



ASIB

Asian School of Business

BBA BCA

B.Sc (CS) B.Com

**B.A. (HONS.)
PSYCHOLOGY**

General / International

Batch 2026

**15 Days
Residential
Program at**

 **OXFORD**
BUSINESS COLLEGE

OXFORD & LONDON

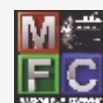




Asian School of Business
is indebted to
Late Shri Suraj Prakash Marwah
(The Founder of Asian Education Group)
for his invaluable contribution
to our mission to provide quality
professional education worldwide



Marwah
Productions



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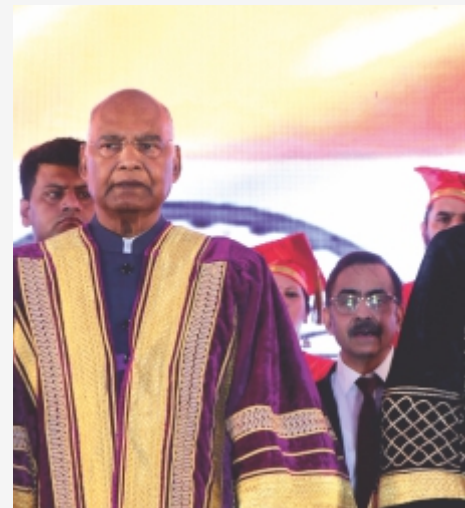
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Student Career Development Cell
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Industry Visits & Training
Centre for Skill Development



Message From Chairman

DR. SANDEEP MARWAH

With a memory down the lane of 35 years of building this foundation, the seed of a visionary idea of integrating education with the western education model along with the values has grown into a sapling. It was the best of times when Asian School of Business expanded its branches into the world of management and technology. We invested in carving a niche of a flotilla of truly global standards matching the redefined C-suite skills and values we impart to our students.

*Adversity causes some men to break,
others to break records*



We are aware that with globalization coupled with the dismantling of rigid regulatory frameworks across the world, the business environment and technology have become enterprising, and modern-day managers and technicians must be capable of adapting to the mutating business environment. Manifestly, this is the reason why a humble thought of imparting quality education laid 35 years back translates

into an oath to allow students to thrive in performance-driven academia and meet the best of opportunities and aspirations of enlarging the business economy and gaining C-suite skills.

Message From CEO

MR. AKSHAY MARWAH

*We continuously strive for
excellence in education through
collaborative research*



The Asian School of Business (ASB) is passionately committed to its noble mission of becoming a global epicenter of knowledge dissemination, transcending geographical and cultural boundaries. With an unwavering dedication to excellence, ASB aspires to transform every student into an exceptional future manager and visionary leader who can thrive in an ever-changing, competitive world.

ASB's foundation is built on core values that reflect its relentless pursuit of high-quality research, cutting-edge innovative teaching methodologies, and immersive experiential learning. Through prestigious internships with top-tier management firms, transformative workshops conducted by celebrated industry stalwarts, and enriching student exchange programs, ASB ensures students gain profound

exposure to the intricacies of the international business environment.

With a distinguished and highly qualified faculty, supported by invaluable insights from industry trailblazers, ASB equips its students with unparalleled skills and knowledge, preparing them to take on pivotal roles in businesses, academia, governance, and social enterprises.

Offering a dynamic, innovative, and holistic educational experience, ASB creates a vibrant ecosystem where dreams take flight and aspirations know no bounds. We warmly invite every ambitious dreamer, inquisitive mind, and future trailblazer to join the Asian School of Business and embark on an exhilarating journey toward excellence and extraordinary success!

Message From MD

MR. MOHIT MARWAH

Management is an efficiency in climbing the ladder of success; leadership determines whether the ladder is leaning against the right wall.



It is with immense pride and joy that I extend a warm welcome to you all at the Asian School of Business, a distinguished beacon of excellence and innovation in modern-day management education. The economic growth of India over the past couple of decades and the need to sustain the same has forced the business schools to adopt new methodologies in the field of management education. Currently, a large number of management graduates pass out every year in India, thereby providing them a great potential to contribute to India's economy. As a result, the industry is demanding talent that is equipped with new-age capabilities as well as skills.

We take immense pride in our prestigious association with the Oxford Business College, UK, offering our students an exceptional opportunity to engage with global standards of creativity, innovation, and research excellence. The idea is to provide them with a better opportunity to hone skills as far as

business beyond borders is concerned.

The Entrepreneurship Development & Incubation Centre (EDIC) at ASB fosters future business leaders by providing a Seed Fund of Rs. 3 Lacs to the Student of the Year from the final year students of the program. We aim to make our students independent in decision-making and thereby contribute to society at large.

How we have been able to chisel down the careers of our students over the years has helped to establish ourselves as one of the most trusted business schools in Delhi NCR.



Message From Directors

DR. LALITYA
VIR SRIVASTAVA
Director-AEG

AEG

*The future belongs to those
who learn more skills and combine
them in creative ways.*



It is well said that skill is better than strength as the interaction of knowledge and skills with experience is a key to learning. 35 years of Asian Education Group imparting quality education has been an illustration of success with the doctrine of social ethics, a healthy disciplined mind, and a lucrative vision of triumphing to achieve great accomplishments in the education sector. As we have set the standards high & left no stone unturned in giving our students valuable education, we have come a long way toward achieving the milestones as we see all encompassing happiness and growth around.

Asian School of Business is much focused on creating the right mindset along with business and technical skills for its students not only for the corporate opportunities but also to sensitize them to important issues of global research. In accordance with our belief that the personality of an individual is groomed by the environment he/she lives in, we have developed a sustainable culture at ASB that

ensures quality and outcome-based education through a corporate-driven course curriculum that focuses on the overall transformation of students to a thorough professional through case analysis, practical labs, extra-curricular activities, and multifarious competitive events.

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

DR. SAURABH SHARMA
Director-AEG



If your actions inspire others to dream more, learn more, and work more, you are a natural leader.

Asian School of Business has differentiated itself with a strong focus on incubating skills since its inception. With world-class infrastructure and a focus on futuristic smart classrooms, we are able to develop a younger workforce with an array of skills as we strive to provide a global experience for our students that extends beyond academics.

ASB has created a benchmark in building an oasis of wholesome education where we cultivate not only intelligence but intellect, memory, and skills. ASB provides a fertile ground with a reservoir of extra co-curricular activities such as Student of the Year, Ideathon, Athleema, International Expert

talks, Kesshet and weekly activities to nurture their dreams aligned with the vision of the institute through a process of lifelong learning.

We are committed to creating an ambience for nurturing a truly cultivated and responsible contributor to the society and community. Concurrently, we feel proud to say that the institute has well utilized the synergy of the undergraduates to achieve significant epitomes in the larger academic parlance.



**DR. GURDEEP
SINGH RAINA**
Director-AEG



The secret of change is to focus all of your energy, not on fighting the old, but on building the new. - Socrates

Asian School of Business has witnessed a multifold rise in the past owing to the discovery of the best of the potential. Emerging as a center of academic excellence amalgamated with core human values, the institute aims to develop and equip every student with industry-ready skills along with overall personality development that has brought a tremendous change in their outlook towards understanding the Corporate world blended with technological innovations. Over the years, we have equipped our students with a technology driven environment infused with a disciplined life style and a distinguished uniform scheme to culminate the core practices of honor and tradition. Our trained and excellent mentors have molded our students into professionals with rigorous training amalgamating technical aspects,

personality development, and life skills to make them successful professionals and compassionate human beings. With an aim of providing 360-degree development to our students, we are imparting practical skills through projects, lab sessions, internships, and international exposure. 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.





**DR. MAROOF
AHMAD MIR**
Dean-ASB

The last few years have revealed some crucial changes to the global economy which have had a high impact on the business world and technology. Education is the foundation on which nations are built, and hence it needs to be strengthened to its very core for creating a strong society and economy. The mechanism of the input-output approach has been transformed into an outcome based methodology with emphasis on the skill development of students in order to make them industry ready.

Imparting education in the new age has become highly ICT oriented with Outcome Based Education (OBE) bringing about a whole new era of teaching-learning for developing professional expertise, inculcating social responsibility and imbibing the attitude for lifelong learning among the students.

We, at Asian School of Business, mentor our students holistically to enable them for leadership roles and entrepreneurial ventures through an enriching educational experience at par with the best of global standards. As educators, we feel a profound sense of responsibility to inculcate professional ethics for business sustainability and societal impact along with the professional competence among our students which is manifested in the success of our alumni in various spheres.



**DR. SONA
VIKAS**
Dean -
Management

Over nearly a decade, Asian School of Business (ASB) has established itself as an emerging B-School offering popular undergraduate programs, delivered through a distinct pedagogy. Creating an educational framework that integrates traditional and contemporary approaches, Asian School of Business offers an exciting student-centric learning environment. Regular interactions with industry experts, industrial visits, real-world case discussions and hands-on exercises in the classroom keep the students updated about the

external business environment.

Our endeavour is to create a cadre of market-ready future professionals, entrepreneurs and business owners through quality education. The entire three-year journey of the student on campus is curated to give them a practical exposure which helps them in their respective career prospects. They engage with the local communities and we aspire them to become socially responsible citizens of the country.

Asian School of Business offers a very vibrant campus life that facilitates holistic development of the students. They get a plethora of opportunities under the aegis of the various clubs and societies, to not only participate in events, but also coordinate and conduct them, whereby honing their team skills and interpersonal communication.

Vision

To be a globally recognized educational institution of excellence providing Growth with Education.

Visit of
Shri Nitin Gadkari
on convocation
ceremony at Asian
School of Business



Mission

M1. To impart quality education ensuring dissemination of knowledge blended with its practical application for developing required management and technical skills.

.....

M2. To nurture agile leaders of high integrity, grounded in strong values, and equipped with the critical thinking and decision-making abilities for leading organizational transformations in the wake of disruptive technological environment.

M3. To develop individuals having an entrepreneurial and innovative mind set with problem solving capabilities.

.....

M4. To inculcate research aptitude for analyzing and addressing the emerging issues and challenges of the dynamic industry environment.



Board of Governors



Dr. Sandeep Marwah
President
Asian Education Group



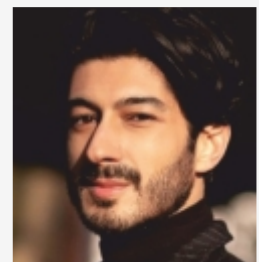
Anil Kapoor
Cine Actor &
Businessman
Member



Boney Kapoor
Film Producer
Member



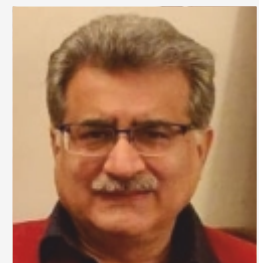
Akshay Marwah
Chief Executive Officer
Asian Education Group



Mohit Marwah
Managing Director
Asian Education Group



Deepak Marwah
Renowned
Businessman
Member



Atul Marwah
MD
MEC Art Gallery
Member

BOARD OF GOVERNORS

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Member Secretary

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Director, Asian Education Group
Member

Dr. Gurdeep Singh Raina

Director, Asian Education Group
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Prof. (Dr.) Rakesh Kumar Khandal

President R&D, Indian Glycols Ltd.
Former Vice Chancellor,
Technical University
Member

Dr. G. P. Rao

Founder & Managing Partner,
GPR HR Consulting; Former Head
HR & Management Services – Malaysia,
Reliance Industries Ltd.
Member

Dr. Maroof Ahmad Mir

Dean, ASB
Member

Dr. Sona Vikas

Dean – Management, ASB
Member

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Head Academics, ASB
Member

Prof. Upendra Dhar

Vice Chancellor
Shri Vaishnav Vidyapeeth Vishwavidyalaya
Member

BOARD OF ADVISORS

NATIONAL

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Professor, Ex - Head Department of Management
Studies, IIT Delhi

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Professor, Centre for Management Studies,
Jamia Millia Islamia, New Delhi

Prof. Rakesh Mohan Joshi

Professor & Chairperson International Collaboration &
Research; Indian Institute of Foreign Trade, New Delhi

Prof. Kartik Dave

Professor & Dean School of Business, Public Policy &
Social Entrepreneurship, Ambedkar University, New Delhi

Mr. Sudhir Mehani

Chief Digitalization Officer, Marzoli India - Camozzi Group
Exec. Member FICCI – Committee on Industry 4.0

Prof. A.K. Saini

Chairman IIQAC and Convener Career Guidance &
Placement Cell,
Guru Gobind Singh Indraprastha University, New Delhi

INTERNATIONAL

Prof. Karl Bardosh

Master Prof., New York University

Dr. Amitanshu Das

Director, School of Education,
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Dr. Dorothy H. Jantzen

Former Dean, Capilano College, Canada

Prof. Katherine Blaskhi

Deakin University, Australia

Dr. Padmesh Gupta

Director, Oxford Business College, UK

Dr. Dick Dolan

Former Dean, School of Business,
British Columbia University of Technology, Canada



Awarded as the 'Top Institute of India' by CSR and 'Best Education Brand for Industry Interface' by Business World (BW), Asian School of Business (ASB) is a part of Asian Education Group (AEG) that enjoys a legacy of 35 years of Excellence in Education. Set up with a vision of "Growth with Education" to promote excellence in the field of education and to meet the ever-increasing demand of quality professionals in the field of business management and computer applications, Asian School of Business presently offers BBA (General), BBA (International), BCA (General), BCA (International), NEP Credit based B.Com (General), B.Com (International), B.Sc. (General), and B.Sc. (International) B.A. (HONS.) PSYCHOLOGY courses in affiliation with the CCS University.

ASB has designed tailored value addition

Why ASB ?

ASB follows an approach wherein the learning experience in education is not only enlightening but also enriching and inspiring.

courses complementing the university curriculum in order to provide students with an industry-relevant degree. The International Programs at ASB provide a unique international edge to the students in terms of the opportunity to learn from the best minds in the International Fully Paid Residential Workshop on Personal and Professional Development at Oxford Business College, Oxford and London, U.K. leading to an international certification which is highly acclaimed across the global business landscape.



The academic environment generated by the interaction between professionals of various disciplines has a stimulating influence, especially in the formative years of young students and it helps them to develop an integrative personality and a healthy competitive spirit. ASB boasts of eminent professionals with extensive academic, industry and research experience from various disciplines as its faculty. It is home to students from different cultural backgrounds and perspectives, thereby, making the learning experience at ASB highly creative, engaging, inclusive and dynamic.



KEY HIGHLIGHTS OF ASB

- *Part of Asian Education Group (AEG)*
- *35 years of Excellence in Education*
- *NAAC Accredited*
- *Association with Oxford Business College, UK*
- *Full-time UGC approved degree programs*
- *Focus on Outcome Based Education*
- *Best Education Brand for Industry Interface by Business World (BW)*
- *Awarded as 'Top Institute of India' by CSR*
- *Strong Industry Connect, 100% Placement Assistance & Internships*
- *Collaborative programs imparted in Business Analytics, Social Media Marketing, Cloud Computing & Web Analytics from NIIT*
- **15 Day Fully Paid Residential Trip and Workshop at Oxford and London.**
ASB has exclusive tie-up with the prestigious Oxford Business College, Oxford, U.K. A selected lot of ASB students have opportunity of getting an enriching international exposure with fifteen days of educational trip over there for a practical workshop on Personal and Professional Development.
- **Availability of in-house Entrepreneurship Development & Incubation Centre (EDIC)** to enable the ASB students to be more creative and self-confident in taking rational risk in starting an enterprise and encourage innovative business start-ups and facilitate them through research and consultancy.

