NETWORK
- **EASY EDUCATION LOANS**

## MESSAGE FROM

# Sr. VICE PRESIDENT

Amity unites a community of outstanding faculty and driven students who share a common passion to pursue excellence and positively impact our world.

Following the same guiding principle, Amity has been established as a prestigious centre for top-tier, multidisciplinary education in Chennai.

If you possess brilliance, passion, diligence, and an aspiration to effect global change, then we invite you to join us in this endeavour. Our primary objective is to create an enriching learning environment that empowers students with the professional skills necessary for success in their chosen fields. Our dedicated faculty members are unwavering in their mission to offer the finest academic exposure to our students. As a premier business school, we are committed to making our students industry-ready by equipping them with the necessary professional skills.

Furthermore, we instil Indian values and Sanskars in our students, nurturing them to become not only accomplished professionals but also exemplary individuals

- Mr. U. Ramachandran
Sr. Vice President
Amity Education Group



# MESSAGE FROM DIRECTOR (HOI)

Amity Global Business School currently offers a two-year full-time management program (affiliated to Amity University). The academic curriculum is updated every year and is handled by faculty members who have rich academic and/or professional or research credentials.

Amity, by practicing the philosophy of 'learn to lead, goes beyond mortar-brick classrooms, to groom the young aspirants who enter corporate portals and become leaders. These are the leaders who turn out to be the agents of change, in a world driven by innovation and technology. The illustrious alumnus of Amity Chennai also plays an active role in being the harbingers of change.

**Dr. Vengadamani**Director





# MESSAGE FROM CORPORATE RESOURCE CENTRE

At the Amity Global Business School, emphasis is laid on developing competence among students through acquisition of specialized knowledge and skills. Innovative technology, eminent academicians and sophisticated infrastructure are some of the hallmarks of the institution. The Faculty here comprises a dedicated and experienced team of specialists and professionals, each excelling in their respective area of specialization. Eminent experts from the industry and other reputed institutions are invited to visit Amity Global Business School, Chennai to interact with the students and supplement faculty inputs sufficiently.

Prof. Siva Bala Subrahmanyam D.V.
 Manager - Corporate Relations

# USP's OF AMITY CHENNAI

#### **OUTCOME BASED EDUCATION**

Outcome-Based Education is a student-centric teaching and learning methodology in which the course delivery and assessment are planned to achieve stated objectives and outcomes. It is an education system built on specific outcomes, and focuses on the skill sets students need to acquire following the completion of their studies. AGBS has restructured the curriculum, pedagogy and assessment practices, to reflect the achievement of high-order learning, as opposed to a mere accumulation of course credits. Outcome Based Learning at AGBS incorporates real-world scenarios, and the knowledge, skills and attributes that students take away at the end of a program or course are more valuable than what, or how, they are taught.

#### **MBA 4.0**

A rapidly changing world of business demands the MBA to constantly keep pace. That's why Amity re-aligned its MBA with Industry 4.0 and its future disrupting technologies. Now, with the World Economic Forum and OECD giving a global call for empowering the workforce with new skills like complex problem solving, management of mega sized projects, an entrepreneurial mind set and creativity, Amity has further re-invented its MBA programme to incorporate industry-relevant skills.

