Mission Statement

“Asian Education Group is committed to excellence in management education and training so that its alumni through their work, may make it a better world one day than it is today.”

Asian School of Business is indebted to Late Shri Suraj Prakash Marwah (The Founder of Asian Education Group) for his invaluable contribution to our mission to provide quality education worldwide.
Content

06-07 From the President’s Desk
08-09 Message from CEO
10-11 Director’s Message
12-13 Message from Director - Branding
14-15 Message from Director - Admissions
16-17 Vision & Mission
18 Board of Directors
19 Advisory Council / Management
20-21 About ASB
22-23 Why ASB
24-25 Infrastructure
26-27 Academics @ ASB

30 Program - BBA
31 Course Structure
32 Diploma in Corporate Communication
33 Diploma in Media & Entertainment from AAF
34 Diploma in Digital Marketing from HCL
35 Foreign Language Certification
36-43 Intellectual Capital
44-45 Centre For Skill Development
46 Corporate Resource Cell (CRC)
47 Extra-Curricular
48 Beyond Academics
49 Housing
50 Admission Procedure
Start with the end in mind.

Stephen R. Covey
As a student of Asian School of Business, you will explore the challenging business environment & learn the management of micro & macro factor of business environment to develop managerial skills & decision making.
We at Asian School of Business (ABS) believe that education in business management is not just about management but it is also about how management can improve various other disciplines and functions of which business is comprised of. We also believe in adapting the western education model to suit the socio-economic conditions prevailing in this part of the world. We are aware that with globalization and dismantling of rigid regulatory frameworks across the world, the business environment has become very dynamic and the modern day manager must be capable of adapting to the fast changing business environment. We are conscious of the fact that to be at the cutting edge of the business education and training, the B-Schools have to work in partnership not only with the business-houses but also with similar institutions across the world. We try and inculcate in the students the ability to foresee the changing business environment, make innovative plans, implement radical policies as well as take and manage risk in business operations.

We are committed to impart management education that is complete and self contained for preparing well rounded modern day managers. We also subscribe to the view that management concepts, approaches and techniques have to be continually evolved and that managerial decisions should be based both on systematic research and the gut feeling. We have also initiated research work with a view to expand the frontiers of knowledge in the realm of management.
CEO’s Message

Akshay Marwah

Asian School of Business is dedicated to its responsibility of creating a global knowledge disseminating hub, transgressing National and International borders and territories thereby transforming every student into excellent future managers and leaders. Professional ethics in the students, which make them independent in decision making and create path that are good not only for them, but also are good for the society, for the nation, and for the world as whole. Its highly qualified faculty, with excellent inputs from industry leaders, contributes phenomenally in shaping up the management graduates suited to take on bigger responsibilities in industry, businesses, government, academia and social sector.

Asian School of Business offers every aspiring and budding manager a very dynamic innovative and a holistic edu-system.

I welcome and invite every young aspirant, each inquisitive mind and all the dreamers to join Asian School of Business, and experience the thrill of soaring high and flying even higher!
Message From
Director

Dr. Lalita Vir Srivastava

Aligning with the requirements of the global market, where the right set of knowledge, skills and attitude is the key to meet the requirements of the globalised economy and the opportunities across the globe, Asian School of Business is focused towards creating the right mindset & business skills for its students not only for the corporate opportunities but also for sensitizing them to the important issues of global research.

In accordance with our belief that the personality of an individual is groomed by the environment they live in, we at ASB have developed an amicable and disciplined environment that ensures quality education through a corporate driven course curriculum, inclusive of practical labs, extra-curricular activities and competitive events. This brings about an overall transformation of individual student to a professional.

Through the competent Corporate Resource Cell (CRC), we expose our students to the understanding of the dynamics of professional corporate culture. Continuous industry interface opportunities through expert talks, industry visits, corporate training & internships develops students and improve their place-ability scores by aligning their Knowledge, Skill & Attitude with the key requirements of the job market.

We extend support to the youth of the nation with a customized effort in nurturing abilities and building competency levels to meet the demands of Indian and Global markets.
Message From

Director - Branding

Saurabh Sharma

We believe in giving the power of knowledge to all our students. Our vision is to create future leaders who manage and create powerful organizations in the emerging corporate landscape. It is a quest, by way of excellence that I seek to achieve for my students in the field of education.

ASB has created a benchmark in the field of global education through its contribution in various educational and management sectors. It is one of the endeavors of ASIAN EDUCATION GROUP, which has traveled a long way to achieve its goal of being one of the top management colleges.

An academic tradition that combines scholarly excellence with continuing interaction with business leaders and current management issues, ASB provides a fertile ground for the blossoming of potential of young aspirants of not only being an efficient manager but also a true cosmopolitan and responsible contributor to the society and community. At the same time, we take care that young minds entering our portals are provided with all necessary guidance and moral virtues.

Our team at ASB is highly dedicated towards its objective of making ASB, a better place for national as well as international students. It is our constant endeavor to develop and enhance business leadership through innovative world-class programmes in management.

In today’s transcending world, the function of education has changed from teaching to learning which casts a mutual responsibility upon the institution as well as students to make education, a cannon loaded with power and progress.

I wish Asian School of Business and its prospective students all the best to deliver results with academic excellence.
Message From

Director - Admissions

Gurdeep Singh

There will always be a demand for business graduates. Through BBA courses, students can gain knowledge of business practices and processes, understand the role of economics in the world marketplace and acquire an awareness of global business issues. At Asian School of Business, it is our aim and business to groom future leaders and managers. These business leaders and independent management thinkers are the ones who constantly and fervently try to make a difference in the lives of their fellow human beings.

The faculty members at ASB have a rich blend of academic and corporate experience and thus use the teaching pedagogy, which helps you visualize the management concept for it to be successfully applied to the corporate world. The mentoring process adopted by the faculty mentors helps you recognize your strengths and become acquainted with your area of interest.

We at Asian School of Business (ASB) seek to make it a model by improving upon the various suggestions from experts with regard to the blending of the various teaching methodologies to meet the need of the corporate and business sectors.