Infrastructure

Located amidst the Center of National
& International Corporate Hub



THE CAMPUS

Nestled in the vibrant hub of Noida Corporate Centre in Sector 125, our lush green campus stands as a testament to our commitment to providing a conducive learning environment. Boasting state-of-the-art amenities and cutting-edge technology, our institute offers a rich atmosphere for academic growth and holistic development. The Wi-Fi-enabled buildings and comprehensive technological support further enhance the teaching and learning experience, fostering not only academic excellence but also personality development. Our superior infrastructure, industry-benchmark curriculum, and a dedicated corporate relations center provide students with valuable insights into the complexities of the professional world. In essence, our institute encompasses all the essential facilities that are integral to shaping top-notch professionals.



LECTURE HALLS

Classrooms provide an environment conducive to dynamic and focused discussions. Designed as auditoriums with step-up seating, our classrooms foster engaging spaces for faculty-student interaction. Equipped with state-of-the-art facilities, including projectors and audio-visual systems, these spaces ensure a seamless and enriching learning experience. The air-conditioned ambiance, complemented by smart board facilities, sets the stage for extended hours of study in a comfortable and technologically advanced setting. They are vibrant spaces where ideas come to life, and knowledge is nurtured through collaborative discussions.



AUDITORIUM

Auditorium at Asian School of Business is equipped with the most modern and audio-visual facilities and can accommodate more than 250 people. It is well furnished with acoustics and hosts various events including Annual Day Award Functions and various Inter College Competitions. It is fitted with projector, effective and modern lighting and sound system and is centrally air-conditioned. All the major functions like conferences, seminars, workshops and other academic and literary activities are held in this Auditorium.



BOARD ROOM

The boardroom serves as a versatile space for meetings, presentations, and discussions involving both students and faculty members. Equipped with smart boards, it is utilized by students for tasks such as preparing for case study competitions and delivering research paper presentations. The room is well-equipped with the necessary facilities to facilitate online participation in competitions, including student committee meetings



COMPUTER LAB

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 softwares 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 environment.



KNOWLEDGE RESOURCE CENTRE

Our Knowledge Resource Centre stands as a treasure trove, thoughtfully curated with a diverse collection of Indian and International books and journals spanning various domains like management, commerce and Information Technology. It caters to the diverse needs of our students, faculty, and research scholars. This library continually expands its repertoire with the latest publications, ensuring that our students stay well-informed about current and contemporary issues. Boasting over 20,000 books, including 6,000 titles, along with access to renowned National and International Journals in both print and online formats, the library serves as a comprehensive resource hub.



MEDICAL FACILITY

Asian School of Business has an on campus medical facility to provide first aid to students in case of a medical emergency. A well-qualified nurse is available in the medical room to take care of the students not feeling well during the college hours. The medical room is well equipped with respect to the availability of basic health related facilities like thermometer, sterilizer, weight measuring machine, B. P. Apparatus, dressing drum, patient bed etc



LANGUAGE LAB

A space to facilitate classroom engagement and interaction via computer-based exercises and activities to maximize proficiency in language components (vocabulary and pronunciation) and in language skills (listening, speaking, reading and writing). The Language lab provides a diverse experience from the conventional system of learning English language communication skills and offers advanced features such as authentic recorded materials, spoken by different native speakers, that expose the students to learn the ideal pronunciation of native speakers.



CAFETERIA

The vibrant and intelligent minds fueled with the passion to excel need a rich and hygienic diet. The Institute provides canteen facilities within the campus. Our modern kitchen is equipped with state-of-the-art mechanized cooking ranges, ensuring the preparation of a rich and hygienic diet. Every effort is invested to maintain high standards of hygiene. The cafeteria, not just a place for snacks but a haven for relaxation, attracts attention with its exclusive variety of Indian and Chinese dishes. It serves as an ideal spot to unwind after a hectic class schedule, allowing students to recharge for the next session.



RECREATION CENTRE

A happening place for the students where they can sit and relax for a while. Facilities like television, indoor games including chess, carom, table tennis, etc. are provided to the students so that they can relax during the class breaks. Also the recreational centre is used by students during planning and preparation of various events and activities conducted throughout the year.

SPORTS FACILITY

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 typical day in the life of an Asianite starts with yoga / light exercise or other sports activity. We believe "A healthy body is a must for a healthy mind".



The indoor and outdoor facilities are available and the sports kit is readily available for the students for games like Basketball, Table Tennis, Snooker, Chess, Badminton, Football, Cricket, etc.



LIFE @ CAMPUS





LIFE @ CAMPUS





Bachelor of Business Administration

B.B.A. General/ International

AICTE Approved

CCS
University



3 years Full time Degree with University Specialization in (any one):

- | | | |
|-------------|--------------------------|-----------------------------|
| ▶ Marketing | ▶ Business Analytics | ▶ Human Resource Management |
| ▶ Finance | ▶ International Business | ▶ Supply Chain Management |

Specialization certification (any one):

- | | | | |
|---------------------------|---|------------------------------|--------------------------|
| ▶ Artificial Intelligence | ▶ Entrepreneurship & New Venture Creation | ▶ Family Business Management | ▶ Real Estate Management |
|---------------------------|---|------------------------------|--------------------------|



Additional Diploma / Certifications

- ▶ International Certification* in **Personal & Professional Development** from Oxford Business College, Oxford / London, United Kingdom
- ▶ **Social Media Marketing & Business Analytics** from NIIT
- ▶ **Media Applications** from AAFT
- ▶ **Corporate Communication** from CSD

**Only for BBA International Students*



B.B.A.

Bachelor of Business Administration at Asian School of Business (ASB) is a three year full- time degree course affiliated to Ch. Charan Singh University (CCSU), 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. 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 national and international levels. This under-graduate program equips the students with an in-depth understanding of management theory coupled with intensive industry exposure and practical application. The program also offers tremendous flexibility and learning opportunities through a credit-based approach. The curriculum is flexible and includes lectures, case-studies, role plays and integrative exercises. The focus of teaching BBA is to build 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.



BLENDING LEARNING METHODOLOGY

CLASSROOM METHODOLOGIES

- ▶ Multi-disciplinary programs and projects, student centered pedagogy.
- ▶ Use of multimedia (power point presentation, audio, visuals)
- ▶ Case Studies, Games, Simulations, Group Activities
- ▶ Role Play
- ▶ Guest Lectures
- ▶ Scenario Analysis, Group Discussions, Quiz, One-on-One Discussion
- ▶ Z to A approach, mentoring and Coaching
- ▶ Outcome Based Education

EXPOSURE BEYOND CLASSROOM

- ▶ Industry Visits
- ▶ Conferences
- ▶ Live Projects
- ▶ Seminars / Summits
- ▶ Internships
- ▶ Development Programs
- ▶ Special Workshops
- ▶ Learning Exchange Programs
- ▶ Research Based Projects
- ▶

DETAILED CURRICULUM

SEMESTER I

Principles and Practices of Management

Business Communication - I

Financial Accounting

Business Statistics and Logic

General English

Indian Knowledge System

Environmental Science and Sustainability

SEMESTER II

Human Behaviour and Organization

Marketing Management

Business Economics

Emerging Technologies and Application

Media Literacy and Critical Thinking

Indian Constitution

Business Communication - II

SEMESTER III

Management Accounting

Legal and Ethical Issues in Business

Human Resource Management

Indian Systems of Health and Wellness

Management Information System (MIS)

Yoga / Sports / NCC / NSS / Disaster Management

SEMESTER IV

Entrepreneurship and Startup Ecosystem

Operations Management

Financial Management

Business Research Methodology

Business Environment and Public Policy / International Business / Geo Politics and Impact on Business / Public Health and Management

Enterprise Systems and Platforms

SEMESTER V

Strategic Management

Logistics and Supply Chain Management

Discipline Specific Elective - I

Discipline Specific Elective - II

Internship / Capstone Project

Major Project

Discipline Specific Elective

SEMESTER VI

Project Management

Business Taxation

Discipline Specific Elective - III

Discipline Specific Elective - IV

Corporate Governance

Major Project

Discipline Specific Elective

BBA SPECIALIZATION CERTIFICATION

(CHOOSE ANYONE)

BBA with REAL ESTATE MANAGEMENT

MODULE 1:

Fundamentals of Real Estate Management

MODULE 2

Laws & Regulations of Real Estate

MODULE 3

Real Estate Finance and Investment

MODULE 4

Sales & Marketing in Real Estate

BBA with ARTIFICIAL INTELLIGENCE

MODULE 1:

Artificial Intelligence in Business

MODULE 2

Introduction to Generative AI

MODULE 3

AI in Marketing and Customer Analytics

MODULE 4

Big Data and Cloud Computing in Business



BBA with ENTREPRENEURSHIP AND NEW VENTURE CREATION

MODULE 1:

New Venture Creation

MODULE 2

Fundraising for Start-up &
Entrepreneurial Financing

MODULE 3

Creativity, Innovation & Design Thinking

MODULE 4

Laws for Entrepreneurs and Start-ups

BBA with FAMILY BUSINESS MANAGEMENT

MODULE 1:

Introduction to Family Business
Management

MODULE 2

Succession Planning & Leadership in
Family Business

MODULE 3

Corporate Governance in Family business

MODULE 4

Creativity, Innovation & Design Thinking



B.B.A.

DIPLOMA IN MEDIA APPLICATIONS FROM AAFT



MODULE 1: PRINT MEDIA

- Unit 1:** Print Media at Glance
- Unit 2:** Newspaper & Government: Newspaper Management and Ownership Pattern
- Unit 3:** Advertisement and Public Relation in PM (Concepts & Practical application)
- Unit 4:** Circulation Mgmt. for Newspapers and Magazine
- Unit 5:** Advertising for Print Media

MODULE 2: MANAGEMENT OF RADIO STATION

- Unit 1:** History and status of Radio in India
- Unit 2:** Radio Station Management
- Unit 3:** Programming for Radio
- Unit 4:** Revenue generation for Radio – Listener's Traffic
- Unit 5:** Audience Research/Survey-methodologies

MODULE 3: TV CHANNEL MANAGEMENT

- Unit 1:** Overview TV broadcasting
- Unit 2:** TV broadcasting New & Non News Sections
- Unit 3:** Production of Television Programmes
- Unit 4:** TV channels-Operation Management
- Unit 5:** Marketing function in TV channel

MODULE 4: CINEMA MANAGEMENT

- Unit 1:** Cinema Industry: History & Background
- Unit 2:** Indian Cinema - its context to World Cinema
- Unit 3:** Documentary Production - a precursor to 35 mm Cinema
- Unit 4:** Understanding the Production and Post Production activities & functions
- Unit 5:** Pricing of a film for distribution: film distribution business
- Unit 6:** Cinema Marketing Principles & Practices

MODULE 5: NEW MEDIA

- Unit 1:** New Media Introduction
- Unit 2:** Coverage and Quality in New Media
- Unit 3:** Digital Technology and Computers
- Unit 4:** New Media & E-commerce
- Unit 5:** Areas of use of Internet usage and its applicability

MODULE 6: EVENT MANAGEMENT, ADVERTISING & BRANDING

- Unit 1:** The objectives of event management
- Unit 2:** Advertising and Event Management
- Unit 3:** Branding and Co-Branding
- Unit 4:** Event Marketing and Brand Endorsement
- Unit 5:** Virtual Events and digital endorsements

B.B.A.

CERTIFICATE IN CORPORATE COMMUNICATION FROM CSD

VISION

To build knowledge, character, confidence, skills and the right attitude among students for them to become better professionals for the future and create a unique system that works on the principle of holistic development.

MISSION

To unearth the skills and potential of the students by aiding them with the right confidence, soft skills, and positive attitude & help them develop professional communication skills by working on their overall personality development through methods of coaching, mentoring and training.

MODULE - 1

Unit 1:

Self-Awareness &
Personality Development

Unit 2:

Verbal & Non-Verbal
Communication Skills

Unit 3:

Self-motivation and
Confidence

Unit 4:

Attitude Formation

MODULE - 2

Unit 1:

Silent Cues & Listening Skills

Unit 2:

Written Communication

Unit 3:

Values, Morals, & Gender
Sensitization

Unit 4:

Time Management & Goal
Setting

Unit 5:

Language Building

MODULE - 3

Unit 1:

Group discussion

Unit 2:

Resume Building

Unit 3:

Interview Skills

Unit 4:

Power Dressing & self-image

Unit 5:

Building a Professional
Identity on LinkedIn

Unit 6:

Conflict Resolution

MODULE - 4

Unit 1:

Interview Skills Part II

Unit 2:

Digital Tools for Internships
(Expert Session-Workshop)

Unit 3:

Corporate Etiquette & Code
of Conduct

Unit 4:

Team Building & Leadership

MODULE - 5

Unit 1:

Crafting Your Personal Brand
Identity

Unit 2:

Emotional & Stress Management
for Future Professionals

Unit 3:

Resume Enhancement Post
Internship & Digital
communication

Unit 4:

Winning Job
Interviews (Part II)
Resume review and matching
with job roles.

MODULE - 6

Unit 1:

Mock Interview

Unit 2:

Professional Refinement –
Behaviour, Presence & First
Impressions

Unit 3:

Visibility & Value –
Communicating Your Work

Unit 4:

Thinking in Uncertainty –
Making Smart Decisions with
Incomplete Information

B.B.A.

EXECUTIVE CERTIFICATE PROGRAMS IN SOCIAL MEDIA MARKETING & BUSINESS ANALYTICS FROM **NIIT**



COURSE OBJECTIVES:

SOCIAL MEDIA MARKETING

The course is designed to make students understand and skilful enough to be able to work upon the following:

1. Understanding the details of social media – what it is, how to establish it, drawbacks, advantages, challenges etc.
2. Strategies involved in making a reputed social media platform.
Establish how to influence social media marketing.
3. Learn about visual content-making for social media campaigns.
4. Understand what sort of advertising is preferred for which type of business.
- 5.

BUSINESS ANALYTICS

The course is designed to make students understand and skilful enough to be able to work upon the following:

1. Data Extraction: Investigate data to establish relationships and patterns.
2. Predictive Analytic and Predictive Modelling: Analyze the correlation between different variables.
Logistic Regression: Analyze the possibility of default and generate customer records.
3. Problem Analysis: Understand and explore problems in business.
4. Data Interpretation: Use tools such as Excel and other open sources to interpret data.
5. Problem-Solving: Use analytics to solve business problems.
- 6.

Bachelor of Computer Application

B.C.A. General/ International

AICTE Approved

CCS
University



3 Years Full Time Degree Program with **Specialization** in (any one):

- ▶ Artificial Intelligence & Machine Learning (Using Python)
- ▶ Full Stack Development
- ▶ Data Science

Additional Diploma / Certifications

- ▶ International Certification* in **Personal & Professional Development** from Oxford Business College, Oxford/London, United Kingdom
- ▶ **Web Analytics** from NIIT
- ▶ **New Media Applications** from AAFT
- ▶ **Corporate Communication** from CSD

**Only for BCA International Students*



B.C.A.

Bachelor of Computer Applications (BCA) at Asian School of Business is a three years full- time degree course affiliated to Ch. Charan Singh University, Meerut. This course is designed and structured with intent to provide our students a dynamically stimulating environment, where the students can get transformed into highly skilled IT specialists. The curriculum has been designed to give the students an in- depth knowledge of various subjects related to Information Technology along with the basic concepts of management and mathematics. The objective of BCA at ASB is to produce outstanding IT professionals who can apply the theoretical knowledge into practice in the real world and develop stand alone live projects by themselves. The approach is more practical by the virtue of various value addition Labs and Clubs apart from just the classroom studies.

This undergraduate program equips the students with an in-depth understanding of technical concepts coupled with intensive industry exposure. The course curriculum is designed after a deep analysis of the requisitions from the industry stakeholders and focusing on the industry expectations from the upcoming IT professionals. The Program also offers tremendous flexibility and learning opportunities through credit- based approach.