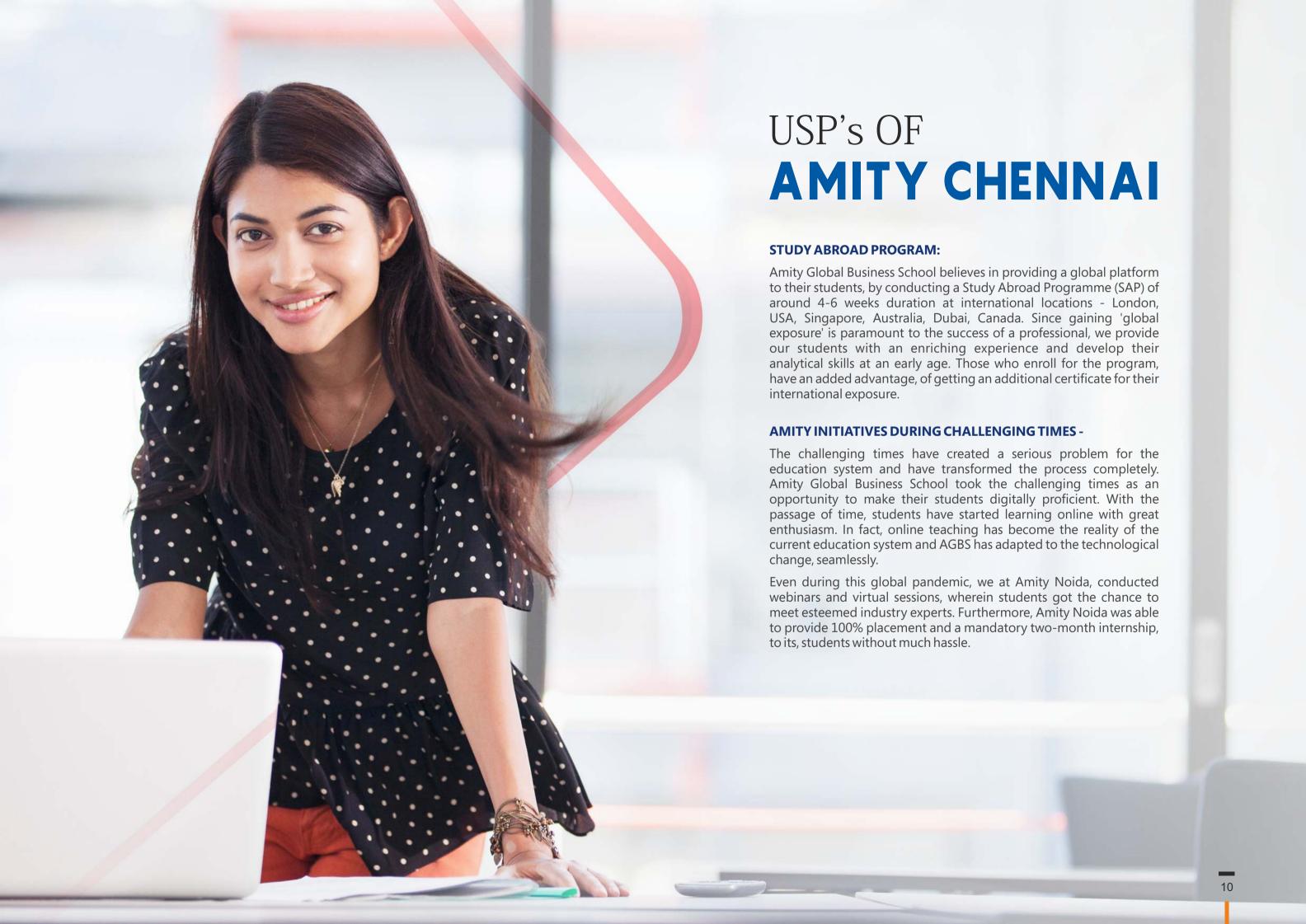
#### **RESEARCH AND DEVELOPMENT CELL:**

The Research and Development Cell is at the epicentre of the Amity learning ecosystem. The vibrant research driven culture at Amity fosters innumerable student innovations which are not only developed to their full potential but also celebrated as transformational new-era ideas worth sharing with society at large.

Our Research Study Development Exercise helps the students to enhance and hone their abilities, and emerge as valuable future contributors of industry and society. It helps them in:

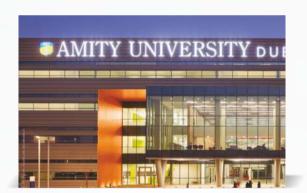
- Holistic development across all areas and facets of their personality
- Developing professional skills to be able to work across diverse departments
- Developing problem solving skills and their capability to overcome real-world problems
- Building a wide and in-depth knowledge base and developing writing skills





# STUDY ABROAD PROGRAMME

Amity students are given the opportunity to develop as global leaders by doing a Study Abroad Programme (SAP) of around 7 weeks duration at Amity campuses in London, Singapore, Dubai or USA. The programme has been designed to provide the students an excellent opportunity to gain international exposure so as to build their knowledge, expertise and enrich their experience. It gives the students, hands-on experience of global culture, industry and academic delivery module of the destination country. Those who enroll for the programme have the added advantage of getting an additional certificate for their international exposure.