In our country, we have immense talent among the youth and all that is required is to guide and bring out the best in them. The paramount thrust is to create an international academic bridge by blending the advanced knowledge and modern teaching tools of the West with the rich traditional values, culture and heritage of the East.

The aim can be achieved only with the support and guidance of all whose help Asian School of Business team has been seeking and would be seeking.

I welcome all those who are going to share the feeling of satisfaction with the success of ASB and thank all those who have extended and would continue to extend their valued support in achieving our mission.
Vision

“Transforming leaders in Management.”
Mission

In the current global context, we believe in developing the aspiring leaders and entrepreneurs who will manage and create powerful organizations in the emerging corporate landscape. Asian School of Business aims at creating high intellect business mindset, promote best business practices and innovative techniques to attain desired organization goal and contribute to nation's economy at large.
Board of Directors

Prof. Sandeep Marwah
Founder & Managing Director - Marwah Studios Enterprise

Anil Kapoor
Cine Actor

Boney Kapoor
Film Producer

Alkhay Marwah
CEO - Marwah Studios Enterprise

Deepak Marwah
Renowned Businessman

Atul Marwah
MD, MEC Art Gallery
Board of Advisors

Dr. GVG Krishnamurthy
Former Chief Election Commissioner of India

Lalit Bhasin
President, Indo American Chamber of Commerce

Suman Jyoti Khaitan
President, PHD Chamber of Commerce

Lalit Khaitan
Chairman, Radico Khaitan Limited

Rajiv Taliwar
Executive Director, DLF Ltd.

Ajay Poddar
Chairman, JCL International Ltd.

Sanjay Bhatia
MD, Hindustan Tin Works Ltd.

Sunil Goel
Managing Director, OMAXE Ltd.

Boney Kapoor
Chairman, BSK Network & Entertainment

PK Jain
Chairman & MD, Malt Company of India Ltd.

Ramesh Suri
Director, Bharat Hotels Ltd.

Ajit Burney
Advisory to HRD Ministry, Govt. of India

Ravl Vij
MD Wig Brothers Pvt. Ltd.

Mr. Ashok Kumar Gaudiya
Chancellor Mewar University

International Advisors

Prof Karl Bardosh
Master Prof., New York University

Amitanshu Das
Director, School of Education, University of Pennsylvania (UPENN)

Dr. Javad Lahari
Vice Chancellor, SZABIST, Dubai

Prof. Katherine Blaski
Deakin University, Australia

Dorothy H. Jantzen
Dean, Capilano College Canada

Dr. Padmesh Gupta
Director, Oxford Business College, UK

Dick Deian
Dean, School of Business British Columbia Institute of Technology, Canada

Management Committee

Dr. Lalita Vir Srivastava
Director

Mr. Saurabh Sharma
Director – Branding

Mr. Gurdeep Singh Raina
Director – Admission
About
ASIAN SCHOOL
OF BUSINESS

Affiliated to the
Ch. Charan Singh University, Meerut

Asian School of Business was set up with a vision to promote excellence in the field of education and to accomplish the ever increasing demand of quality professionals for a growing business world. At present, ASB offers BBA, in affiliation with the CCS University. The BBA course is tailored in a manner ensuring that the students graduate with an industry-relevant degree. Students get practical experience, read assigned materials, attend seminars, and prepare internship reports. Students are encouraged to attend leadership training workshops and conferences; including, but not limited to, public speaking, group dynamics, and problem solving, and evaluating techniques.

ASB follows an approach wherein the learning experience in education is not only enlightening but also enriching and inspiring. The College is committed to exploring multidisciplinary approaches through its unique curriculum and believes in revolutionizing management education through modern pedagogies thereby adapting to the changing world in which management professionals operate. ASB aims at developing knowledge, skill and value amongst the students and they are nourished by the critical learning pedagogy and are mentored and supported by faculty and staff so that they have the best experience possible to be successful in life.

Asian School of Business boasts of faculty whose expertise spans across various areas
an approach wherein the learning experience in education is not only enlightening but also enriching and inspiring.

of management and who have a wide range of teaching and research experience. We are attracting students from diverse cultural backgrounds and perspectives. This leads to a vibrant multicultural classroom wherein established theory and new critical questions are put into a dialogue.

Asian School of Business has an unmatched array of courses and academic offerings. Students have an opportunity to pursue a broad curriculum using rich educational resources in a dynamic and creative learning environment. Curriculum is constantly adapted according to changing industrial developments. All our initiatives are a living proof of our commitment to ensure the success of each and every student in their career. Our programs are formulated and focus on the development of communication, quantitative reasoning and business analysis skills in a student.

Asian School of Business has a distinguished record of achievements. The academic environment generated by the interaction between professionals of various disciplines will have a stimulating influence, especially in the formative years of young students and help them to develop an integrated personality and a greater competitive spirit. This course equips one with the analytical, communication and problem-solving skills to effectively identify issues, source information and to find efficient and practical solutions.
WHY ASB

INFRASTRUCTURE

ASB offers a rather impressive array of facilities viz.

- World class infra-structure
- Air conditioned environs
- Spacious lecture theatres
- Sports facilities

THE COMPETITIVE EDGE

No matter what career path you choose to pursue, you'll graduate with the business knowledge needed to make an impact and a deep understanding of how business works.

- ASB stands with a legacy of 25yrs in academics.
- Expertise in management education.
- Focus on employability skills development for better placeability scores
- Innovative & Creative teaching methodology
- Preparation of a foundation for higher education
Studying at the Asian School of Business - Noida, you will attend lectures, seminars and workshops to help you to understand how management concepts develop and are applied, for example through case studies and hypothetical scenarios.

Students are trained in client interviewing skills, team based negotiation and mediation skills, with the opportunity to carry out interviews and negotiations with clients. There is a strong emphasis to building up practical skills alongside the more detailed business modules and our groups are kept small so that we can get to know you and provide you personal support.