BLENDING LEARNING METHODOLOGY

CLASSROOM METHODOLOGIES

- ▶ Multi-disciplinary programs and projects, student centered pedagogy.
- ▶ Use of multimedia (power point presentation, audio, visuals)
- ▶ Case Studies, Games, Simulations, Group Activities
- ▶ Role Play
- ▶ Guest Lectures
- ▶ Scenario Analysis, Group Discussions, Quiz, One-on-One Discussion
- ▶ Z to A approach, mentoring and Coaching
- ▶ Outcome Based Education

EXPOSURE BEYOND CLASSROOM

- ▶ Industry Visits
- ▶ Conferences
- ▶ Live Projects
- ▶ Seminars / Summits
- ▶ Internships
- ▶ Development Programs
- ▶ Special Workshops
- ▶ Learning Exchange Programs
- ▶ Research Based Projects
- ▶ Training for programming languages
- ▶ Development of Industry specific IT projects
- ▶

DETAILED CURRICULUM

SEMESTER I

Mathematical Foundation for
Computer Science – I

Computer Architecture

Indian Knowledge System

Problem Solving Techniques

General English – I

Environmental Science and
Sustainability

SEMESTER II

Mathematical Foundation for
Computer Science – II

Data Structures

Operating Systems

Object-Oriented Programming
Using Java

Web Technologies

Indian Constitution

SEMESTER III

Probability & Statistics

Database Management Systems

Software Engineering

Group-A: Elective-I :
Feature Engineering
Group-B: Elective-I : Basics of
Data Analytics using Spreadsheet
Group-C: Elective-I :
Web Programming-I

Python Programming

Yoga and Physical Fitness / Sports /
Disaster Management / NSS / NCC

SEMESTER IV

Entrepreneurship and Startup
Ecosystem

Computer Networks

Design and Analysis of Algorithms

Artificial Intelligence

Group-A: Elective-II :
Machine Learning
Group-B: Elective-II :
Data Visualization
Group-C: Elective-II :
Web Programming-II

Design Thinking and Innovation

SEMESTER V

Group-A Elective – III:
Neural Network
Group-A Elective – IV:
Digital Image Processing
Group-B Elective – III:
Natural Language Processing
Group-B Elective – IV:
Introduction to Data Science
Group-C Elective – III:
Time Series
Group-C Elective – IV:
Machine Learning

Quantitative Techniques

Summer Internship / Capstone
Project-I

Major Project

SEMESTER VI

Generative AI

Group-A Elective – VI:
Deep Learning
Group-A Elective – VII:
Predictive Analysis
Group-B Elective – VI: Big Data
Group-B Elective – VII:
Exploratory Data Analysis

Major Project

Soft Skills

BCA SPECIALIZATION CERTIFICATION

(CHOOSE ANYONE)

BCA with CYBER SECURITY

MODULE 1:

Foundations of Cyber Security

MODULE 2

Network & System Security

MODULE 3

Ethical Hacking & Vulnerability Testing

MODULE 4

SOC Operations & Incident Response

BCA with CLOUD COMPUTING & DEVOPS

MODULE 1:

Cloud Computing Fundamentals

MODULE 2

Cloud Infrastructure & Services

MODULE 3

DevOps Tools & Automation

MODULE 4

Cloud Security & Reliability

BCA with PROJECT MANAGEMENT

MODULE 1:

Fundamentals of Project Management

MODULE 2

Agile, Scrum & PM Tools

MODULE 3

Business Analysis & Documentation

MODULE 4

Leadership, Communication & Delivery





B.C.A.

**EXECUTIVE CERTIFICATE PROGRAM IN
WEB ANALYTICS FROM **NIIT****



MODULE 1:

Web Analytics Fundamentals

MODULE 2

Social Media Marketing

MODULE 3

Search Engine Optimization

MODULE 4

YouTube Marketing

MODULE 5

Google AdWords

MODULE 6

Google Analytics

B.C.A.

CERTIFICATE IN CORPORATE COMMUNICATION FROM CSD

VISION

To build knowledge, character, confidence, skills and the right attitude among students for them to become better professionals for the future and create a unique system that works on the principle of holistic development.

MISSION

To unearth the skills and potential of the students by aiding them with the right confidence, soft skills, and positive attitude & help them develop professional communication skills by working on their overall personality development through methods of coaching, mentoring and training.

MODULE - 1

Unit 1:

Self-Awareness &
Personality Development

Unit 2:

Verbal & Non-Verbal
Communication Skills

Unit 3:

Self-motivation and
Confidence

Unit 4:

Attitude Formation

MODULE - 2

Unit 1:

Silent Cues & Listening Skills

Unit 2:

Written Communication

Unit 3:

Values, Morals, & Gender
Sensitization

Unit 4:

Time Management & Goal
Setting

Unit 5:

Language Building

MODULE - 3

Unit 1:

Group discussion

Unit 2:

Resume Building

Unit 3:

Interview Skills

Unit 4:

Power Dressing & self-image

Unit 5:

Building a Professional
Identity on LinkedIn

Unit 6:

Conflict Resolution

MODULE - 4

Unit 1:

Interview Skills Part II

Unit 2:

Digital Tools for Internships
(Expert Session-Workshop)

Unit 3:

Corporate Etiquette & Code
of Conduct

Unit 4:

Team Building & Leadership

MODULE - 5

Unit 1:

Crafting Your Personal Brand
Identity

Unit 2:

Emotional & Stress Management
for Future Professionals

Unit 3:

Resume Enhancement Post
Internship & Digital
communication

Unit 4:

Winning Job
Interviews (Part II)
Resume review and matching
with job roles.

MODULE - 6

Unit 1:

Mock Interview

Unit 2:

Professional Refinement –
Behaviour, Presence & First
Impressions

Unit 3:

Visibility & Value –
Communicating Your Work

Unit 4:

Thinking in Uncertainty –
Making Smart Decisions with
Incomplete Information



DIPLOMA IN NEW MEDIA APPLICATIONS FROM AAFT

B.C.A.

Module 1

FUNDAMENTALS OF NEW MEDIA

Introduction of New Media
Definition of New Media
Applications of New/Social Media
Evolution of Digital Communication
Differentiation between Traditional and New Media
New/Social Media Etiquette
Pros and Cons of New Media over Traditional Media

Module 2

NEW MEDIA & E-COMMERCE

Introduction to E-Commerce
E-Commerce Strategies
Traditional Media Integration with E-Commerce
Introduction to e-Advertising & Vlogging
New Media as a tool for branding and advertising
Role of New Media in E-Commerce

Objective:

To impart conceptual and practical knowledge of New Media Applications in today's scenario, where right communication at right time through right mode of communication is vital for growth.



Module 3

GRAPHIC ANIMATION

Creative writing for Graphic Animation
 Art and Visual Perception
 Computer Fundamentals
 Elements of Graphic Design
 Drawing for Animation

Module 4

NEW MEDIA TOOLS AND TECHNIQUES

Blogs, Mash Ups | Mobile Communication
 Photo Sharing Sites, Podcasts | RSS Feeds
 Social Bookmarking | Social Networking Sites
 Text Messages | Webinars | Webcasts
 Web Conferences | Web Widgets

Module 5

A LIVE PROJECT BASED ON MODULES 1-4

This curriculum helps in imparting basic understanding of New Media by providing the students with a space to learn and experiment in a safe environment so that they can imbibe the required skills in order to become outstanding.

B.C.A.

ASB SMART LABS

@ BCA

Centre of Excellence for Technical Skill Development

PROGRAMMING SKILLS LAB

Programming Skills Lab is an ASB initiative to enhance the base of programming command of our students from the very day they enter our Institute. The idea is to make their fundamentals sturdy enough so that they can easily learn the advanced languages in the further semesters, in a best possible manner and hence get confident in developing their projects.

As they rightly say “Practice makes perfect”. Hence the objective of this lab is to give a Cooperative and Stimulating environment to our students so that they can learn by problem solving and discussing while doing practically.



GRAPHICS AND MULTIMEDIA LAB

This lab envisions the escalating demand of Graphics and Multimedia Designers in the industry. The conventional curriculum may not be sufficient to develop the required skills in the students so that they can develop their own projects. At ASB, we intend to provide an edge to our students so that they can go beyond the boundaries of their text books and learn by doing.

WEB TECHNOLOGY LAB

The Purpose of this lab revolves around training our students in Web Designing and Development so that they get confident in developing the live projects on their own and furthermore may pursue their career in this forte.



Bachelor of Commerce B.Com

General/
International

CCS
University



3 Years Full Time Degree Program with Specialization Certification in (any one):

- ▶ Artificial Intelligence (AI)
- ▶ Entrepreneurship and New Venture Creation
- ▶ Banking and Insurance
- ▶ Financial Markets

Additional Diploma / Certifications

- ▶ International Certification[#] in **Personal & Professional Development** from Oxford Business College, United Kingdom
- ▶ Diploma in **Media Applications** from AAFT
- ▶ Certificate in **Corporate Communication** from CSD
- ▶ Skill Development Course 1*
- ▶ Skill Development Course 2*
- ▶ Skill Development Course 3*
- ▶ Skill Development Course 4*

[#]Only for B.com International Students

*As per choices in University curriculum



B.Com

Bachelor of Commerce at Asian School of Business (ASB) is a three year full-time degree course affiliated to Ch. Charan Singh University (CCSU), Meerut on the lines of New Education Policy 2020. This is designed and structured to provide the young minds with a learning environment that stimulates within them the application of principles of Commerce in the dynamic business environment while developing the skills through numerous skill development and Co-curricular initiatives. The course is designed to give students the exposure to numerous vocational courses with the objective of enhancing the employability skills of the students. The course is intended to deliver the basic understanding of the commerce, economics, accounting and finance concepts and an understanding of business environment. The Outcome-Based Programme at ASB, seeks to develop skills and competencies of the students in translating commerce theory into practice, and become capable of identifying business opportunities and strategies. The approach towards teaching is more practical where knowledge is imparted for practical application in corporate world. This undergraduate program equips the students with an in-depth understanding of commerce theory coupled with intensive industry exposure. The courses of this programme have been designed to promote understanding of the issues confronting the business world and the economy as a whole. The

salient features of the program is the emphasis on enhancing the students' understanding of various systems, policy framework and strategies needed to administer the rapid changes in an organization's global-oriented environment while meeting the requirements of the young and enterprising Indians to nurture their dreams of entrepreneurship. It also exposes the students to the world of technology and digitization in the relevant field as envisaged by the scholars and policymakers. At ASB, the program also offers flexibility and learning opportunities through a credit-based approach. The curriculum is flexible and includes lectures, case-studies, role plays and integrative exercises. The focus of the curriculum is to build the ability for maintaining and sustaining existing businesses in the face of dynamic competition and ensure sustainable growth while contributing to nation building through their intellect and social capital.



DETAILED CURRICULUM

As per New Education Policy

SEMESTER I	SEMESTER II	SEMESTER III
Business Organization	Business Management	Company Law
Business Statistics	Financial Accounting	Cost Accounting
Business Communication	Computerized Accounting	Business Regulatory Framework
Introduction to Computer Application	Essentials of E-Commerce	Inventory Management
Minor Vocational Course	Business Economics	Minor Elective 2
Minor Co-curricular Course	Minor Vocational Course	Minor Vocational Course
	Minor Co-curricular Course	Minor Co-curricular Course
SEMESTER IV	SEMESTER V	SEMESTER VI
Income Tax law and Accounts	Corporate Accounting	Accounting for Managers
Fundamentals of Marketing	Goods and Services tax	Auditing
Digital Marketing	Business Finance	Comprehensive Viva
Fundamentals of Entrepreneurship	Principles and Practices of Insurance	Financial Institutions and market
Travel & Tourism management	Monetary Theory and Banking in India	Human Resource management
Minor Vocational Course	Major Industrial Training/ Survey Project	Business Ethics and Corporate Governance
Minor Co-curricular Course	Minor Co-curricular Course	Project
		Minor Co-curricular Course

B.Com SPECIALIZATION CERTIFICATION

(CHOOSE ANYONE)

B.Com with

ARTIFICIAL INTELLIGENCE (AI)

MODULE 1:

Artificial Intelligence in Business

MODULE 2

Introduction to Generative AI

MODULE 3

AI in Marketing and Customer Analytics

MODULE 4

Big Data & Cloud Computing in Business

B.Com with

ENTREPRENEURSHIP AND NEW VENTURE CREATION

MODULE 1:

New Venture Creation

MODULE 2

Fundraising for Start-up & Entrepreneurial Financing

MODULE 3

Creativity, Innovation and Design Thinking

MODULE 4

Laws for Entrepreneurs and Start-ups



B.Com with BANKING AND INSURANCE

MODULE 1:

Principles of Banking and Insurance

MODULE 2

Regulatory Framework of Banking & Insurance

MODULE 3

Digital Banking and Fintech

MODULE 4

Practice of Life Insurance & General Insurance

B.Com with FINANCIAL MARKETS

MODULE 1:

Introduction to Financial Markets & Mutual Funds

MODULE 2

Investment Analysis & Portfolio Management

MODULE 3

Securities Operations & Risk Management

MODULE 4

Equity Derivatives



B.Com

DIPLOMA IN MEDIA APPLICATIONS FROM AFT

MODULE 1: PRINT MEDIA

- Unit 1:** Print Media at Glance
- Unit 2:** Newspaper & Government: Newspaper Management and Ownership Pattern
- Unit 3:** Advertisement and Public Relation in PM (Concepts & Practical application)
- Unit 4:** Circulation Mgmt. for Newspapers and Magazine
- Unit 5:** Advertising for Print Media

MODULE 4: CINEMA MANAGEMENT

- Unit 1:** Cinema Industry: History & Background
- Unit 2:** Indian Cinema - its context to World Cinema
- Unit 3:** Documentary Production - a precursor to 35 mm Cinema
- Unit 4:** Understanding the Production and Post Production activities & functions
- Unit 5:** Pricing of a film for distribution: film distribution business
- Unit 6:** Cinema Marketing Principles & Practices

MODULE 2: MANAGEMENT OF RADIO STATION

- Unit 1:** History and status of Radio in India
- Unit 2:** Radio Station Management
- Unit 3:** Programming for Radio
- Unit 4:** Revenue generation for Radio – Listener's Traffic
- Unit 5:** Audience Research/Survey-methodologies

MODULE 5: NEW MEDIA

- Unit 1:** New Media Introduction
- Unit 2:** Coverage and Quality in New Media
- Unit 3:** Digital Technology and Computers
- Unit 4:** New Media & E-commerce
- Unit 5:** Areas of use of Internet usage and its applicability

MODULE 3: TV CHANNEL MANAGEMENT

- Unit 1:** Overview TV broadcasting
- Unit 2:** TV broadcasting New & Non News Sections
- Unit 3:** Production of Television Programmes
- Unit 4:** TV channels-Operation Management
- Unit 5:** Marketing function in TV channel

MODULE 6: EVENT MANAGEMENT, ADVERTISING & BRANDING

- Unit 1:** The objectives of event management
- Unit 2:** Advertising and Event Management
- Unit 3:** Branding and Co-Branding
- Unit 4:** Event Marketing and Brand Endorsement
- Unit 5:** Virtual Events and digital endorsements

B.Com

CERTIFICATE IN CORPORATE COMMUNICATION FROM CSD

VISION

To build knowledge, character, confidence, skills and the right attitude among students for them to become better professionals for the future and create a unique system that works on the principle of holistic development.

MISSION

To unearth the skills and potential of the students by aiding them with the right confidence, soft skills, and positive attitude & help them develop professional communication skills by working on their overall personality development through methods of coaching, mentoring and training.