DUBAI LONDON



**NEW YORK** 



**SINGAPORE** 





# PROGRAM HIGHLIGHTS

- **WIDE RANGE OF SPECIALIZATIONS** ranging from conventional to future-focussed.
- **FLEXIBLE CREDIT RATING SYSTEM** A diverse choice of several credit courses, which facilitates cross-functional learning
- LEARNING FROM FACULTY WHO HAVE DEVELOPED 3500 CASE STUDIES bought top institutions like MIT, Harvard, Mckinsey, KPMG across 110 nations
- 5-WEEK STUDY ABROAD PROGRAMME at Amity's Campuses in London, New York, Dubai or Singapore
- **CAREER COUNSELLING BY FACULTY** to help you choose the right career path.
- **EXPERIENTIAL LEARNING** with focus on live projects, case studies, consulting assignments and collaborative learning
- 175,000 STRONG ALUMNI NETWORK across 60 disciplines
- **EXTENSIVE INDUSTRY INTERACTION** Over 2000 webinars conducted with Industry Leaders even during lockdown
- AMITY INNOVATION INCUBATOR to nurture students' entrepreneurial dreams.



EMINENT SPEAKER	COMPANY NAME
Mr. Elangovan	Titan Industries, Former Manager L&D
Mr. Naveen Bhansali	BITZAI, Co- founder
Mr. Sekar	MRF Limited, Former Manager - HR
Ms. Sakshi Raj Kanchan	JD School of Design, Interior Design Planning and Management Head
Dr. Saji P A	DeIolite Technologies Pvt. Ltd., CEO
Ms. Sheetal Gandhi	Kanan International Pvt. Ltd., Business Coach and Centre Head
Mr. Shashank Lokesh	TeaminUp, CEO and Co-founder

# FACULTY DETAILS



**Dr. CA Vengadamani**Director, AGBS Chennai
Experience: 32 years



**Dr. S. Sivakamasundari** Assistant Professor Experience: 20 years



PROF. VINOTH KUMAR P Assistant Dean Experience : 17 years



Ms. E.Francisca Antoinette Radhika Assistant Professor Experience: 13 years



**Prof. Aravind S**Adjunct Faculty
Experience: 22 years



**Dr. Sushma Sreedaran**Assistant Professor
Experience: 4 years



**Ms. R Sharadha** Assistant Professor Experience: 5.7 years



**Ms. Geetha**Adjunct faculty
Experience: 21 years



**Dr. P.K. Hemamalini** Assistant Professor Experience: 22 years



**Dr. Vasudha Avinash** Assistant Professor Experience: 6 years



Mrs. V. Vanishree Assistant Professor Experience: 16 years



**Ms. Saranya** Assistant Professor Experience: 9 years



**Ms. Snekha M**Assistant Professor
Experience: 3 years

# PROGRAMMES OFFERED

## **MBA**

- Finance & Financial Services
- Human Resource Management
- Marketing Management
- International Business Management
- Transportation & Logistics

## **BBA**

- Finance & Financial Services
- Human Resource Management
- Marketing Management



# PROGRAMMES CURICULLUM BBA

### Semester- I

- Understanding Self for Effectiveness
- English Language Usage Essentials
- Fundamentals of Economics for Managers
- Business Statistics
- Accounting Fundamentals
- Business Accountancy Computers for Managers
- Management Foundation
- Business Environment
- Introduction to French Culture
   & Language

### Semester- II

- Individual Society and Nation
- Introduction to Communication Skills
- E Commerce
- Understanding International Business Environment
- Cost and Management Accounting
- Environmental Studies
- Understanding Organizational Behavior
- Principles of Marketing- I
- Business Mathematics II
- French Grammar I

## Note: Specializations to be offered in BBA Semester V & VI (\*)

- FINANCE & FINANCIAL SERVICES
- HUMAN RESOURCE MANAGEMENT
- MARKETING MANAGEMENT
- (\*) Particular Specialization would run as per minimum student strength eligibility at respective campuses.