A number of sessions are held for guidance in approaching employers and students are encouraged to undertake at least two work experiences with the relevant sectors in each academic year. These work experiences provide great opportunities to experience the real world, make contacts and in some cases, gain a future offer of employment.
The Campus
A lush green campus situated in the heart of Noida business centre in Sector – 125 Noida. The campus is equipped with all amenities and technology provides a rich learning environment with Wi-Fi enabled building and technological support to facilitate teaching, learning and personality development. With superior infrastructure, Industry benchmarked curriculum, and a dedicated centre for corporate relations for exposure into the Intricacies of the corporate world, the institute has all the requisite facilities that form an integral part of any top B-School.

Theatre Hall
The academic life at ASB goes beyond the curriculum. For cultural and social functions, the theatre hall with a large capacity at the campus provides an ideal platform for students to express themselves in public for speech, theatre, plays and general entertainment. Weekly debates / quizzes / guest lectures are organized to enable them to be better managers and leaders.

Infrastructure

Lecture Hall
The classrooms provide the most conducive atmosphere for dynamic and focused discussion. The classrooms are designed as auditoriums with step-up seating to facilitate discussions and to promote maximum interface between the faculty members and the students. They are equipped with state-of-the-art facilities like projectors and audio-visual systems. The air-conditioning in the classrooms creates the right atmosphere for long hours of study.

Centre For Information Technology (CIT)
The computer centre has advanced computing facilities to provide unbridled free 24x7 Internet access to all the students round the year. The computers are of advanced configuration and latest software’s are available to provide holistic IT training facilities. The entire campus is interconnected with internet & intranet with broadband connection. The multimedia ready computers, operating in Wi-Fi campus, provide a wonderful back and support to the students and teachers in extending the best quality learning and teaching environments.
Knowledge Resource Centre
The fully equipped library runs on automated software with the latest multimedia facilities. It has a modern collection of books and periodicals primarily related to management and allied subjects. It is a hub for all academic activities and the students can also use it as a place for quiet self-study. The Internet ready computerized digital library and the exclusive reading room facilities, truly ensure that this is the most preferred destination for students to enhance the learning process beyond the classroom.

Food Court
The cafeteria is an ideal place to chill out after the hectic class schedule and when the studies get too intense. It also provides the students the much needed platform to relax and recharge for the next session. The cafeteria at the Campus, has exclusive variety of Indian and Chinese Cuisine.

Located amongst the hub of national & international business centres

Sports Facility
The healthy body acts as a catalyst in the process of gaining knowledge. The sports facilities facilitate the students in strengthening their physical energy level as well as in fostering team spirit. The indoor and outdoor facilities are available and the sports kit is readily available for the students like basket ball, table tennis, Pool, Chess, Badminton Court.

Open Theatre & Auditorium
The academic life at ASB goes beyond the curriculum. For cultural & social function, the Open Theatre and Auditorium with large seating capacity provides an ideal platform for students to express themselves in public for speech, theatre, plays and general entertainment. Weekly debates, quizzes & guest lectures are organized to enable them to a better managers & leaders.

Recreation Centre
A world class amphitheatre for student activity, a student lounge with facilities for television, and various Indoor games.

Medical Facility
On campus medical facility to provide immediate first aid in case of emergency.
ACADEMICS @ ASB

ASB provides opportunities for students to develop interpersonal intellectual and practical skills to inculcate unique leadership styles by providing a regular interface with faculty and practitioners. The objective of the program is to stimulate mental ability of the student in such a way that promotes approaching each problem by viewing merits and demerits of the situation afresh. The overall focus is to empower the students with high end employability.

This course has been designed for students willing to work in a learning environment leading to developing leadership skills, out of box thinking and matured decision making. In order to achieve this, ASB expects the students to be open minded, ready for learning, motivated and willing to adapt to the changing and fresh approach of the world of business.
TEACHING PEDAGOGY

- Asian School of Business with its unique teaching pedagogy is able to transform its students into an intellectual capital.
- Considering the fact that ironic theoretical aspect of any curriculum remains constant (can not be changed)
- A conventional twist in delivering pattern can lead toward successful implication of learning environment.
- ASB believes in delivering active learning experience through an interactive learning process based on a principle of "Blended Learning"
- Blended learning focus on – use of best possible method of delivering, keeping in mind the complexity of topic and students competency to learn.
- This Blended learning helps in understanding and learning of regular curriculum in an innovative & effective manner.
We only wanted to do one thing, and do that really well.

Jan Koum - CEO, WhatsApp
Bachelor of Business Administration (BBA) - 3 year full time degree course ———
(Affiliated to Ch. Charan Singh University, Meerut) ———

Bachelor of Business Administration at Asian School of Business (ASB) is a three year full-time degree course affiliated to Ch. Charan Singh University (CCS), Meerut. This is designed and structured to provide the young minds with an intellectually stimulating learning environment. The course is designed to give students the basic understanding of the management concepts and an understanding of doing business internationally.

The objective of BBA at ASB is to produce excellent professionals who can translate theory into practice, and are capable of identifying and solving management problems at local and global levels. The approach towards teaching is more practical where knowledge is imparted for practical application in corporate world.

This under-graduate program equips the students with an in-depth understanding of management theory coupled with intensive industry exposure. The course curriculum is designed after in-depth study of the requirements of all stakeholders and the ever-changing demands of the Industry. The salient features of the program are the emphasis on enhancing the students' soft skills and maximizing the industry interface through varied initiatives. The program also offers tremendous flexibility and learning opportunities through a credit-based approach.

At ASB, a student can study the Bachelor of Business Administration program and develop understanding about all the major areas of management like marketing, finance, HRM, IT and also the general governance of the corporate.

The curriculum is flexible and includes lectures, case studies, role plays and integrative exercises.