MODULE - 1

Unit 1:

Self-Awareness &
Personality Development

Unit 2:

Verbal & Non-Verbal
Communication Skills

Unit 3:

Self-motivation and
Confidence

Unit 4:

Attitude Formation

MODULE - 2

Unit 1:

Silent Cues & Listening Skills

Unit 2:

Written Communication

Unit 3:

Values, Morals, & Gender
Sensitization

Unit 4:

Time Management & Goal
Setting

Unit 5:

Language Building

MODULE - 3

Unit 1:

Group discussion

Unit 2:

Resume Building

Unit 3:

Interview Skills

Unit 4:

Power Dressing & self-image

Unit 5:

Building a Professional
Identity on LinkedIn

Unit 6:

Conflict Resolution

MODULE - 4

Unit 1:

Interview Skills Part II

Unit 2:

Digital Tools for Internships
(Expert Session-Workshop)

Unit 3:

Corporate Etiquette & Code
of Conduct

Unit 4:

Team Building & Leadership

MODULE - 5

Unit 1:

Crafting Your Personal Brand
Identity

Unit 2:

Emotional & Stress Management
for Future Professionals

Unit 3:

Resume Enhancement Post
Internship & Digital
communication

Unit 4:

Winning Job
Interviews (Part II)
Resume review and matching
with job roles.

MODULE - 6

Unit 1:

Mock Interview

Unit 2:

Professional Refinement –
Behaviour, Presence & First
Impressions

Unit 3:

Visibility & Value –
Communicating Your Work

Unit 4:

Thinking in Uncertainty –
Making Smart Decisions with
Incomplete Information

Bachelor of Science – Computer Science

B.Sc. (CS) General/ International

CCS
University



3 Years Full Time Degree Program with Specialization Certification in (any one):

- ▶ IOT (Internet of Things)
- ▶ AI & Machine Learning (Using Python Programming)
- ▶ Data Science
- ▶ Backend Engineering

Additional Diploma / Certifications

- ▶ International Certification* in **Personal & Professional Development** from Oxford Business College, Oxford/London, United Kingdom

- ▶ Diploma in **Corporate Communication Skills** from CSD

- ▶ Diploma in **New Media Application** from AAFT

**Only for B.Sc. (CS) International Students.*



B.Sc.(CS)

The Bachelor of Science in Computer Science at the Asian School of Business is a three-year full-time course affiliated with CCSU. This undergraduate program focuses on key areas of computer science, including coding, programming languages, computer hardware and software, networking, database management, information technology, mathematics, statistics, and electronics.

The program equips students with the skills necessary to thrive in the rapidly evolving field of computer science, preparing them for rewarding careers worldwide. Graduates acquire the technical knowledge and skills needed for designing and organizing computer systems. The curriculum is meticulously crafted to ensure a comprehensive understanding of both theoretical and practical aspects of the field. Students gain proficiency in programming languages, algorithms, data structures, and software engineering principles, preparing them to tackle real-world challenges, as well

as build capacity to assess and leverage new technological opportunities.

In addition to the BSc Computer Science degree, the Asian School of Business, Noida offers a range of specialized certifications and diplomas to enhance your qualifications and employability.

These include:

- ▶ Certificate in AI & Machine Learning (Using Python Programming)
- ▶ Certificate in IoT (Internet of Things)
- ▶ Certificate in Data Science
- ▶ Certificate in Backend Engineering
- ▶ Diploma in New Media Applications
- ▶ Certificate in Corporate Communication

These additional qualifications not only broaden your knowledge base but also give you a competitive edge in the job market, ensuring you are well-prepared for the diverse challenges of the IT industry.

Blended Classroom Methodologies:

Multi-disciplinary programs and projects

Project-Based Learning

Expert sessions

Interactive Labs

Collaborative Tools

Gamification

Z to A approach, Mentoring and Coaching

Exposure Beyond the Classroom:

Industry Visits and Field Trips

Tech Conferences and Seminars

Hackathons and Coding Competitions

Research Projects

Internship

Live Projects

Learning Exchange Program

B.Sc. (CS) SPECIALIZATION CERTIFICATION

(CHOOSE ANYONE)

B.Sc. (CS) with

**IoT
(INTERNET OF THINGS)**

MODULE 1:

IoT Fundamentals & Architecture

MODULE 2

Sensors, Devices & Embedded Systems

MODULE 3

IoT Communication & Cloud Integration

MODULE 4

Smart Systems & Industrial IoT Applications

B.Sc. (CS) with

**AI & MACHINE LEARNING
(USING PYTHON PROGRAMMING)**

MODULE 1:

Foundations of AI & ML

MODULE 2

Machine Learning Algorithms

MODULE 3

Deep Learning & Neural Networks

MODULE 4

AI and ML Applications



B.Sc. (CS) SPECIALIZATION CERTIFICATION

B.Sc. (CS) with

DATA SCIENCE

MODULE 1:

Data Handling & Statistics Basics

MODULE 2

Data Analysis & Visualization

MODULE 3

Predictive Analytics & Machine Learning

MODULE 4

Data Science Projects & Case Studies

B.Sc. (CS) with

BACKEND ENGINEERING

MODULE 1:

Programming for Back-End Systems

MODULE 2

Databases & Server-Side Development

MODULE 3

APIs, Security & Authentication

MODULE 4

Authentication, Security & Performance



B.Sc.(CS)

DIPLOMA IN NEW MEDIA APPLICATION FROM AAFT

OBJECTIVE:

To impart conceptual and practical knowledge of New Media Applications in today's scenario, where right communication at right time through a right mode of communication is vital for growth. This curriculum helps in imparting a basic understanding of New Media by providing the students with a space to learn and experiment in a safe environment so that they can imbibe the required skills in order to become outstanding.

UNIT 1: FUNDAMENTALS OF NEW MEDIA

Introduction of New Media

Definition of New Media

Applications of New/Social Media

Evolution of Digital Communication

Differentiation between Traditional and New Media

New/Social Media Etiquette

Pros and Cons of New Media over Traditional Media

UNIT 2: HANDSHAKE BETWEEN E-COMMERCE AND NEW MEDIA

Introduction to Mass Communication

E-Commerce and its Applications

Role of Advertising

Role of IT in New Media

New Media as a tool for branding and advertising

Role of New Media in E-Commerce

UNIT 3: ROLE OF GRAPHICS AND ANIMATIONS IN NEW MEDIA

Introduction to Web Publishing

Introduction of Graphics and Animation

Graphics and animation Tools

UNIT 4: TOOLS AND TECHNIQUES IN NEW MEDIA

Blogs, Mash Ups

Text Messages

Mobile Communication

Webinars

Photo Sharing Sites, Podcasts

Webcasts

RSS Feeds

Web Conferences

Social Bookmarking

Web Widgets

UNIT 5: A LIVE PROJECT BASED ON UNITS 1-4



B.Sc.(CS)

CERTIFICATE IN CORPORATE COMMUNICATION FROM CSD

VISION

To build knowledge, character, confidence, skills and the right attitude among students for them to become better professionals for the future and create a unique system that works on the principle of holistic development.

MISSION

To unearth the skills and potential of the students by aiding them with the right confidence, soft skills, and positive attitude & help them develop professional communication skills by working on their overall personality development through methods of coaching, mentoring and training.

MODULE - 1

Unit 1:

Self-Awareness &
Personality Development

Unit 2:

Verbal & Non-Verbal
Communication Skills

Unit 3:

Self-motivation and
Confidence

Unit 4:

Attitude Formation

MODULE - 2

Unit 1:

Silent Cues & Listening Skills

Unit 2:

Written Communication

Unit 3:

Values, Morals, & Gender
Sensitization

Unit 4:

Time Management & Goal
Setting

Unit 5:

Language Building

MODULE - 3

Unit 1:

Group discussion

Unit 2:

Resume Building

Unit 3:

Interview Skills

Unit 4:

Power Dressing & self-image

Unit 5:

Building a Professional
Identity on LinkedIn

Unit 6:

Conflict Resolution

MODULE - 4

Unit 1:

Interview Skills Part II

Unit 2:

Digital Tools for Internships
(Expert Session-Workshop)

Unit 3:

Corporate Etiquette & Code
of Conduct

Unit 4:

Team Building & Leadership

MODULE - 5

Unit 1:

Crafting Your Personal Brand
Identity

Unit 2:

Emotional & Stress Management
for Future Professionals

Unit 3:

Resume Enhancement Post
Internship & Digital
communication

Unit 4:

Winning Job
Interviews (Part II)
Resume review and matching
with job roles.

MODULE - 6

Unit 1:

Mock Interview

Unit 2:

Professional Refinement –
Behaviour, Presence & First
Impressions

Unit 3:

Visibility & Value –
Communicating Your Work

Unit 4:

Thinking in Uncertainty –
Making Smart Decisions with
Incomplete Information

B.A. (HONS.) PSYCHOLOGY

CCS
University



with Additional Certifications

- ▶ AI and Psychology
- ▶ Psychological First Aid
- ▶ Consumer Psychology and Advertising
- ▶ Data Analytics and Research Methods
- ▶ Corporate Communication



B.A. (HONS.) PSYCHOLOGY

Bachelor of Arts Honours in Psychology at Asian School of Business is a three-year full-time degree course affiliated to Ch. Charan Singh University, Meerut. The programme is designed to introduce students to the scientific study of human behaviour, mental processes, emotions, cognition, personality, social interaction, psychological assessment, counselling skills, health, wellbeing, and applied areas of psychology.

The course provides students with a strong foundation in core psychological theories, research methods, psychological statistics, practical assessment, experimental work, and field-based learning. It enables students to understand individual and group behaviour through biological, cognitive, social, developmental, clinical, cultural, and applied perspectives. The programme combines theoretical knowledge with practical exposure so that students can apply psychological principles to real-life situations, personal wellbeing, social

relationships, education, workplace behaviour, cyber behaviour, health, and community life.

The objective of BA Psychology is to develop students who can observe, analyse, interpret, and communicate human behaviour in a responsible and evidence-based manner. The curriculum encourages critical thinking, empathy, ethical awareness, self-reflection, research orientation, and professional communication. Students are trained through lectures, classroom discussions, psychological tests, experiments, case-based learning, surveys, observation-based assignments, reports, presentations, field exposure, and skill-building activities.

Blended Classroom Methodologies:

Multi-disciplinary programs and projects

Project-Based Learning

Expert sessions

Interactive Labs

Collaborative Tools

Gamification

Z to A approach, Mentoring and Coaching

Exposure Beyond the Classroom:

Industry Visits and Field Trips

Tech Conferences and Seminars

Hackathons and Coding Competitions

Research Projects

Internship

Live Projects

Learning Exchange Program

B.A. (HONS.) PSYCHOLOGY

WITH ADDITIONAL CERTIFICATIONS

B.A. (HONS.) PSY with

AI AND PSYCHOLOGY

MODULE 1:

Foundations of Artificial Intelligence and Psychology

MODULE 2

Cognitive Modeling and Intelligent Systems

MODULE 3

AI Applications in Psychology and Mental Health

MODULE 4

Ethics, Human-AI Interaction, and Future Directions

B.A. (HONS.) PSY with

PSYCHOLOGICAL FIRST AID

MODULE 1:

Introduction to Psychological First Aid and Crisis Response

MODULE 2

Assessment, Communication, and Emotional Support Skills

MODULE 3

Psychological First Aid in Diverse Emergencies and Vulnerable Populations

MODULE 4

Ethical Practices, Self-Care, and Community Resilience

B.A. (HONS.) PSY with

CONSUMER PSYCHOLOGY AND ADVERTISING

MODULE 1:

Foundations of Consumer Psychology and Consumer Behavior

MODULE 2

Psychological Factors Influencing Consumer Decision-Making

MODULE 3

Advertising Strategies, Persuasion, and Consumer Engagement

MODULE 4

Digital Marketing, Consumer Ethics, and Emerging Trends in Advertising

B.A. (HONS.) PSY with

DATA ANALYTICS AND RESEARCH METHODS

MODULE 1:

Foundations of Research Methods and Data Analytics

MODULE 2

Research Design, Data Collection, and Measurement Techniques

MODULE 3

Statistical Analysis and Data Interpretation

MODULE 4

Advanced Data Analytics, Visualization, and Research Reporting

B.A. (HONS.) PSYCHOLOGY

CERTIFICATE IN CORPORATE COMMUNICATION FROM CSD

VISION

To build knowledge, character, confidence, skills and the right attitude among students for them to become better professionals for the future and create a unique system that works on the principle of holistic development.

MISSION

To unearth the skills and potential of the students by aiding them with the right confidence, soft skills, and positive attitude & help them develop professional communication skills by working on their overall personality development through methods of coaching, mentoring and training.

MODULE - 1

Unit 1:

Self-Awareness &
Personality Development

Unit 2:

Verbal & Non-Verbal
Communication Skills

Unit 3:

Self-motivation and
Confidence

Unit 4:

Attitude Formation

MODULE - 2

Unit 1:

Silent Cues & Listening Skills

Unit 2:

Written Communication

Unit 3:

Values, Morals, & Gender
Sensitization

Unit 4:

Time Management & Goal
Setting

Unit 5:

Language Building

MODULE - 3

Unit 1:

Group discussion

Unit 2:

Resume Building

Unit 3:

Interview Skills

Unit 4:

Power Dressing & self-image

Unit 5:

Building a Professional
Identity on LinkedIn

Unit 6:

Conflict Resolution

MODULE - 4

Unit 1:

Interview Skills Part II

Unit 2:

Digital Tools for Internships
(Expert Session-Workshop)

Unit 3:

Corporate Etiquette & Code
of Conduct

Unit 4:

Team Building & Leadership

MODULE - 5

Unit 1:

Crafting Your Personal Brand
Identity

Unit 2:

Emotional & Stress Management
for Future Professionals

Unit 3:

Resume Enhancement Post
Internship & Digital
communication

Unit 4:

Winning Job
Interviews (Part II)
Resume review and matching
with job roles.

MODULE - 6

Unit 1:

Mock Interview

Unit 2:

Professional Refinement –
Behaviour, Presence & First
Impressions

Unit 3:

Visibility & Value –
Communicating Your Work

Unit 4:

Thinking in Uncertainty –
Making Smart Decisions with
Incomplete Information

Oxford Business college residential program is only for International program students.

International Linkages

ASIAN SCHOOL OF BUSINESS
IN ASSOCIATION WITH

UK's LEADING BUSINESS COLLEGE



OXFORD BUSINESS COLLEGE
Oxford, U.K.

Asian School of Business has an exclusive tie up with the prestigious Oxford Business College, Oxford, U.K. Selected ASB students have a wonderful opportunity of getting an enriching international exposure with fifteen days educational trip to the beautiful city of Oxford and London where they undergo a practical workshop on Personal and Professional Development at the Oxford Campus in Oxford and London. This trip is a perfect blend of learning and fun in a global landscape where students gain hands on training in personal and professional development and also enjoy local sightseeing in Oxford and London.



Oxford Business college residential program is only for International program students.

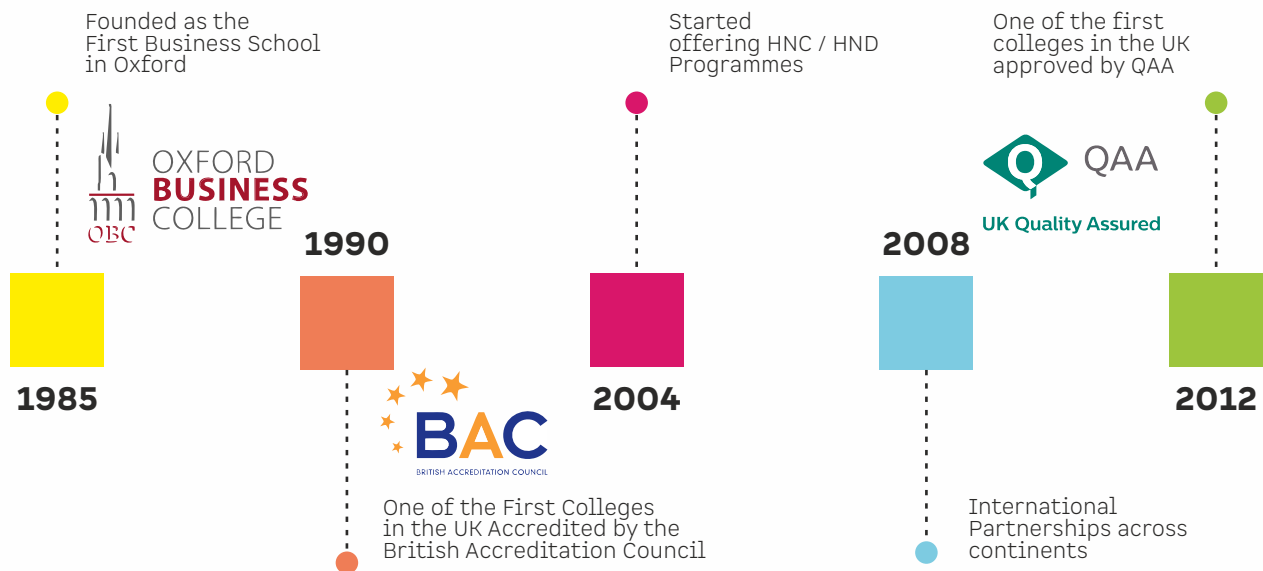


Oxford Business college residential program is only for International program students.