### Semester- III

- Problem Solving and Creative Thinking
- Effective Written Communication
- Management Information Systems
- Fundamentals of Financial Management
- Fundamentals of Human Resource Management
- Principles of Marketing II
- Fundamentals of Production and Operation Management
- Introduction to Entrepreneurship
- Written Expression and Comprehension in French I

### Semester- IV

- Values and Ethics for Personal and Professional Development
- Professional Communication for Recruitment and Employability
- E-Business Management
- Personal Financial Planning
- Export Management
- Operations Research
- Research Methodology
- Global Entrepreneurship
- French Through Communicative Approach— I

# PROGRAMMES CURICULLUM BBA

## **Semester-V**

**MARKETING** 

Principles of Consumer Behavior
Service Marketing
Fundamentals of Retailing

**FINANCE** 

Financial Services
Financial Derivatives
Investment Analysis and Portfolio

Management

**HUMAN RESOURCE** 

**Understanding Organization Change and Development** 

Human Resource Planning and Acquisition Fundamentals of Training and Development

<b>Specialisation Elective Courses</b>	Specialisation
Financial Services Financial Derivatives Investment Analysis and Portfolio Management	Finance & Financial Services
Understanding Organization Change and Development Human Resource Planning and Acquisition Fundamentals of Training and Development	Human Resource
Principles of Consumer Behaviour Service Marketing Fundamentals of Retailing	Marketing Management

# PROGRAMMES CURICULLUM BBA

## Semester- VI

- MARKETING
- Managing Customer Relationships
- Business to Business Marketing
- Advanced Digital Marketing II

#### **FINANCE**

- Banking & Financial Institutions
- Corporate Tax Planning
- Advanced Corporate Finance

#### **HUMAN RESOURCE**

- Understanding Industrial Relations & Labour Laws
- Understanding Leadership and Motivation in Organization
- Performance Appraisal and Potential Evaluation

## **Specialization Elective Course (Any 01 specialization with 03 courses)**

#### **FINANCE & FINANCIAL SERVICES**

- Corporate Tax Planning
- Advance Corporate Finance
- Banking and Financial Institution

#### **HUMAN RESOURCE**

- Performance Appraisal and Potential Evaluation
- Understanding Leadership and Motivation in Organisation
- Understanding Industrial Relations and Labour Laws

#### **MARKETING MANAGEMENT**

- Managing Customer Relationships
- Business to Business Marketing
- Advance Digital Marketing- II

# PROGRAMMES CURICULLUM<sub>MBA</sub>

### Semester- I

- Self-Development and Interpersonal Skills
- Business Communication for Managers
- Accounting for Managers
- Information Technology for Managers
- Managerial Economics
- Organization Behavior
- Marketing Management
- Statistics for Management
- Introduction to French Culture & Language
- Entrepreneurship and New Venture Creation
- International Business and Practice

### Semester- II

- Conflict Resolution and Management
- Business Correspondence
- Financial Management
- Human Resource Management
- Legal Aspects of Business
- Business Research Methods
- Operations Management
- French Grammar I
- IS and DSS in Business
- Principles of Retailing

# Note: Specializations to be offered in MBA Semester III & IV (\*)

- FINANCE & FINANCIAL SERVICES
- HUMAN RESOURCE MANAGEMENT
- MARKETING MANAGEMENT
- INTERNATIONAL BUSINESS MANAGEMENT
- TRANSPORTATION & LOGISTICS

(\*) Particular Specialization would run as per minimum student strength eligibility at respective campuses.