The focus of teaching BBA is to build up the ability to solve various problems associated with business enterprises. Students get a platform to make them familiar with the fast changing global business scenario.
## BBA Syllabus

### Semester 1
<table>
<thead>
<tr>
<th>CODE</th>
<th>PAPER</th>
<th>CODE</th>
<th>PAPER</th>
</tr>
</thead>
<tbody>
<tr>
<td>101</td>
<td>Principles of Management</td>
<td>201</td>
<td>Organizational Behavior</td>
</tr>
<tr>
<td>102</td>
<td>Business Communication</td>
<td>202</td>
<td>Principles of Marketing</td>
</tr>
<tr>
<td>103</td>
<td>Mathematical Foundation for Business Administration</td>
<td>203</td>
<td>Computer Fundamentals and Programming Concepts</td>
</tr>
<tr>
<td>104</td>
<td>General Economics</td>
<td>204</td>
<td>Computer Oriented Statistical Methods in Business</td>
</tr>
<tr>
<td>105</td>
<td>Financial Accounting</td>
<td>205</td>
<td>Business Regulatory Framework</td>
</tr>
<tr>
<td></td>
<td></td>
<td>206</td>
<td>Viva-Voce</td>
</tr>
</tbody>
</table>

### Semester 2
<table>
<thead>
<tr>
<th>CODE</th>
<th>PAPER</th>
<th>CODE</th>
<th>PAPER</th>
</tr>
</thead>
<tbody>
<tr>
<td>301</td>
<td>Income Tax</td>
<td>401</td>
<td>International Trade</td>
</tr>
<tr>
<td>302</td>
<td>Corporate Law</td>
<td>402</td>
<td>Optimization Techniques</td>
</tr>
<tr>
<td>303</td>
<td>Contemporary Auditing</td>
<td>403</td>
<td>Cost Management</td>
</tr>
<tr>
<td>304</td>
<td>Corporate Accounting</td>
<td>404</td>
<td>Basics of Indirect Taxation</td>
</tr>
<tr>
<td>305</td>
<td>Computer Application in Business and Data Processing</td>
<td>405</td>
<td>Viva-Voce</td>
</tr>
<tr>
<td>306</td>
<td>Computer Practical Examination</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Semester 3
<table>
<thead>
<tr>
<th>CODE</th>
<th>PAPER</th>
<th>CODE</th>
<th>PAPER</th>
</tr>
</thead>
<tbody>
<tr>
<td>501</td>
<td>Entrepreneurship &amp; Small Business Management</td>
<td>601</td>
<td>Management Information System</td>
</tr>
<tr>
<td>502</td>
<td>Strategic Management</td>
<td>602</td>
<td>Money &amp; Financial System</td>
</tr>
<tr>
<td>503</td>
<td>Management Accounting</td>
<td>603</td>
<td>E-Marketing</td>
</tr>
<tr>
<td>504</td>
<td>Financial Management</td>
<td>604</td>
<td>E-Banking</td>
</tr>
<tr>
<td>505</td>
<td>E-Commerce</td>
<td>605</td>
<td>Business Research Methodology</td>
</tr>
<tr>
<td></td>
<td></td>
<td>606</td>
<td>Project Report based Viava-Voce</td>
</tr>
</tbody>
</table>

### Semester 6
<table>
<thead>
<tr>
<th>CODE</th>
<th>PAPER</th>
</tr>
</thead>
<tbody>
<tr>
<td>701</td>
<td>Project Report based Viava-Voce</td>
</tr>
</tbody>
</table>
Diploma in Corporate Communications

Programme Objectives

The ASB Diploma in Corporate Communication (DCC) is a structured package of courses that gives students the basic knowledge and understanding of the corporate communication field. The programme incorporates the practice of public relations; advertising; marketing; management; psychology; IT; law and ethics among others. This multidisciplinary curriculum is designed to give students the extra edge in their careers. It is a training discipline for professional knowledge and skills in communication, applied to corporate management, in institutions of government, commerce and industry non-profit agencies and academia.

The expertise and skills required of PR practitioners include the strategic handling of tools and channels for information distribution and retrieval, to build relationships with individuals and target groups or “publics” through planned Action and Communication via mass media, new media, and person to person.

Program Learning Outcomes

» Summarize communication theory and trends

» Use, evaluate, and modify different communication strategies in business settings in global context.

» Implement and Incorporate excellent writing and editing skills into all facets of corporate communication

» Demonstrate the ability to think strategically, and gain a global perspective on communications and public relations

» Demonstrate clear and concise writing skills and leadership in the digital world
Diploma in Media & Entertainment

From Asian Academy of Film & TV (AAFT)

The mass media – particularly radio, television and the Internet – is now available in every nook and corner of the world. Mass media is growing phenomenally and providing ever increasing employment opportunities to the trained and talented people worldwide. The importance of professional management of media organizations too has now been fully realized. Beside the print media, radio and television, filmmaking has been recognized as an industry by the Indian govt. Ever increasing use of the Internet and proliferation of satellite broadcasting have indeed changed the way in which we live and work. Professionalism in media industry has generated a demand for media managers who may be conversant with the elements of business administration as well as the processes of making media products. These may be learnt in a school as there is no time available to train the personnel on the job due to the intense pressure of day to day work in the media organizations.

Programme Objectives

The Diploma in Media & Entertainment Management course is a judicious mix of the education in the basics of business administration and the elements of media production. Due emphasis is laid on the technical, artistic as well as the business aspects of print journalism; radio and television production / broadcasting; film making / distribution / exhibition and multimedia production for the Internet.

Learning Outcomes

This course is designed to give rise to future professionals, rather than mere ‘degree holders’. It keeps in mind the needs of the industry where the students would ultimately find employment, and, therefore, has a completely different approach to learning.
Diploma in Digital Marketing

In Collaboration With Hindustan Computers Ltd. (HCL)

Programme Objectives
This Diploma would enable students to understand how to use the Internet as an effective marketing channel. It enables students to engage with customers online in a more practical manner and to plan and implement end-to-end lead generation through the online mode.