ABOUT OXFORD BUSINESS COLLEGE

Oxford Business College, the epitome of excellence in Management and Business Education, has emerged as the UK's prominent Private Higher Education College. Renowned for its unwavering commitment to academic rigor, OBC boasts a distinguished faculty and a diverse student body of over 8,000 individuals hailing from various backgrounds and cultures.

In the 2022 National Student Survey (NSS), OBC demonstrated its prowess, ranking among the top 15% of all teaching institutions for overall student satisfaction. With a remarkable 92.32% score for 'learning opportunity,' OBC soared 5.64% above the national benchmark, securing an impressive 66th place among 431 higher education institutions across the UK.



A highly esteemed institution in a city having over 800 years of heritage, OBC's philosophy is firmly rooted in polishing its students' intellectual and human potential. At its inception in the latter half of the last century, the College offered A-Level courses to students who wanted to improve their school examination performance to attend a good university.



OXFORD CAMPUS



LONDON CAMPUS



NOTTINGHAM CAMPUS

In a groundbreaking achievement in 2022, OBC became the first independent business school in the UK to join the esteemed Chartered Association of Business Schools (CABS). OBC's comprehensive range of job-oriented undergraduate courses in business and management, along with its enduring International Foundation program, recognized by over 25 UK universities, including prestigious Russell Group members, solidify its status as a leader in business education.

Consistently nominated among the top 10 in the 'WhatUni Awards' in the 'Best Independent Higher Education Provider' category, OBC's remarkable wins in 2020 and 2021 underscore its unparalleled dedication to fostering the business leaders of tomorrow.

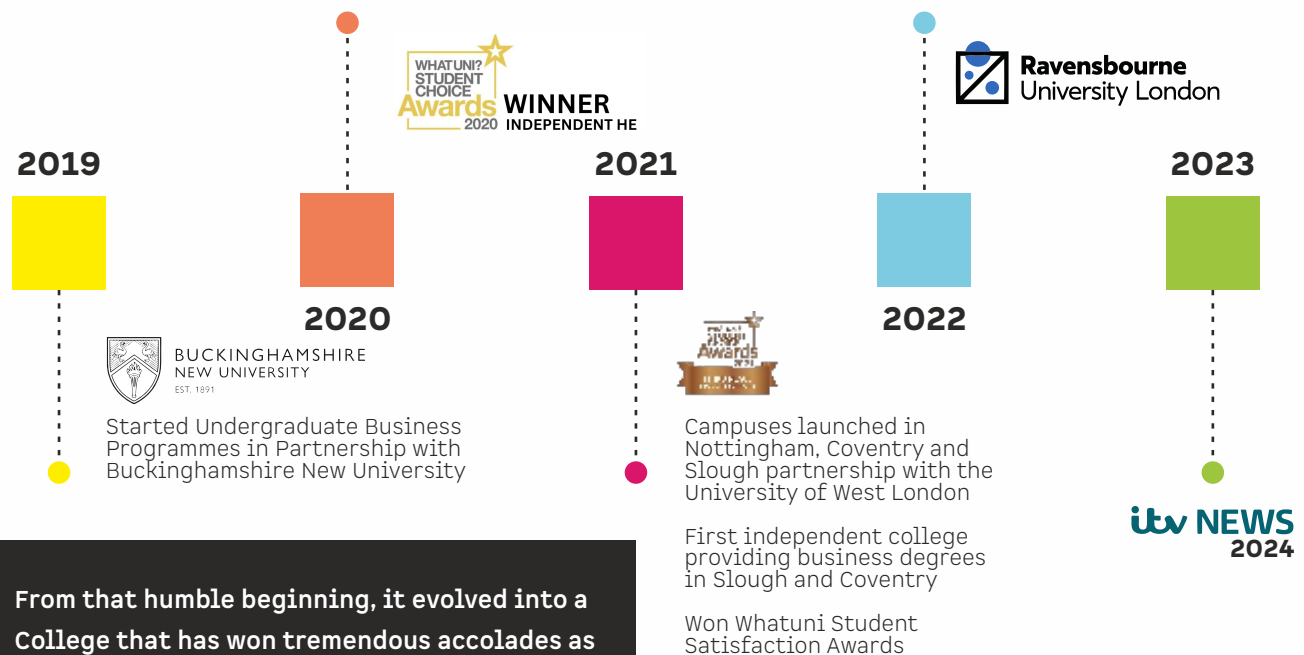
London campus launched partnership with University for the creative arts

Partnership with USP college

Won Whatuni Student Satisfaction Award First Research Output

First Independent Business School in the UK to get a Membership of the Chartered Association of Business Schools (CABS)

Partnership with Ravensbourne University London



From that humble beginning, it evolved into a College that has won tremendous accolades as one of the most desirable undergraduate study destinations in the Independent Higher Education sector.



SLOUGH CAMPUS



BRENTFORD CAMPUS

International

15-Days Fully Paid Residential Learning Trip

ITINERARY

DAY 1 Travel to Oxford (from India)



DAY 2 OBC-Oxford Campus: Orientation & Overview



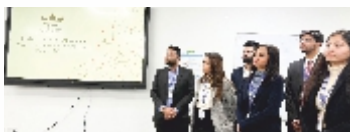
DAY 3 Oxford City Tour



DAY 4 OBC-Oxford Campus: Cross-cultural communication Application - Personal & Professional



DAY 5 Survey at Oxford



DAY 6 OBC-Oxford Campus: Leadership & brand building



DAY 7 Travel to London: Sightseeing



Certification with & Workshop At Oxford & London

upon successful completion
of the program



Sightseeing at London



DAY 8

OBC-Oxford Campus:
Confidence building



DAY 9

Survey at London



DAY 10

OBC-Oxford Campus:
Final Evaluation



DAY 11

Oxford:
Corporate/Industry Visit



DAY 12

London: Leisure Day



DAY 13

London: Shopping & Departure



DAY 14

Arrival in India



DAY 15

Oxford Business college residential program is only for International program students.



Oxford Business college residential program is only for International program students.



Academic Calendar

BBA/BCA GENERAL AND BBA/BCA INTERNATIONAL BATCH 2026-29

Title		Date
Orientation Program		July - August 2026
Semester Schedule*		
Semester	Date	
1 st Semester	July 13, 2026 - December 30, 2026	
2 nd Semester	January 4, 2027 - April 30, 2027	
3 rd Semester	July 5, 2027 - December 30, 2027	
4 th Semester	January 3, 2028 - April 28, 2028	
5 th Semester	July 3, 2028 - December 29, 2028	
6 th Semester	January 2, 2029 - April 27, 2029	
Summer Training Schedule		
Summer Internship (6-8 weeks) After 4 th Semester		May 01, 2028 - June 30, 2028
Submission of Summer Internship Project & Viva		July 17, 2028 - July 31, 2028
BBA International Workshop at Oxford Business College, UK		As per consent shared for schedule from Oxford Business College
Examination Schedule		
Semester	Sessional Exams	Term Exams
1 st Semester	September 07 - September 24, 2026	November 20 - December 07, 2026
2 nd Semester	February 8 - February 23, 2027	April 12 - April 30, 2027
3 rd Semester	September 13 - September 29, 2027	November 15 - December 06, 2027
4 th Semester	February 15 - March 3, 2028	April 12 - April 28, 2028
5 th Semester	September 11 - September 29, 2028	November 20 - December 04, 2028
6 th Semester	February 16 - February 28, 2029	April 9 - April 24, 2029
Result Declaration		

**The dates in academic calendar are tentative.*



B.A. (HONS.) PSYCHOLOGY BATCH 2026-30

Title		Date
Orientation Program		July - August 2026
Semester Schedule*		
Semester	Date	
1 st Semester	July 13, 2026 – December 30, 2026	
2 nd Semester	January 4, 2027 – April 30, 2027	
3 rd Semester	July 5, 2027 – December 30, 2027	
4 th Semester	January 3, 2028 – April 28, 2028	
5 th Semester	July 3, 2028 – December 29, 2028	
6 th Semester	January 2, 2029 – April 27, 2029	
7 th Semester	July 2, 2029 - December 28, 2029	
8 th Semester	January 2, 2030 - April 30, 2030	
Summer Training Schedule		
Summer Internship (6-8 weeks) After		May 01, 2028 – June 30, 2028
Year 1 NGO internship		1st June 2027- 30th July 2027
Year 2 clinic/rehabilitation internship		1st June 2028- 31st July 2028
Year 3 corporate internship		1st June 2029-31st July 2029
Year 4 hospital internship		3rd June 2030 - 31st July 2030
Examination Schedule		
Semester	Sessional Exams	Term Exams
1 st Semester	September 07 – September 24, 2026	November 20 – December 07, 2026
2 nd Semester	February 8 – February 23, 2027	April 12 – April 30, 2027
3 rd Semester	September 13 – September 29, 2027	November 15 – December 06, 2027
4 th Semester	February 15 – March 3, 2028	April 12 – April 28, 2028
5 th Semester	September 11 – September 29, 2028	November 20 – December 04, 2028
6 th Semester	February 16 – February 28, 2029	April 9 – April 24, 2029
7 th Semester	September 17 – September 28, 2029	November 20 – December 04, 2029
8 th Semester	February 16 – February 28, 2030	April 8 – April 24, 2030
Result Declaration		

**The dates in academic calendar are tentative.*

Academic Calendar

B.Com (NEP) GENERAL / INTERNATIONAL BATCH 2026-29

Title		Date
Orientation Program		July - August 2026
Semester Schedule*		
Semester	Date	
1 st Semester	July 13, 2026 – December 30, 2026	
2 nd Semester	January 4, 2027 – April 30, 2027	
3 rd Semester	July 5, 2027 – December 30, 2027	
4 th Semester	January 3, 2028 – April 28, 2028	
5 th Semester	July 3, 2028 – December 29, 2028	
6 th Semester	January 2, 2029 – April 27, 2029	
Summer Training Schedule		
Summer Internship (6-8 weeks) After 4 th Semester		May 01, 2028 – June 30, 2028
Submission of Summer Internship Project & Viva		July 17, 2028 – July 31, 2028
B.Com International Workshop at Oxford Business College, UK		As per consent shared for schedule from Oxford Business College
Examination Schedule		
Semester	Sessional Exams	Term Exams
1 st Semester	September 07 – September 24, 2026	November 20 – December 07, 2026
2 nd Semester	February 8 – February 23, 2027	April 12 – April 30, 2027
3 rd Semester	September 13 – September 29, 2027	November 15 – December 06, 2027
4 th Semester	February 15 – March 3, 2028	April 12 – April 28, 2028
5 th Semester	September 11 – September 29, 2028	November 20 – December 04, 2028
6 th Semester	February 16 – February 28, 2029	April 9 – April 24, 2029

Result Declaration

**The dates in academic calendar are tentative.*



B.Sc (COMPUTER SCIENCE) GENERAL / INTERNATIONAL BATCH 2026-29

Title	Date
Orientation Program	July - August 2026

Semester Schedule*	
Semester	Date
1 st Semester	July 13, 2026 - December 30, 2026
2 nd Semester	January 4, 2027 - April 30, 2027
3 rd Semester	July 5, 2027 - December 30, 2027
4 th Semester	January 3, 2028 - April 28, 2028
5 th Semester	July 3, 2028 - December 29, 2028
6 th Semester	January 2, 2029 - April 27, 2029

Summer Training Schedule	
Summer Internship (6-8 weeks) After 4 th Semester	May 01, 2028 - June 30, 2028
Submission of Summer Internship Project & Viva	July 17, 2028 - July 31, 2028
B.Sc (CS) International Workshop at Oxford Business College, UK	As per consent shared for schedule from Oxford Business College

Examination Schedule		
Semester	Sessional Exams	Term Exams
1 st Semester	September 07 - September 24, 2026	November 20 - December 07, 2026
2 nd Semester	February 8 - February 23, 2027	April 12 - April 30, 2027
3 rd Semester	September 13 - September 29, 2027	November 15 - December 06, 2027
4 th Semester	February 15 - March 3, 2028	April 12 - April 28, 2028
5 th Semester	September 11 - September 29, 2028	November 20 - December 04, 2028
6 th Semester	February 16 - February 28, 2029	April 9 - April 24, 2029

Result Declaration

**The dates in academic calendar are tentative.*



Intellectual Capital

CORE FACULTY

One of the major assets of an institution is the intellectual capital, since it promotes competitive advantages, that become the base of value generation. The faculty, an important constituent group at ASB, comes from a diverse background having experience in industry and academia. It is one of the most valuable resources, which, with its expertise, has a major role to continuously generate and grow knowledge and thus, contribute to the competitive advantage of the institution. It is charged with the discovery and dissemination of knowledge and therefore an inimitable presence, lying at the heart of organizational capabilities.





Dean - ASB



**DR. MAROOF
AHMAD MIR**

Dr. Maroof Ahmad Mir is working as Professor (Finance & Strategy) and Dean Asian School of Business, Noida. He acquired Ph.D. in Management from AMU and is an alumnus of IIM-Kozhikode from where he completed his Advanced Certification in Academic Research and Data Analysis. Adding to his credentials, he holds certifications in Portfolio & Risk Management, Financial Markets and Strategic Management & Innovation from University of Geneva and Copenhagen Business School.

Dr. Mir has an overall experience of 18 years, and his areas of interest include Finance, Business Strategy, and Technology Adoption. He has various papers published in refereed journals including those indexed in Scopus, Web of Science and ABDC and his case on Organizational Effectiveness has been published by Case Centre, U.K. He has also authored book chapters in reputed publications such as Emerald, IGI Global, and Wiley. He has conducted various Training Programs and Workshops on diverse Quantitative research tools and software like SPSS, EViews; VOSviewer and Biblioshiny; and is also an expert on Outcome Based Education and NEP. He is a certified AIMA BizLab trainer for management simulation games and has conducted MDPs on Financial Modelling, Personal Finance and Business Strategy for reputed organizations like IOCL and NTPC.

Dean, Management - ASB



**DR. SONA
VIKAS**

Dr. Sona Vikas is Professor and Dean-Management at the Asian School of Business. She holds a BA (Eng.) Hons. from Delhi University, is UGC NET qualified, and a gold medalist in Tourism from Devi Ahilya Vishwavidyalaya, Indore. Additionally, she earned an MBA in Marketing Management from SCDL Pune and a PhD in Management from IP University, Delhi. With 25 years of experience in industry and academia, she has contributed extensively to HR and quality in the travel industry, including developing process and training manuals at Galileo India. Transitioning to academics in 2007 as the first PhD Fellowship Scholar at GGSIP University, she has since specialized in HR Analytics, Training and Development, and Talent Management, earning certifications from IIM Rohtak, IIT Roorkee, and IIT Kharagpur. Dr. Vikas has conducted FDPs and MDPs, excelling in training needs analysis, instructional design, and career mentoring for MBA students. She has authored over 100 research papers in reputed journals, published 2 textbooks, 6 edited books, and 5 patents, and has received multiple accolades, including the Excellence in Leadership Award (2023) and Research Excellence Award (2022). A Master Trainer for IICA's CSR programs, she is well-versed in CSR amendments under the Companies Act. Her administrative roles include HOD, Program Director-MBA, and Associate Dean-International Relations.