## Semester- III

- Professional Competencies and Career Development
- Business Communication for Managerial Competence
- Strategic Management
- Written Expression & Comprehension in French -I

#### **FINANCE & FINANCIAL SERVICES**

- Management of Financial Services
- Security Analysis and Portfolio Management

#### **HUMAN RESOURCE MANAGEMENT**

- International Human Resource
   Management
- Measurement in Human Resource
- MARKETING MANAGEMENT
- Product and Brand Management
- Bottom of The Pyramid Marketing

#### INTERNATIONAL BUSINESS MANAGEMENT

- Global Commodity Trade
- Global Marketing Research

#### **TRANSPORTATION & LOGISTICS**

- Transportation and Logistics Business
- Custom and Cargo Transit Process

# PROGRAMMES CURICULLUM<sub>MBA</sub>

## **Semester IV**

- Leadership and Managing Excellence
- Business Etiquette and Protocol
- Management in Action Social Economic and Ethical Issues
- French Through Communicative Approach

#### **FINANCE & FINANCIAL SERVICES**

- Budgeting and Control
- Strategic Financial Management

#### **HUMAN RESOURCE**

- Managerial Counselling
- Leadership and Motivation in Organization

### **MARKETING MANAGEMENT**

- Customer Relationship Management
- Digital Marketing

#### INTERNATIONAL BUSINESS MANAGEMENT

- Foreign Trade Policy
- Managing Business in Emerging Markets

#### **TRANSPORTATION & LOGISTICS**

- Transport Documentation and Legal Issues
- Logistics Service Business (3pl, 4pl, Freight Forwarding)

# **INFRASTRUCTURE**











# INDUSTRY VISITS





Industrial visit to Ennore Power station





Industrial Visit to Chennai Port Situated in the coromandel coast in South-East India





Industrial visit to Karaikal Port Private Limited

# LIFE @ AGBS CHENNAI













# LIFE @ AGBS CHENNAI











# LIFE @ AGBS CHENNAI













# CAMPUS PLACEMENT PROCESS



# CORPORATE SPEAK



AMITY offers its students a perfect blend of conceptual knowledge and deeper insights for practical application, with the commitment and experience of the faculty members. Surely, corporates can look forward to get the best talents from this institution, as they involve industry experts for guest lectures and in designing curriculum.





Mr. Madhava Priyan MP

VP – HR & OD

Flyjac Logistics Pvt Ltd



In this context, AMITY has been providing a solid platform and vital input to its students. AMITY not only has been guiding its students to face the challenges on the ground but also has enabled them with tools to excel in their respective fields.





**SHIVAKUMAR M V**Vice President, Nivesal Pte Ltd



Amity students are found to be academically strong and good at Managerial skills. The Teaching Fraternity extends their expertise to make them industry ready. The curriculum is designed to match industry expectations.





**T J Srinivasaraj**Managing Director, Freight Consolidators

# TOP ALUMNI

#### Mr. Akash Bhatte

The MAN Company

#### Ms. Naveli Deshmukh

Miss Universe 2nd Runnerup (Brand Ambassador for Government of Maharashtra beti Bacho beti Badho)

#### **Nitant Busa**

Director, Silver Tech Cotspin India Pvt Ltd

#### **Pratik Sawant**

Associate Director,
Philomath Research Pvt. Ltd.

### **Sneha Deore**

Founder, Health and Wellness Coach

#### **Anaahat**

Health and Wellness Ravi Mishra Director, Citizen Abroad Pvt. Ltd

#### **Vaibhav Shinde**

MD, Sunlights Group

## Rajnikant

Head, Fine Equipments

## **Aprajita Bajaj**

Director, Rabbit Industries

### **Rohan Jain**

Manager, Adobe Systems INC

### Varsha Kapur

Development Manager, Taj Hotels

#### Harshal Gawali

Head of Revenue Operations, DemandMatrix

#### **Pushan Bhat**

Head Leadership & Organisational Development, REHAU Polymers

## **Michelle Vairagar**

Manager, Mercedes Benz

## Abhyanshu Singhai

Sr. Collections Specialist, McAfee







# FEW OF OUR RECRUITERS







































# ADMISSION PROCEDURE

## PGPM+MBA (2 years)

## > ELIGIBILITY:

Graduation (min. 50%) + 10+2(min. 50%)

Please Note\*

In aggregate percentage Physical Education, Fine Arts, Music, Vocal, Drawing & Performing Arts will not be considered ~ Graduation Final year appearing students should meet minimum eligibility till last qualifying Semester / Year.