Programme Learning Outcomes
- Get a clear understanding of the value and importance of Digital Marketing and why it is a vital component of a marketing strategy plan
- Create and effectively manage social media, display, search marketing, online advertising and marketing campaigns
- Drive new visitor traffic to a website while improving online conversion rates
- Understand how digital marketing can help grow a business, domestically and internationally
- Create and develop effective and targeted email marketing campaigns that align with business goals
- Identify various online applications and resources that can help build effective and profitable websites
- Measure and analyse the visitor traffic to a website to continuously develop and improve digital marketing
- Discover how to best develop and retain customers
Foreign Language Certification

Have you ever heard someone say that they can speak English and that is enough, because after all most people speak English? Well, to tell you the truth they would be wrong. There are a number of reasons why you should learn a foreign language. In our world today, only one fifth of the population speaks English. So, learning another language is important for both work and travel. It is also important for making real connections with people, and lastly it can give you a greater understanding of your own language.

ASB OFFERS A CHOICE FROM TWO FOREIGN LANGUAGES:

FRENCH & GERMAN

Learning a foreign language draws your focus to the mechanics of language: grammar, conjugations, and sentence structure. This makes you more aware of language, and the ways it can be structured and manipulated. These skills can make you a more effective communicator and a sharper editor and writer. Language speakers also develop a better ear for listening, since they’re skilled at distinguishing meaning from discreet sounds.

There are several cognitive advantages to learning a foreign language

› You become smarter as this skill boosts your ability to negotiate meaning in other problem-solving tasks as well.
› You build multitasking skills because you can easily switch between different structures.
› You become more perceptive better at observing your surroundings and are more adept at focusing on relevant Information and editing out the irrelevant.
› Your decision-making skills improve too.
Intellectual Capital
Core Faculty
The management faculty of Asian School of Business comprises of a group of professionals with diverse background having experience in industry and academia. Their diverse backgrounds and experience provides valuable insight to the students. They combine the very highest standards of teaching and mentoring with diverse backgrounds as eminent entrepreneurs, policy makers, researchers, theoreticians and consultants. The rich diversity of their backgrounds instills in the students a continuous desire to achieve excellence.
Dr. Lalita Vir Srivastava

Dr. Lalita Vir Srivastava is a healthy blend of academics & industry with the rich mix of experience of almost 20 years, in national & multinational organizations, at various managerial levels. He has completed his MBA (Marketing), PGDBA (Foreign Trade & HR), PGDIRPM and Doctorate in management from renowned institutions. He has contributed in the field of research on emerging issues of management and industry, which are adjudged the best in national and international conferences. He has conducted many corporate training programs, workshops for faculty development, skill enhancement for the sales professional of industry and product trainings for members of FOGSI (Federation of Obstetric and Gynecological Societies of India). During his corporate tenure, he has developed the strategy and developed the major brands of the companies worked for. His knowledge & professional skills are reflected in his innovative teaching methodology that connects the classroom learning with the real corporate applications.

Atul Kumar

Atul Kumar is a faculty in Finance area. He has done his B Tech (Ag. Engg.) from G B Pant University, Pantnagar and MBA from IIM – Ahmedabad. He has 11 years of Academic Experience and 8 years of Industry exposure. In Academics he has worked in Amity University and Galgotias Business School. Before joining the academics he has worked in SDB CISCO India Ltd, Acumen Software Technologies Ltd, Tata – Rollis india Ltd, and Duncans Industries Ltd. He has published research papers in the reputed journals. His area of interest is in the Derivatives market and Equity research.

Dr. Sandhya Aggarwal

Dr. Sandhya Aggarwal is working as Associate Professor HR. HR professional with over 20 years of experience in Corporate Sector and Academics. Her area of specialization is Human Resource Management. She has taught various specialization papers in the area of HR. Her Experience varies in companies like CMC Ltd, Max New York Life Insurance Ltd., and ICFAI. Also on the panel of various B-Schools / Universities in Noida and International Professional Body. She did her postgraduate Master degree in Business Administration (MBA) and a graduate degree in Political Science from the University of Delhi, New Delhi. She has also published articles, research papers in various national and international journals / conferences. Her Throat work study is on ‘HR Challenges in Indian Retail Sector with Special Reference to Fast Moving Consumer Goods (FMCG).

Ravee Sharma

He has over 9 years of experience in corporate resourcing, placements, teaching and business development with leading education groups of India like ITS Group of Institutions, DBS. He has done M.Sc. in Information Technology, PGDM (IB) and pursuing Ph.D in management from AIMA. He is also has faculty membership of AIMA. He is UGC NET (2007) qualified and NIBN Certified Entrepreneurship Faculty for Entrepreneurship skill development programs. Presently working as HOD - Corporate Resource Cell (CRC) in ABS, he is heading placements, international partnerships and institutional associations.
Anil Verma

An Alumnus of IIT, Roorkee and FMS, Delhi, Mr. Anil Verma has a very rich corporate experience in HR and Business Planning including Strategic Management. He has worked in Steel Authority of India Ltd. (SAIL) for 35 years and thereafter in SMS India (a German Group) as a Consultant before joining ABS. He passed B.E. (Industrial Engg.) from IIT Roorkee and MBA from FMS, Delhi. He has also done Graduate Diploma in Management from AIMA, New Delhi. In addition to industry experience, he was a visiting faculty in IIT, Roorkee and ICWA, New Delhi. He has taught various specialization papers in the area of HRM and Business Communication. During his corporate tenure, he has actively participated in HRD Activities / Human Resource Interventions in SAIL and was also associated with the Restructuring / Turnaround and Strategic Initiatives in SAIL. He has visited Oman & UAE as member of a high level delegation led by Joint Secretary, Ministry of Steel and explored the potential tenure opportunities available there for use in our country.

Supriya Srivastava

She is a multi-lingual, communications and personality development expert with over 10 years of experience with reputed academic institutions.

She is an M.Sc Botany from Lucknow University and B.Ed (English & Sc) from Annamalai University. She has done her PGHIRM from IIMT Ghaziabad, MBA (HR) from ICFAI and MA English from EILML University. She has a Diploma in English News Reading & Voice-overs, from NRAI, and is CET (Management), qualified. She has received TESOL Certification, as a Business English trainer from International TESL Teacher Training Corporation – Thailand, Bangkok. She has acquired proficiency in German Language (Zertifikat Zentrale Mittelstufen Pruefung) from Max Mueller Bhavan. She is also on panel of IP University, Delhi, for German Language.