DR. SUNITA VERMA

Dr. Sunita Verma is currently serving as Professor and Dean – Student Welfare at the Asian School of Business. She holds a doctorate in Management with research focused on Employee Engagement from Jaipur National University. A dedicated academician with expertise in Human Resource Management, Dr. Verma is also a certified trainer for Prevention of Sexual Harassment at Workplace (POSH) and actively conducts training and awareness programs for Internal Committee members.

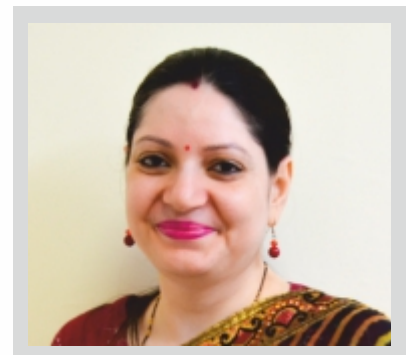
She has further enhanced her academic credentials through the NPTEL certification in Organizational Development and Change in the 21st Century by IIT Bombay under the SWAYAM initiative. Additionally, she is a Certified Lay Counsellor from IMHANS, reflecting her commitment to student well-being and mental health support.

With over 19 years of professional experience, including 15 years in academia, she has contributed significantly to reputed organizations including Vodafone, Tata Indicom, MPS, and Cottage Emporium, as well as leading management institutions. In 2021, she was recognized by the Government of Uttar Pradesh for her contribution to the implementation of NEP 2020.



DR. SHWETA BATRA

Dr. Shweta Batra is a distinguished academician and management professional, currently serving as Professor and Dean – Examinations at the Asian School of Business. She holds a Doctorate in Management and has extensive experience in both the corporate and education sectors. An expert in Human Resource Management with exposure to international business, she is committed to academic excellence and the holistic development of students. She has actively participated in numerous national and international seminars and conferences. Dr. Batra has been honored twice with the Best Research Paper Award at international conferences. In 2021, she was recognized by the Government of Uttar Pradesh for her contribution to the implementation of NEP 2020. She is also the recipient of the Dr. Sarojini Naidu International Award 2022 for her valuable contribution to the education sector.



DR. RAVI SHARMA

Dr. Ravi Sharma is serving as Dean – Corporate Resource Cell at the Asian School of Business. With over 21 years of extensive experience in corporate resourcing, placements, teaching, and business development, he has made significant contributions to academia and industry engagement. He holds an M.Sc. in Information Technology, PGDM (International Business), and has successfully completed his Ph.D. in the area of Employability Skill Development for Fresh Management Graduates. He is also UGC-NET qualified, a faculty member of AIMA, and a NEN Certified Entrepreneurship Faculty specializing in entrepreneurship skill development programs. Dr. Sharma has been associated with reputed educational institutions and has played a key role in strengthening industry-academia partnerships.



PROF. GARIMA MALHOTRA SHARMA

Currently working as Head - Centre for Skill Development and Assistant Professor at Asian School of Business, Prof. Garima Malhotra is a soft skills trainer who has delivered need based value added soft skills training for students, academicians, corporate and government officials. She is an organization psychology enthusiast who has confidently proposed her services by effectively addressing the needs of the institution. She is a Certified Consultant in Training & Development (CDC, Govt. of India) and her Research Areas include "Organization Change and Development towards Employee Satisfaction". She has been a trainer and facilitator with over 7 years of experience and has established her expertise in communication skills, soft skills and behavioral skills.



PROF. UPESH BHATNAGAR

Prof. Upesh Bhatnagar is currently associated with Asian School of Business as Head - Academics. He has about 22 years of experience related to teaching and training in Engineering and Management institutions of repute. He has done Bachelor of Engineering in Computer Science and Engineering from Dr. B. R. Ambedkar University Agra, Master of Business Administration from Kurukshetra University and various certification in IT, AI, and Python. He is also a member of professional societies like IEEE and worked as resource person for CSTT, MHRD.



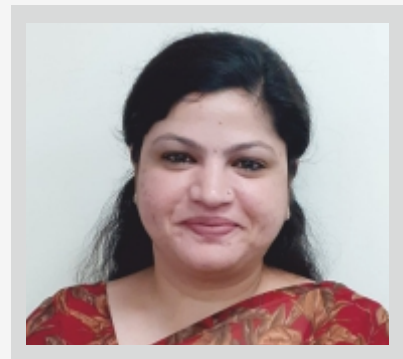
PROF. PRIYANSHI SHARMA

Prof. Priyanshi Sharma is currently engaged with Asian School of Business as B.Com Program Chair and an Assistant Professor in Finance. She has qualified UGC - NET in Commerce for three times consecutively and recently pursuing PhD. in Commerce from Amity University. She has completed her bachelors in Commerce (B.Com) and masters in Commerce (M.Com) from University of Lucknow. She has also done Company Secretary Course from Institute of Company Secretaries of India (ICSI). She has to her career research papers presented in conferences and published in reputed journals.



PROF. SWATI SHARMA

Prof. Swati Sharma is working as an Assistant Professor and Convenor for the BCA Programme at Asian School of Business. She is possessing a Master of Computer Applications degree and Bachelor of Science (Computer Applications) degree from Kurukshetra University and has overall working experience of more than 9 years. She has also published research papers for international journals. She has completed Java training program of 6 months. Her area of specialization is networking, java, C++, C, DBMS, Python, Data Structures.



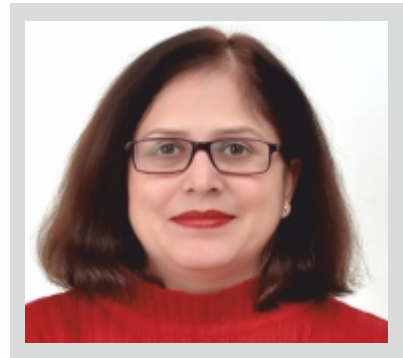
PROF. M. BHUVANESHWARI

Prof. M. Bhuvaneshwari the esteemed Convener of IQAC at the Asian School of Business and Assistant Professor, holds an M.Phil. degree in Mathematics from Alagappa University, Tamil Nadu. With over 13 years of rich and diverse teaching experience, she has nurtured and guided both Undergraduate and Postgraduate students under esteemed affiliations such as Madras University and Guru Gobind Singh Indraprastha University, Delhi. Over her illustrious, decade-long career, she has had the honor of serving in pivotal academic leadership roles, including Program Coordinator and Head of the Department. Prof. M. Bhuvaneshwari's teaching expertise spans Mathematics, Statistics, and Analytics, leveraging tools such as Excel, R, and Tableau across diverse streams.



DR. SWATI BHATIA

Dr. Swati Bhatia is presently working as Professor with Asian School of Business, Noida. She is a double Post Graduate and Doctorate in Management. With assignments in areas of Administration, Human Resource Management, Liaison Coordination, Team Management, Training & Development, Swati has a noteworthy cross-functional experience of over 20 years in corporate and education industry. An out-of-the-box thinker with a flair education while identifying & adopting emerging trends and addressing industry requirements to achieve objectives bearing adherence to norms, her insightful experience in technical activities including scoping, planning, outlook finalisation, resource administration & quality management continues to benefit tasks she's been assigned across various responsibilities entrusted to her.



PROF. VINOD KUMAR DHAR

Prof. Vinod Dhar is presently working with Asian School of Business as Faculty of Marketing. He is PGDM with specialization in Marketing from IIM – Ahmedabad and has a rich blend of about 24 years experience in Corporate as well as Academics. He started his career in the field of Sales and Marketing and worked for brands like Onida and Sanyo at various positions all over the country. After exploring himself in Corporate, he moved to Academics to follow his passion for teaching and training. Sales and Distribution Management, Advertising, Brand Management are his key areas of interest.



DR. VEENU ARORA

Dr. Veenu Arora is currently working as Professor of Management at Asian School of Business. She is having over 16 years of experience with a passion for teaching, training and specializing in the field of psychometric assessment. Apart from carrying degrees in Masters of Commerce & M.Phil in management, she has also actively indulged in Human process training programs like Facet 5 personality Assessment Certification from Consulting Tools, UK; “Basic Lab on Human Processes” organized by Indian Society for Applied Behavioral Sciences; Behaviour testing and Training program from Guru Gobind Singh Indraprastha University; Certificate in guidance (CIG) an IGNOU-NCERT collaborative project. She has done MDP on “HR Analytics” from IIM Rohtak and FDP on Pedagogy and Scholarly Writing from IIM Visakhapatnam.



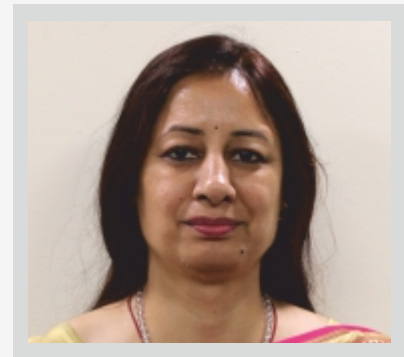
DR. SARMISTHA SARMA

Dr. Sarmistha Sarma is a Professor, Consultant, Author, Editor and a Columnist. Presently she is Professor of Marketing (Department of Management) at Asian School of Business. She is a Subject Matter Expert to Tata Consultancy Services since 2018. She had a popular column in Dainik Bhaskar named “Shabdarth” brought out in Hindi, Marathi and Gujarati. She has authored 5 books in various domains of Marketing and is presently Chief Adviser of IITM Journal of Business Studies (JBS) a UGC Care Listed Journal. Along with all these roles she is associated with National Council of Educational Research and Training (NCERT) as a teacher trainer. She is empanelled as a PhD research guide with All India management Association (AIMA).



DR. RAKHI CHAWLA

Dr. Rakhi Chawla is currently associated with Asian School of Business as Professor in Information Technology Department. Post Graduating with a Master in Computer Application from Guru Jambheshwar University, Haryana, she embarked on a journey of academic excellence that culminated in the attainment of her Ph.D. in Computer Science from Sai Nath University in Ranchi, Jharkhand in 2015. Her career spanning over 18 years is a blend of academia and corporate experience. She has imparted her vast knowledge and mentorship in various IT and management subjects to both undergraduate and postgraduate students of engineering and management institutes.



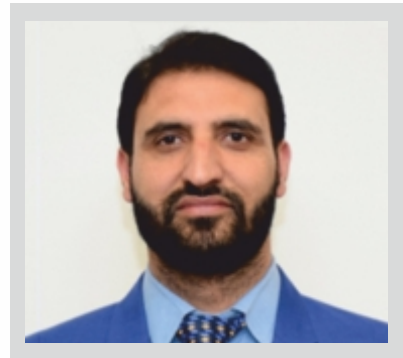
DR. ANAM AFAQ

Dr. Anam Afaq is an academician, researcher, and certified digital marketer. She has earned her PhD in Marketing Management, with a specialized focus on the pivotal role of Social CRM in enhancing customer service and loyalty in the hospitality industry. Dr. Anam's research prowess has resulted in multiple publications in esteemed international journals and conferences, all of which are Scopus-indexed. Her remarkable contributions have graced the pages of renowned international journals and conferences, including the prestigious ABDC A category journals such as the International Journal of Contemporary Hospitality Management and Tourism Recreation Research.



DR. SYED AIJAZ AHMAD

Dr. Syed Aijaz Ahmad is currently associated with Asian School of Business as Professor in Marketing. He has done his PhD in Management from Aligarh Muslim University. He is a Management Professional with two years of corporate experience and an academician with 10 years of teaching experience to his credit. He is very proficient in the use of statistical tools like ANOVA, MANOVA, and Structured Equation Modelling (SEQM). He is also an expert of SPSS and AMOS Software.



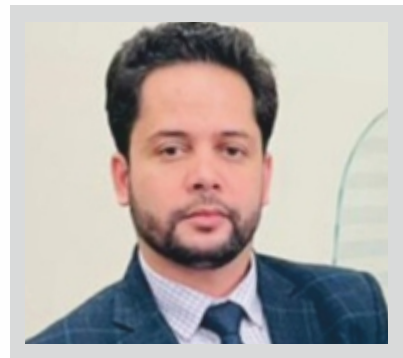
DR. RICHA SHARMA

Dr. Richa Sharma is currently associated with Asian School of Business as an Associate Professor in Operations Management. She has 14 years of Academic and Industrial Research experience in Education Sector, manufacturing Sector and consultancies. Her Field of specialization is Production Operations Lean management, Quality Management, and Industrial Engineering. She is a Gold Medalist in M.Tech (Manufacturing Systems) in Post Graduation from Punjab Technical University. She was officially Appreciated as Expert Speaker Consultant by NPC 2021 (National Productivity Council, Government of India) for delivering training sessions webinars in 5S Lean Implementation. She was also nominated for "Women Researcher Award: Lean Specialist in International Scientist Awards 2021 on Engineering, Science and Medicine, VD Good Technology Organization.



DR. WASEEM YOUSUF MAKAI

He is currently associated with Asian School of Business as convenor CPP. With a strong penchant towards languages, Dr. Waseem Makai has been actively engaged in various language and communication based programs. He has a doctorate in English literature from Aligarh Muslim University and is also a certified translator from Central Institute of Indian languages, Mysore. He has numerous research papers to his credit which have been published in reputed academic journals. An urge to contribute for the development of students has been a driving force in making of his career.



PROF. SUMIT RASTOGI

Prof. Sumit Rastogi is currently working with Asian School of Business as an Assistant Professor in Operations. He has completed his M.Sc. and M.Phil in Statistics. He has around 24 years of teaching experience. He is also CSIR-NET qualified in Mathematical Sciences. He has experience of working with renowned colleges. He has handled various academic positions like – Program Chair, Associate Dean and Head of Examinations. He has a total of 9 research papers published. He has also conducted an MDP on Data Analysis through Excel at PHD Chamber, New Delhi and MDP on AIMA BIZLAB Simulation game conducted by AIMA.



PROF. SHIKHA NAGAR

Prof. Shikha Nagar is currently serving as an Assistant Professor of Economics and Convenor – SCDC (BCA/B.Sc. Computer Science) at the Asian School of Business. She has qualified the UGC-NET in Economics and is presently pursuing her Ph.D. in Economics. She holds a Bachelor's degree in Arts from Gargi College, University of Delhi, and a Master's degree in Economics from the Department of Economics, Kurukshetra University. Her academic contributions include research publications in reputed national and international journals indexed in Scopus and ABDC, along with presentations at various national and international conferences and seminars, and she is a recipient of two prestigious Best Paper Awards in recognition of her impactful and high-quality research contributions. She has also been honored with the Best Teacher Award by the Delhi Government under BSES.



DR. ANJALI D. SINGH

Dr. Anjali D. Singh is an active researcher in the field of Happiness for students of Higher Educational Institutes. She developed India's first model of Happiness for Students of Higher Education and has more than 9 years of experience and recognition in the field of Human Resource Management and Behavioural Sciences. She has held teaching positions in the areas of Human Resource Management, Production and Operations, Behavioural Sciences, Industrial Relations, Business Communication, Leadership and Life- skills. She was associated with reputed organisations like Lal Bahadur Shastri Institute of Management, ICFAI, Amity University, GNOIT, Victoria University (Australia). She has also served as an expert for Social Science panel in Ministry of Human Resource Development (NPCUL) for more than 3 years.



PROF. DEEPALI VISHNOI

Prof. Deepali Vishnoi is Currently associated with Asian School of Business, Noida as an Assistant Professor in Information Technology Department. A multi-faceted dynamic, professional and well experienced Professor and Teacher with a demonstrated history of working with renowned educational institutions. She has a diversified experience of more than 9 years that is a blend of college and school domain experience along with freelancing work. She has been closely engaged with KSKV University Kutch, Gujarat, by being an integral part of University allocated external practical examiner and being indulged in University paper checking.