## > CERTIFICATION:

Students join AGBS to pursue the PGPM and also enroll in the fleximode\* MBA of Amity University. On successful completion of the respective programs, the student receives a PGPM certificate from AGBS and the fleximode\* MBA from Amity University.

### > FEE STRUCTURE :

Sem-1	Sem-2	Sem-3	Sem-4	Total (in Rs.)
1,79,000	1,79,000	1,93,300	1,93,300	7,46,600

Above is the effective fees structure including Corporate Scholarship

Please Note\*

Refundable Academic Security Deposit of Rs. 15,000/- has to be paid at the time of admission ~ Each Academic year is of 2 semesters

### > ADMISSION CRITERIA:

Admission will be based on percentage in the qualifying exam, English Essay Test and Interview.



# ADMISSION PROCEDURE

## GDBA+BBA (3 YEARS)

## > ELIGIBILITY:

10+2 (min. 50%)

\*Please Note In aggregate percentage Physical Education, Fine Arts & Performing Arts will not be considered.

## > CERTIFICATION:

Students join AGBS to pursue the GDBA and also enroll in the fleximode\* BBA of Amity University. On successful completion of the respective programs, the student receives a GDBA certificate from AGBS and the fleximode\* BBA from Amity University

## > FEE STRUCTURE :

Sem-1	Sem-2	Sem-3	Sem-4	Sem-5	Sem-6	Total (in Rs.)
75,500	75,500	76,500	76,500	78,300	78,300	4,60,600

Above is the effective fees structure including Corporate Scholarships

Please Note\*

Refundable Academic Security Deposit of Rs. 15,000/- has to be paid at the time of admission ~ Each Academic year is of 2 semesters

### > ADMISSION CRITERIA:

Admission will be based on percentage in the qualifying exam, English Essay Test and Interview.



# STUDENT'S TESTIMONIALS



I am proud to be a student of Amity Chennai. I have learned a lot as it gave me a good exposure through class interactions with experienced faculty, updated library resources, practical and fruitful interactions during workshops. The institution had a good infrastructure facility with conducive study environment. At Amity reputed companies visited to campus for placements. Amity did prepare us for a career start up.



As an Amitian, I felt they had excellent and systematic campus placement activities through which reputed top ranked companies visited the campus and encouraged students for suitable placements. That gave us lot of confidence for a good career start.

**Diksha Sachdev** MBA( Batch - 2021 - 2023) Business Trainee - Bajaj Finserv



I am happy to be the student of Amity Chennai. I not only gained subject knowledge taught to me by experienced and committed faculty members but also gained confidence to face challenges of outside environment. The curriculum incorporated the right blend of theory and practical analysis alongside with encouragement to cocurricular activities like sports, and cultural. My experiences with campus placements and the workshops arranged by the placement department gave insight to the expectations of the corporate world and facilitated me to train myself to be selected in the campus placements.

**Charan Krishna**MBA Batch (2021 - 2023)
Trainee - Trent Limited (TATA Group)



It is said that behind every individua s success, ther s a person or a group of people. Here, I wish to thank a team behind my success story. I thank my faculty members of Amity Chennai Campus and most importantly the training and placement cellfor grooming me and making me for what I am today. The whole team has been an alchemist, helping me grow from being a novice to having a successful corporate career.

Santhosh Ganapathy V
MBA Batch (2021 - 2023)
Trainee - Trent Limited (TATA Group)

**Syed Mohammad Affan** 

MBA Batch (2021 - 2023)

Management Trainee - Saint Gobain