Shweta Batra

An HR professional with rich experience in corporate and education industry. Prior to joining ABS she has worked with various B-schools and reputed companies. She has a good industry exposure with international experience. She has participated in many seminars and conferences which connects her well with her area of specialization. Advance looking combined academic visualization to foster intellectual development of young scholars in India characterizes her. She works towards providing thorough academic awareness on various subjects in order to impart better quality of education. She has completed her Post Graduate Diploma in Management and specialized in Human Resource her area of research includes change management repatriation management, performance management and training and development.

Rahul Kapoor

Rahul Kapoor is a PGDM with a specialization in Marketing & HR. He has a combined experience of around 14 years in Industry & Academics. Prior to joining academics, he was working with leading companies like Godrej & Boyce Mfg. Co. Ltd & Reliance Communications Limited at various managerial positions. His areas of interest include Marketing, Advertising & Customer Relation Management.
V. Lalitha
An MBA in Finance and HR and an alumnus of Lady Shriram College for Women, Delhi University. She has over 15 years of experience in Industry and field of academics has successfully handled a gamut of diversified functions in Finance, HR, Administration and Logistics with Multinationals and Management Institutions such as Ingenico SA, Wincor Nixdorf Pte. Ltd., Siemens Group, Simba FRP and U.P.Twiga Fiberglass Ltd.

Sunita Verma
Sunita Verma is currently working as Asst. Professor in Asian Business School, Noida. She has completed her post graduation in HR and Marketing from MDU, Rohtak. She is also a degree holder in commercial secretarial practice. She has combined experience of more than 8 years in corporate and academics. Before joining ABS she was associated with B-Schools and management institute imparting valuable knowledge towards overall growth of student as well as organization. On the corporate front she was associated with MPS, Vodafone, Tata Indicom and Cottage Emporium, a government undertaking. She has undertaken research projects on topics such as change management, reputation management, etc.

Supriya Massey
Supriya Massey has close to 10+ years of extensive work experience in Training. She is a graduate in History and after completing her graduation, she started her career with Convergys India Services Pvt. Ltd and was a part of the Training and Development team specializing in Process Specific and Soft skills training. She later moved to Bank of America where she was heading the training and quality team for their debit card function and was undertaking behavior and soft skills training for the team.

Dr. K. Venkatasubramanian
Dr. K. Venkatasubramanian is a Mechanical engineering graduate with post graduate diploma in marketing management. He has two Doctorates in the area of marketing management and in business management. He is a Fellow of the Institution of engineers and a Fellow of the united writers association. He has over 40 years experience in various organizations and functions like marketing, advertising, research, international business, project management, and general management etc. And has published over 40 papers in both national and international seminars in Bangkok, Pakistan, Bangladesh, Sri Lanka, Malaysia, and Japan, etc.
Pinky Pandey

Pinky Pandey is working as an Assistant Professor in the area of Quantitative Techniques, her other area of interest are Operations Research, Operations Management and Research Methodology. She has done M.Sc (Statistics) from C.C.S University, Meerut and PGDBM from IMT Ghaziabad. She has a 5 years of rich experience of working with several B-schools like Cosmic Business School (New Delhi) and Accurate Institute of Management and Technology (Greater Noida).

Prof. Sham Sharma

Prof. Sham Sharma has over 34 years of experience as a practicing manager with hard core expertise in the marketing of consumer products. He has completed his diploma in marketing management from the university of North London, UK. He has worked with various B schools including ICFAI, Amity University, IBS, IIPm and so on. He has attended and participated in various international conferences which adds to his intellectual capital. He has also been guest faculty at assorted B Schools and a few corporate bodies.

Dr. Jahangir Khan

Dr. Jahangir Khan has 23 years of rich experience in the field of print media, mass media, television, new media, media management and academics, both in national and international arena. He has complete Ph.D., M.Phil., M.A. (Journalism and Communication), M.A. (Social Science) and BA (Hons.) with meritorious performance. He has been associated with reputed media houses like Business India Television, Oman Tribune and Highway Express — a weekly owned by him. His academic affiliations include Amity School of Communications, Raj University, Jagannath International Management School, Ministry of Higher Education, Sultanate of Oman. He has taught various courses which include Broadcast media, Print media, New media, Sociology, Political science, Applied Media Ethics, News Reporting and Media Management.

Rajesh Sachdeva

He has 5 years industry experience in Finance & Accounts and 12 years academic experience including 5 years with Jamia Hamdard University as Faculty of Management Studies. He is B.Com honors, MBA in Finance and CWA. He is also the author of a book for MBA students titled "A Textbook for Financial & Management Accounting."
Dr. K. K. Sabharwal

Dr. K. K. Sabharwal, along with his doctorate in English literature, possess post graduate qualification in management. He has served renowned national and multinational companies, at different levels of senior management, for over 30 years. Few of these organizations are Avery India Limited, Steelage Industries Limited, Beltek India Limited, Ansals, GECIS etc. With all his managerial experience in corporate, Dr. Sabharwal has his expertise in developing the skill and attitude of individual and transform them into professionals. Dr. Sabharwal's FFNobel aspiration is to contribute and repay back to the society by developing the youth by training & grooming for their bright corporate careers, for which he has associate himself, for last several years, with the academic institutions and helped countless students in developing soft skills and personality for better place ability scores and in turn availing the best corporate opportunity.

Rahul Kumar Panjwani

Rahul Kumar Panjwani, currently he is working as a French Professor in Asian Business School. He has completed Diplôme d'Etudie en langue Francaise B1 level (Attested by French national ministry of Education). Certificat de Francais Moyen and certificat de Francais Elementaire from Alliance Francaise Delhi. Achieved Teaching Certificate and License of French language THE ETS Series, Praxis II (0173) From USA. He has gathered experience of more than 5 years from India and Abroad. He has also worked as a Translator (French-English), Interpreter, French teacher in Bhartiya Vidya Bharan in India and French speaking tour leader in Sultanate of Oman for 3 years.