DR. SHWETA SHARMA

Dr. Shweta Sharma holds a Doctorate in Management and currently serves as an Associate Professor & Convener - SCDC at Asian School of Business. In addition, she has served as a Post-Doctoral Fellow at the Indian Council of Social Science Research in New Delhi. She is highly experienced HR specialist in Education Industry. Additionally, she has held the position of accredited faculty of Guru Nanak Dev University, Amritsar. Additionally, she possesses expertise in Environment Management. She has successfully passed the UGC NET(Management) Examination and has been honored with the famous Gargi Award. Additionally, she has actively participated in numerous seminars and conferences.



DR. RASHIDA SALMANI

Dr. Rashida Salmani is associated with Asian School of Business in the capacity of an Assistant Professor in the area of Human Resource Management & Convener - SCDC. She has qualified UGC-NET JRF in Commerce. Her area of interests are Diversity and Inclusion with an inclination towards the cause of Disability. She has publications in journals indexed in Scopus and ABDC. She has presented her research work in various conferences of national and international repute including IIM Kozhikode, IIM Kashipur, IIM Nagpur and IIM Amritsar. She actively takes up advocacy and champions the cause of Acid Violence both within and outside of her research.



PROF. AKSHAY UPMANYU

Prof. Akshay Upmanyu is a highly accomplished and dedicated Assistant Professor of Media Studies at the Asian School of Business, where he brings a wealth of knowledge and fresh perspectives to his students. Currently pursuing his Ph.D. and having successfully qualified for the prestigious UGC NET, Prof. Upmanyu holds a Master's degree from the renowned Aligarh Muslim University, a testament to his academic rigor and dedication. Prof. Upmanyu's expertise spans political communication and print media, with a strong focus on contemporary issues like fake news and the influence of AI in media.



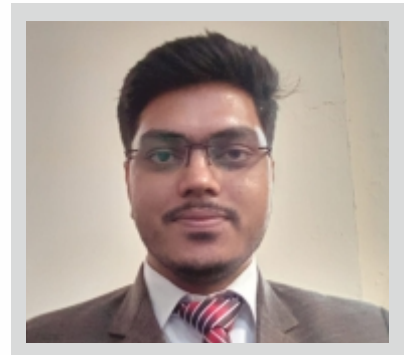
PROF. RAINY SIKAND

Prof. Rainy Sikand, a distinguished Assistant Professor in Information Technology at the Asian School of Business, brings over 11 years of academic excellence to her role. She is also an NTA UGC-NET qualified professional, exemplifying her commitment to higher education and academic rigor. She has extensive expertise in teaching diverse subjects, including programming languages, databases, operating systems, networking, and the theory of computation. Prof. Rainy has successfully guided Master's degree students in publishing research papers, with her scholarly contributions comprising two papers presented at SCOPUS-indexed conferences and 11 publications in UGC-approved journals.



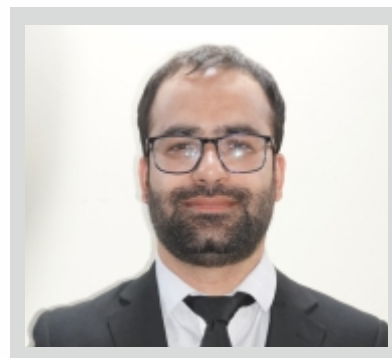
PROF. MOHIT YADAV

Prof. Mohit Yadav serves as an Assistant Professor at the Asian School of Business. A qualified and dedicated educator, he is committed to fostering academic excellence in higher education. He is skilled in designing and delivering engaging lectures, facilitating dynamic discussions, and providing personalized support to students. He holds UGC NET and JRF qualifications, along with a Bachelor's degree from Delhi University and a Master's degree from Govt. PG College, Noida. His expertise lies in Accounting and Taxation, with a strong interest in Child Psychology.



DR. SAMEER AHMAD

Dr. Sameer Ahmad Mir is an Assistant Professor of Physics at the Asian School of Business. He earned his Bachelor's and Master's degrees in Physics from the University of Kashmir, Jammu and Kashmir, and completed his Ph.D. in Theoretical Physics from Jamia Millia Islamia, New Delhi. A distinguished performer in national-level examinations, he qualified JEST in both 2019 and 2021, securing an impressive All India Rank of 10. Dr. Mir's research lies in the domain of Theoretical High-Energy Physics, with a primary focus on the properties of strongly interacting QCD matter under extreme conditions, such as those produced in ultra-relativistic heavy-ion collisions and present in neutron stars.



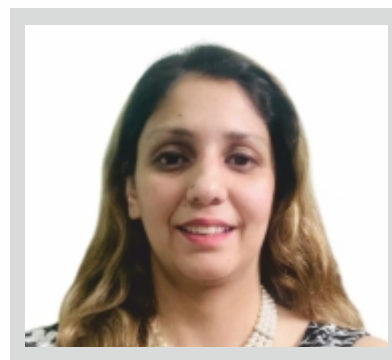
DR. CHHAYA SHARMA

Dr. Chhaya Sharma is an esteemed Assistant Professor at the Asian School of Business, specializing in Physics and Mathematics. She holds a Ph.D. in Physics, with her research concentrated on the "Study of Generation and Variation of LSPR under a Polarized Beam." Her academic foundation includes a B.Sc. in Electronics from Shaheed Rajguru College of Applied Sciences for Women, Delhi University, followed by a M.Sc. in Applied Physics. Dr. Sharma has contributed extensively to academia and research, with significant experience in teaching undergraduate and postgraduate physics courses. During her tenure as a Junior Researcher at CSIR-CRRI, she played a pivotal role in a project led by Dr. Rina Singh, where she contributed to developing SERS-based sensors for detecting environmental pollutants.



PROF. SHIKHA KATYAL

Prof. Shikha Katyal, an accomplished educator in the CSD Department of the Asian School of Business, brings over eight years of expertise in English, Personality Development, and Soft Skills training. As a dedicated Assistant Professor, she is committed to nurturing long-term student success through innovative and dynamic teaching methodologies. Her specialization lies in honing students' communication skills, social etiquette, goal-setting, and leadership abilities, alongside delivering engaging lectures in academic English and soft skills.



PROF. TASEEM NAZIR

Prof. Taseem Nazir, a distinguished Assistant Professor in the Department of Information Technology at the Asian School of Business, brings over a decade of exemplary academic and research experience. He holds an M.Tech. in Computer Science and Engineering, he specializes in key domains such as Theory of Computation, Data Structures, Databases, and Programming. Prof. Nazir's scholarly contributions include numerous research papers published in esteemed UGC-approved journals, along with active participation in various national and international conferences. His mentorship extends to guiding approximately 30 project groups across diverse and cutting-edge fields, including computations, IoT, Java, and PHP, showcasing his commitment to nurturing future innovators.



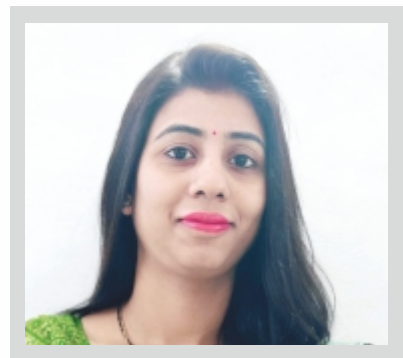
DR. NATASHA SHARMA

Dr. Natasha Sharma is an accomplished Assistant Professor at the Asian School of Business. She holds a Ph.D. in Management with a specialization in Human Resources, focusing on Emotional Intelligence and Leadership. Exemplifying academic excellence, she has earned two advanced degrees—an M.Com and an MBA in Human Resources—from renowned institutions. Her academic journey began with an exemplary B.Com (Hons.) degree, reflecting her unwavering commitment to the fields of commerce and management. Dr. Sharma has made significant contributions to her domain through extensive research, with publications in internationally acclaimed journals and impactful presentations at prestigious national and international conferences.



PROF. APOORVA VERMA

Prof. Apoorva Verma is an Assistant Professor in the Department of Information Technology at the Asian School of Business. She holds a Master's degree (MCA) and is currently pursuing her Ph.D. in Computer Science from Rajasthan Technical University, Kota, Rajasthan. With 5 years of teaching experience in higher education, she is dedicated to academic excellence and innovation. Her expertise spans Python Programming, Artificial Intelligence, Machine Learning, C, C++, DBMS, Data Analytics, and Business Analytics. She has qualified UGC-NET twice in Computer Science and has a strong research background, with publications in Scopus-indexed and Elsevier journals.



PROF. MANSI ARORA KAPOOR

Prof. Mansi Arora Kapoor is a distinguished Assistant Professor specializing in Management at the Asian School of Business, bringing extensive academic expertise and industry experience. She has taught Human Resource Management, Business Strategy, Entrepreneurship, and Basic IT at prestigious universities and colleges. Currently pursuing a Ph.D. in Human Resource Management, she has been awarded a prestigious fellowship in recognition of her academic excellence. Her academic credentials include a Bachelor's in Business Management, where she graduated as the course topper, a PGDM in HR and Business Analytics (ranking in the top 5% of her batch), and an Executive PGDHRM.



PROF. TASNEEM ALI

Prof. Tasneem Ali is a passionate and dedicated educator, serving as an esteemed Assistant Professor at the Centre for Skill Development, Asian School of Business.

A seasoned Soft Skills Trainer with eight years of invaluable experience, she has empowered students, educators, and institutions to unlock their true potential. Her commitment to holistic learning has allowed her to design and deliver highly interactive and impactful training sessions for students and teachers across various schools.

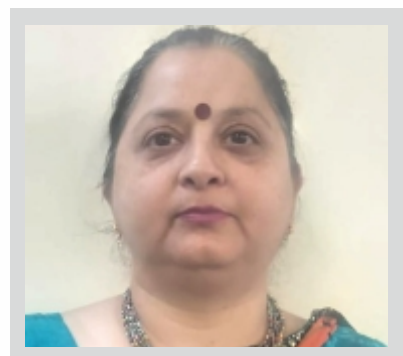
Beyond academia, Prof. Ali is an ardent advocate of cultural enrichment, adept at organizing and managing vibrant events and competitions that foster teamwork, creativity, and leadership.



PROF. KARISHMA SHARMA

Prof. Karishma Sharma is a distinguished Academician and accomplished professional in the field of Computer Science, possessing a rich blend of academic and industry experience. With an illustrious teaching career spanning over 20 years, she brings unparalleled expertise, profound knowledge, and a passion for excellence to her role as an Assistant Professor.

In addition to her academic endeavors, Prof. Sharma has made notable contributions to the corporate sector as a skilled trainer, equipping professionals with essential practical skills and insights critical to the evolving technological landscape.



DR. ANCHAL SAINI

Dr. Anchal Saini is an Assistant Professor specializing in Finance at the Asian School of Business, with a strong academic and research background in behavioral finance. She holds a Ph.D. in Finance with a specialization in Behavioral Finance from CHRIST (Deemed to be University), Delhi NCR, where she also served as a Senior Research Fellow. A UGC NET JRF awardee, she has over three years of experience teaching undergraduate courses, including Financial Management, Cost Accounting, and Financial Markets & Services. Dr. Saini completed her M.Com and B.Com from Dr. Bhimrao Ambedkar University, Agra securing a strong academic record.



PROF. DEEPIKA SHARMA

Prof. Deepika Sharma is a dynamic and committed Assistant Professor in the field of Human Resource Management, currently associated with the Asian School of Business. With a strong academic foundation and years of teaching experience, she has consistently contributed to shaping the managerial and communication skills of undergraduate and postgraduate students.

She holds an MBA in Human Resource Management and is UGC-NET qualified in the field of Labour Welfare/Industrial Relations/HRM. Ms. Deepika also has a background in Information Technology and Management, enhancing her interdisciplinary teaching approach. She brings rich academic exposure.



PROF. SHAKTI CHATURVEDI

Prof. Shakti Chaturvedi joined Asian School of Business as an Assistant Professor of Media and Communication. Being an avid reader, he has interests in multiple disciplines like, communication with special focus on writing and body language, history, philosophy, political science as well as politics, police, crime, governance et cetera. Owing to this interdisciplinary inclination, he earned his M.Phil. from the Centre for Historical Studies at Jawaharlal Nehru University, New Delhi. His research is centered around Police and Crime in Uttar Pradesh from C. 1940-1960. He has qualified NET-JRF (NET twice) in Journalism & Mass Communication. He has done his Masters as well as the graduation in Journalism & Mass Communication.



DR. SANJANA TAKKAR

Dr. Sanjana Takkar is an Assistant Professor for Finance at the Asian School of Business. She holds a Ph.D. in Social Finance, is UGC-NET qualified and completed her under graduation and post-graduation in finance and taxation from Delhi University. She obtained her early professional exposure while working at Google, Accenture and McCann WorldGroup. With over five years of teaching experience, she has taught Financial Management, Financial Markets, and International Business at undergraduate and postgraduate levels using learner-centric pedagogies. Her research spans across impact investing, sustainable finance, and the applications of artificial intelligence in social finance. She has publications in Scopus-indexed volumes and recognition through a Best Paper Award (2023).



PROF. RICHA DIWAKAR

Prof. Richa Diwakar is an Assistant Professor of Finance and Accounting at the Asian School of Business (ASB). She is currently pursuing her Ph.D. in Forensic Accounting. She is a recipient of the UGC-NET JRF and SRF fellowship, she has been actively engaged in teaching and research for over five years. Her areas of academic interest revolve around core accounting subjects, including Cost Accounting, Corporate Accounting, and Forensic Accounting. She has published research papers in reputed national and international journals, indexed in Scopus and UGC-CARE. She has also attended and been part of organizing multiple national and international conferences, contributing both as a scholar and as an academic coordinator.



PROF. KANJAKSHI BHATIA

Prof. Kanjakshi Bhatia is a committed academician and Assistant Professor of Mathematics, known for her analytical rigor and interdisciplinary expertise. She holds a Master of Science in Mathematics and an Advanced Diploma in Statistics from Panjab University, equipping her with a strong foundation in both theoretical and applied mathematical sciences. Her professional experience includes serving in various administrative roles as an Administrative Officer at Rashtriya Raksha University (RRU), where she also contributed as a Visiting Faculty of Mathematics. These dual roles reflect her versatility and dedication to both academic and institutional development.



PROF. ANURADHA AWASTHI

Prof. Anuradha Awasthi serves as an Assistant Professor in Computer Applications at the Asian School of Business and is a seasoned Software Engineer and Tech Innovator with over 12 years of experience spanning both industry and academia. She specializes in designing and delivering scalable, high-performance software systems, with expertise in Java, Node.js, RESTful APIs, and microservices architecture. She has successfully developed and implemented advanced technology solutions, including data processing pipelines and interactive dashboards, significantly enhancing system efficiency, reliability, and user engagement.



DR. HEENA ARORA

Dr. Heena Arora is currently serving as an Assistant Professor in Marketing at the Asian School of Business. She holds a Ph.D. in Brand Management from Kurukshetra University, Kurukshetra and brings a strong blend of experience across academia, research, and industry. Her research interests include brand management, advertising, neuromarketing, sensory marketing, and consumer behaviour. She is known for her engaging teaching pedagogy that transforms theoretical concepts into interactive learning experiences and actively encourages students to participate in research and academic discussions. Prior to joining the Asian School of Business, Dr. Arora served as an Assistant Professor at various reputed Institutions in Gurugram.