Anuj Kumar Singh

An M.Tech in Information Technology with having almost 5 years of experience in teaching and 2 years in Industry. Currently associated with IETE (The Institution of Electronics and Telecommunication Engineers) as visiting faculty in the branch of Computer Science and Engineering. He is also associated with C-DAC, acts at Delhi branch as a trainer for various modules His area of interest is on wireless Sensor Network and Public Key Infrastructure.

Dr. S N Ghosh

Dr. S N Ghosh is a professional with around 28 years' hands-on corporate experience at middle and top management level. Being a merit holder fellow member of ICSA (UK), he is one of the few professionals having rich and varied experience in Indian and UK corporate and securities law. He is a Fellow Member of Institute of Company Secretaries of India and Institute of Chartered Secretaries and Administrators, (UK), Associate Member of Institute of Cost and Works Accountant of India, LLB and holds PG Diploma in Labour Laws from Indian Law Institute. His domain is Corporate, Securities and Industrial Laws, Banking and Insurance Law besides Regulatory Finance.

His expertise has been utilized in various refresher courses for Govt. Attorneys of SAARC Countries (Govt. of India sponsored). One of his articles on Consumerism has been awarded by a jury headed by former Chief Justice of India.
Anurag Banerjee
He is Masters in Economics with specialization in Mathematical economics ans econometrics. Have done research in International Business. He have total 15 years of experience in training, teaching & consulting. He is associate consultant with Techman Consulting and associated with Indian Economic Association, AIMA & IMCI.

Samir Agarwal
A Postgraduate on Applied Chemistry with specialization in Environmental Chemistry and In Computer and Marketing Management, possess excellent communication skill and customers relationship management skills. Currently Chief Entrepreneur of the management consulting outfit – Ocean Technosys, Noida, India.

In a career span of 19 years, he has worked with companies like Edutech Informatics India Limited, STG International Limited, IISSI Infotech Limited, Softtek Limited, Sonata, IBM, Ericsson India, Dabur Ayurved Ltd., Gas Authority of India Limited, Gas Technology Institute, PCS Industries Limited, Time Tunnel Consulting, Network Programs India, Cairn Energy (India), CSC India, CDAC and Maruti Suzuki in various capacities, handling various assignments across the country.

Brig. Ramesh Chandra
Brig. Ramesh Chandra is a senior retired Army (Corps of Signals) Brigadier having very sound management education, computer literacy and engineering background. He possesses 35 years of diverse and rich hands-on techno-managerial experience of the Army in technology management, HRD, general administration and logistics. Added to this is over 13 years of corporate / educational institutes valuable experience at the level of Vice President/ Unit Head/ Director/ Dean/ Professor which has helped him in acquiring lot of business acumen, become proficient in academic administration/ monitoring and passionately teach challenging assignments at senior management levels under daunting environments with documented success.

Neelam Mehta
Neelam Mehta is finance professional with a rich experience of 9 years in the field of banking and academics. She has done ICWA and PGDBM in finance. She has worked in reputed organisations like ICICI Bank and HDFC Bank as Manager Operations. Her specialization area includes Management Accounting, Financial Management, Costing, Financial Accounting and Banking. She has delivered various guest lectures on banking, investment and capital market in many premier business schools. She is also an AMFI and NCFM (Demat module) certification holder from NSE India.
“Excellence is an art won by training and Habituation”

In ASB, there is a strong impetus on overall personality development of the students. The institute believes that for transforming its students into globally competitive professionals, the regular curriculum should be supplemented by additional inputs, which would ensure the overall development of the student’s personality. In sync with this thought, ASB runs an in-house “Skill Development Centre” which offers subjects aimed at developing the right knowledge, skills and attitude of the students. Subjects on Behavioral, Soft Skills, Personality development and Corporate Communication are taught in Instructor Led Training Environment and Training workshops conducted for a more experiential learning. “Diploma in Soft Skills and Corporate Communication” is awarded as a part of course completion.

Highlights

- Extensive Training Workshops (Indoor & Outdoor)
- Continuous Evaluation Strategies undertaken for students
- Focus on Case Studies, Role Plays & Project Handling
- Usage of Audio Visual & Simulation Techniques
- Formation of Literary Clubs
- Corporate Interface Visits
- Guest Lectures by eminent corporate professionals
**Individual Development Plan**
- Effective Communication Skills
- Personality Development
- Self Motivation
- Attitude and Motivation
- Self-Esteem
- Emotional Intelligence
- Assertiveness
- Mechanics of Public Speaking
- Self Management
- Self Confidence

**Competency Development Plan**
- Goal Setting
- Working in teams
- Convincing & Influencing Skills
- Time Management
- Leadership Skills
- Interpersonal Skills
- Presentation Skills
- Corporate Communication
- Resume Writing
- GD and Interview Skills

**Soft Skills and Personality Development**

**Individual Development Plan**
Emphasizes on identifying and developing individual learning and development needs of the students. Covers various behavioral & communication aspects.

**Competency Development Plan**
Focuses at more customized training solutions to hone the required competencies, skills and making students ready for the professional world.
Corporate Resource Cell

VISION

Building a strong link of industry academia Interface for training & placement of students to meet corporate challenges.

MISSION

Create an atmosphere of self-directed leadership, self-motivation, team-work and self-generated creativity by Innovative training methodology and building value for our students & community making them best Industry professionals.

About

Corporate Resources Centre (CRC) works toward providing best Industry Interface to students. CRC aims to create a platform where Students and Industry can come together and explore the opportunities for employment. The prime objective of the CRC is to maintain strong industry Institute linkages and strive for the overall development & grooming of the students according to the Industry requirements by conducting Workshops, Symposia, Seminars and Conferences both at National and International level. CRC has maintained a sound rapport with large number of big companies, Industrial conglomerates and reputed business houses. CRC has been making aggressive efforts to provide the best career prospects to the students. We encourage students to work on live projects, which help them to relate classroom teachings with the industrial practices.

The Corporate Resource Cell at ABS has been sourcing Job openings by matching students’ knowledge, skills, personality traits and attitudes to the varied requirements of the job. CRC therefore, grooms students holistically right from soft skills, presentation skills, and interview skills to successful attainment of lucrative job offers.

Message From HOD-CRC

CRC at ASB mentors every student to identify their right potential and encourages them to achieve their dream of getting placed in a reputed company. To achieve this goal, we inculcate the right Interpersonal & professional skill in each student to meet the challenging industry standards. This is done through regular trainings programs & workshop on general awareness, business etiquettes, technical skills, communication; career guidance programs, soft skills programme, personality development and aptitude skills. Guest Lectures, Industrial visits, seminars, workshops, SSA & Projects are regular feature at ASB wherein students get the best industry exposure.

We are proud to share that ASB young talent is highly accepted in the industry and appreciated. Our students are working with leading industries and have achieved great milestones.

Key Responsibilities of CRC

- Conduct lecture sessions by eminent professionals from industries and educational organizations of national and international repute.
- Organizing industrial visits, research projects and summer training.
- Interact with the corporate houses for the placement of graduating students.
- Maintain constant liaison with the concerned HR personnel of the companies visiting the campus and with other companies in the region for ‘off- campus’ placements.
- Counseling of students for career development.
- Conducting Skill Development Programs.
- Developing partnerships with international universities, management & corporate hubs for various research projects and training programs.
Events

All work and no play will make Jack a dull boy and thus students at ASB are encouraged to participate in the various functions were the onus of organizing the event and making the event a success is on the students. The activities include participation in the institutions cultural fests, sports activities etc. by participating in these activities, get an opportunity to showcase their talents and creativity thus fostering overall development of their personality.

Sports Activities

The healthy body acts as a catalyst in the process of gaining knowledge. The sports facilities facilitate the students in strengthening their physical energy level as well as in fostering team spirit. The indoor and outdoor facilities are available and the sports kit is readily available for the students like basket ball, table tennis, pool, chess, badminton court etc.

Anti Ragging Policy

To root out ragging in all its forms from the Institute by instituting stringent anti-ragging measures and provisions for strict punishments to defaulters.

Clubs

To ensure hands on learning, skill development and offering a unique platform to students to showcase their talent & creativity, ASB has developed mentioned clubs for professional & personal development of students. A well designed blend activities helps students in their Interpersonal skill development, new idea generation & creative thinking.

- Marketing Club
- IT Club
- Finance Club
- HR Club
- Media Club
- Athleema – The Sports Club
- CSR Club
ASB hostel is situated at a short distance from the institute. The infrastructure provided in the residential blocks ensures an all-round and balanced development of students’ personality. We provide hygienic living conditions with modern amenities for healthcare and recreation. Our hostel is equipped with wellness and home theatre facilities like television sets, video players, indoor games, internet access, and theater. The hostel has a well-furnished study room where resident tutors closely supervise the academic progress of students. It is virtually a home away from home.

Boarders are taught to live like an extended family in perfect harmony with the others. A host of co-curricular activities are organized to give expression to students’ creative skills like debate, declamation, essay writing, quiz, and public speaking, in addition to the curriculum of the school. The dining hall provides a range of cuisines to cater to student’s varied tastes. A professionally managed mess takes care of the balanced diet as we firmly believe in the principle of a healthy mind in a healthy body.

Excellent medical facilities are available round the clock in Noida. Several super-speciality hospitals of New Delhi are located at a short distance from the hostel.

There are separate wings of hostel for the boys and girls.
The admission process is based on overall assessment of an applicant’s abilities and potential for a successful management career.

<table>
<thead>
<tr>
<th>Programme</th>
<th>Affiliation</th>
<th>No. of seats</th>
<th>Duration</th>
<th>Fee Structure (full course)</th>
</tr>
</thead>
<tbody>
<tr>
<td>BBA</td>
<td>CCS University Meerut</td>
<td>120</td>
<td>3 years</td>
<td>Rs. 3.20 lacs</td>
</tr>
</tbody>
</table>

**ELIGIBILITY**
Candidates seeking admission to the BBA Specialization Programme must have passed 10+2 (or its equivalent) examination from a recognized Board/University. Candidates appearing for the qualifying examination or those who are awaiting their results are also eligible to apply. Their candidature, however, shall be considered, subject to their clearing the qualifying examination.

**APPLICATION FORM**
The prospectus and the application form may be obtained from the Admission Office on payment of ₹1,000. OR You can download the Application form and the prospectus from the website and forward the duly filled in form to the institute with a DD of ₹1,000 in favour of “Asian School of Business” payable at Noida/Delhi. OR You can send a letter mentioning address for communication along with a DD of ₹1,000 in favour of “Asian School of Business” payable at Noida/Delhi. OR The student can also apply online at www.asb.edu.in

**DOCUMENTS REQUIRED FOR ADMISSION**
1. 10th Mark sheet and certificate
2. 12th Mark sheet and certificate
3. Four recent passport size photographs

The Applicant is required to carry three set of the photocopy of the documents (dually attested by a gazette officer) along with the original documents at the time of admission.

**SELECTION PROCESS**
The form provided by CCS University has to be filled in and submitted to the institute. The institute will short list the candidates and process a Merit List on the basis of the performance at 10+2 level. The candidates are allotted seats on the basis of their merit.

**ADMISSION CRITERIA**
Candidates interested in BBA Specialization Programme are requested to register their names for Online Entrance Test (O.E.T) to be conducted by ASB NOIDA in their premises. The test is based on general awareness, basic mathematics, reasoning and communication skills. You can download the application form from http://www.asb.edu.in and send it to admission department.

**EDUCATION LOAN**
Asian School of Business has Pan-India tie-up with Central Bank of India and Oriental Bank of Commerce for education loan.

*Examination fee for reappears, supplementary and makeup examinations to be paid by the student.
*As per the norms, ragging is strictly prohibited and might result in expelling the student from the college.