PROF. ANIL DHANDA

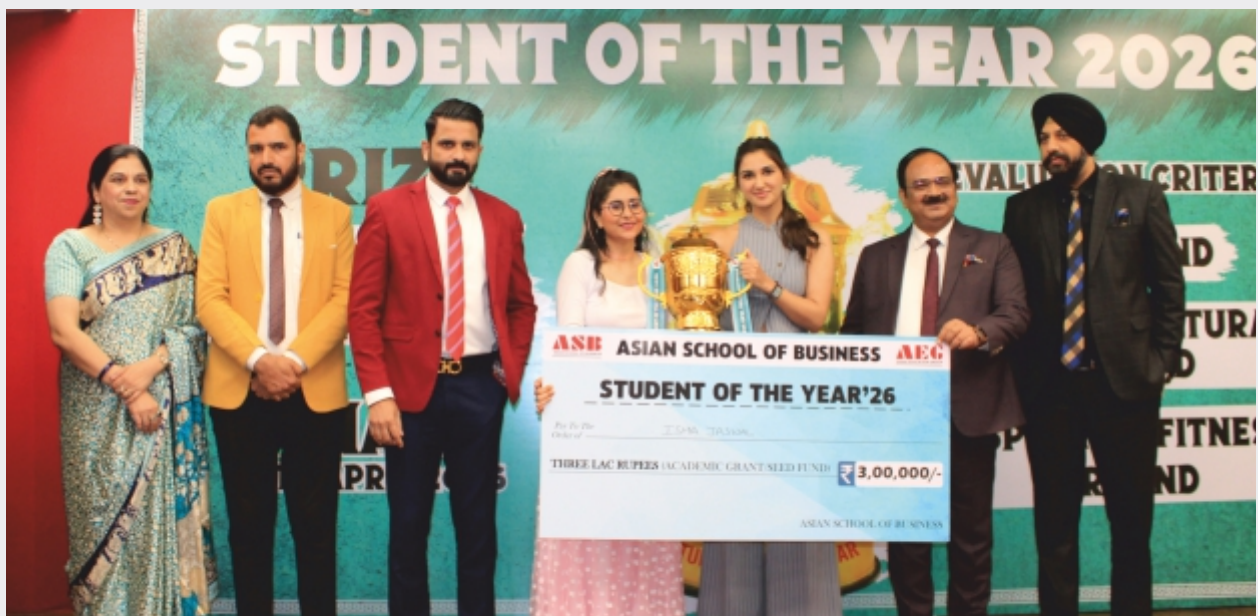
Prof. Anil Dhanda is working as an Assistant Professor in the Department of Mathematics at Asian School of Business. He has recently submitted his Ph.D. in Mathematics (Operations Research). His research primarily focuses on inventory management, supply chain optimization, sustainable supply chain systems, and carbon emission-aware decision models. His work explores mathematical modeling of real-world supply chain problems such as deteriorating items, trade credit policies, and environmentally sustainable logistics systems. Mr. Dhanda has been actively involved in research on integrating advanced analytical techniques with sustainable supply chain practices.



STUDENT OF THE

“Student of the Year (SOTY)” is a platform for ASB students to hone their skills & shape as an all-rounder and ultimately get a chance to bag a PRIZE of **“Rs. 3 Lacs”** for GRANT/ SEED Fund.

Being in a competitive & dynamic industry, it is of utmost importance for a student today to hold multifaceted competencies. The vision behind this event is to reinforce the holistic development amongst our students, for them to become better resources for tomorrow. And hence this program would dwell in a student academic excellence, physical fitness, mental well-being, creativity, application-based business & managerial skills and above all, instil in them the right discipline to achieve professional excellence.



STUDENT OF THE YEAR 2026
ISHA JASWAL: WON THE TITLE ALONG WITH A GRANT/SEED FUND OF ₹3 LAC.

YEAR COMPETITION



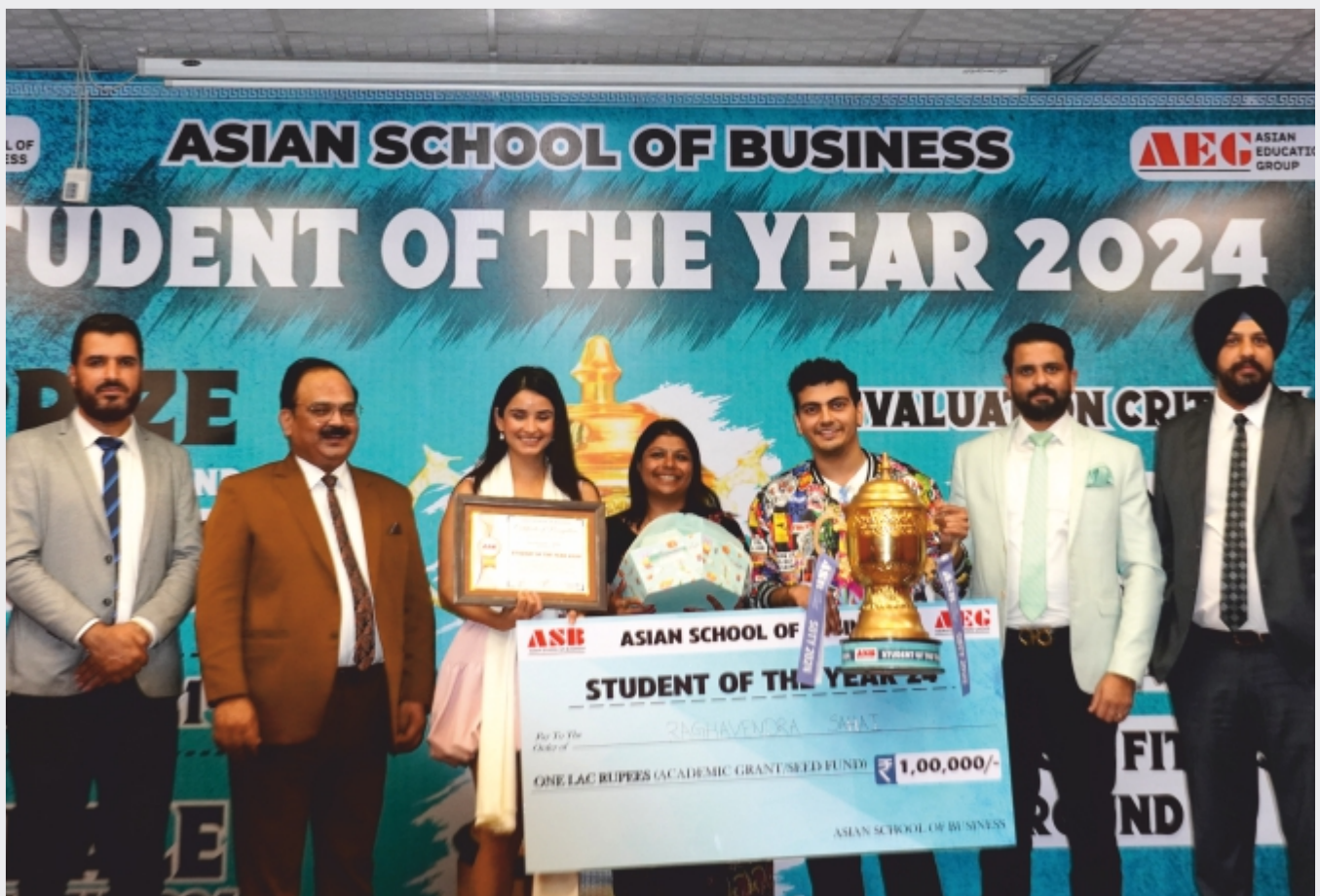
SOTY 2026 Judge - Ms. Nikita Dutta













Startup Idea of the Year 2025

Startup Idea of the Year is an effort to bring out the best from the future managers of this great nation by providing them an opportunity to share their acumen in devising out a workable branding plan. The objective is to enable students to present their innovative ideas and skills to a panel of experts for critical evaluation. This promotes 'out of the box thinking' in the students, thus providing them an opportunity to put forward their innovative ideas. Startup Idea of the Year is a solo effort on the part of individual students who compete for the top honours for which they can pick any product or service and the goal is to brand name it, design a logo for it, mention its unique selling proposition and prepare a creative advertisement for the same.

They can use an illustration, poster, self-made video, painting, PPT etc. for this



purpose. The purpose is to get some novel ideas regarding as to how the unique selling propositions of the products / services chosen can help the mankind in any form in future. It may help the consumers by providing them with a solution for their unfulfilled needs or it may be beneficial for the environment or for economy as a whole or for that matter may provide a helping hand to the mankind. Possibly winning a grand prize is a good enough incentive to boost the morale of the students. The winner of competition is awarded an Apple iPad. In addition to that, the winner gets an interview coverage in Radio Noida along with Winner's Trophy and Certificate. It is pertinent to mention that Ms. Tanishka Singh (BBA 2023-26) won the Startup Idea of the Year 2023 whereas the Winner for the 2022 edition was Rachit Tyagi (BCA 2022-25), Ms. Eshita (BBA 2021-24) won the 2021 edition and Ms Anushka Singh (BBA 2020-2023) won the 2020 edition of the competition. Dudekula Siddiq Basha (B. Sc (CS) 2025-28) won the 2025 Edition.

Startup Idea of the Year 2024

Winner : Mili Rastogi



Startup Idea of the Year 2023

Winner : Tanishka Singh



Startup Idea of the Year 2022

Winner : Rachit Tyagi



Startup Idea of the Year 2021

Winner : Eshita



Model United Nations (MUN) 5.0



Model United Nations (MUN) 5.0



Model United Nations (MUN) 4.0



Model United Nations (MUN) 4.0



Model United Nations (MUN) 3.0



Student Achievements

Participated in
(E-Cell IIT BOMBAY)



Winner in Crash to Cash
competition at Mata Sundri College
for women, Delhi University



Attended Workshop of (Indian Conventions IBC)



2nd Runner-Up position At IITM (JANAKPURI)

Student Achievements

Delhi University - Hackathon



Participated in Promulgare (ASIAN BUSINESS SCHOOL)



Winner (VGU University, Jaipur)



4th Postion at IIM ROHTAK

Student Achievements

World Business Summit



Runner Up at Crash To Cash (Mata Sundari College, Delhi University)



Special Mention Award at Maitreyi College, Delhi University

Student Achievements

Winner at Don Bosco Technical Institute



Winners at Innovators playbook at Amity University



Winner at Banarsidas Chandiwalla Institute of Professional Studies



Winner at New Delhi Institute of Management

ASB Students at IIT Bombay E-Summit



Student Achievements

Budget presentation at Amity University



Runner up at Indian Institute of Arts and Designs



Participation in Photography at Delhi University



Runner up at Choudhary Charan Singh University



Winner in Inter-College Girl's Volleyball Tournament

Student Achievements



Winner at Atma Ram Sanatan Dharma College, University of Delhi.

Siddhant Magon

- President of the G-20 summit at Nirma University, Ahmedabad, ILNUMUN -2023.



- President of the committee United Nations Human Rights Council at Netaji Subhash University of Technology, New Delhi - NSUTMUN 2023.



on Drugs and Crime (UNODC) Shaheed Rajpal DAV, New Delhi - SRDAV MUN 2023.

Winner of Debate competition - Gandhi Darshan Committee



Winner of debate competition - Vivekananda Institute of Professional Studies



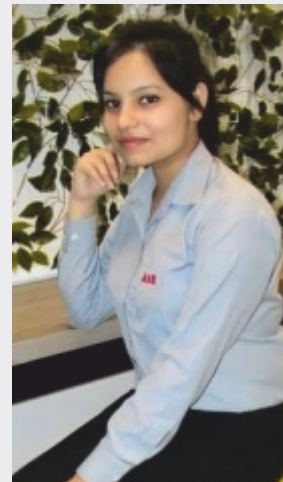
Student Achievements

Winners in
Pronigma 4.0
at IIM
Sambalpur ▶



Prachi Sharma launched ▶
her own application,
Paratok - a short video
creating and sharing
application for android
users.

◀ Winners at GD Goenka
Annual Fest - 2023



Student Achievements

Cricket Team at NDIM, Delhi



Participation at Deshbandhu College, Delhi



ASB Students at BW Summit



CaseCraft 1.0 Winner



Student Achievements

Students at Shaheed Bhagat Singh College



Winners at Shaheed Bhagat Singh College Winners at IITM



Winners at Kamla Nehru College, Delhi University



Student Achievements

Participation in SBSC, Delhi University



Winners at Daulatram College — Presenting Business Plan at IITM, Delhi

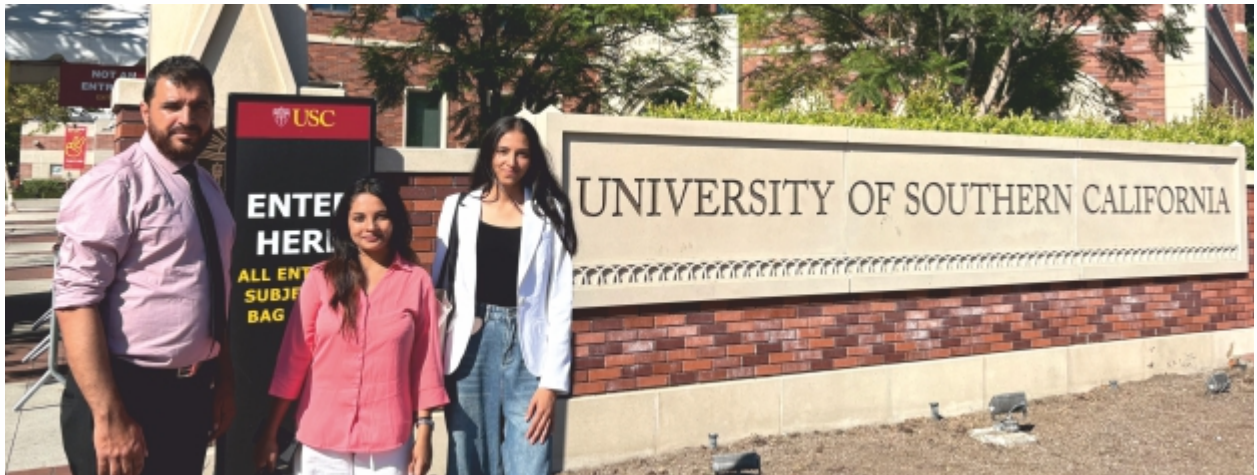


Participating Team in BIMTECH, Greater Noida



International Exposure

University of Southern California, Los Angeles, USA



International Exposure

University of Southern California, Los Angeles, USA



Theatre acting workshop in **New York, USA**



International Internship at **Dubai**



International Internship at **Poland**



Student Career Development Cell SCDC

VISION : To empower students by enhancing their preparation, building strong industry connections, and ensuring impactful career outcomes through internships and professional achievements.



ABOUT STUDENT CAREER DEVELOPMENT CELL

The Student Career Development Cell at Asian School of Business Noida has been set up with the vision to be a leading catalyst in enhancing student readiness and fostering strong outreach with organizations. The Cell consists of faculty members who are committed to the professional development of students, their skill enhancement, and improved career preparedness. The SCDC acts as a facilitator to ensure students achieve their learning and career goals during the internship. An internship plan has been designed to provide students with practical exposure, skill enhancement, and real-world industry experience. The Cell is responsible for reaching out to organizations for internship opportunities and strengthening industry outreach. SCDC ensures a streamlined process of the SIP selections and student placement in the organizations.

MISSION : We aim to provide students with the resources and opportunities needed to develop essential skills, foster connections with industry professionals, and achieve meaningful career success through impactful internships and academic or professional achievements.

OBJECTIVES OF STUDENT CAREER DEVELOPMENT CELL

- ▶ **Professional Development:** Help Students Bridge the gap between academic knowledge and industry practices
 - ▶ **Career Readiness:** Equip students with the skills and experiences necessary for their future careers
 - ▶ **Skill Enhancement:** Develop core competencies such as problem-solving, teamwork, and communication
 - ▶ **Smooth Industry Outreach:** To establish seamless and strategic engagement with industry leaders and recruiters, fostering long-term partnerships that create a pipeline of opportunities for internships, placements, collaborative projects, and knowledge-sharing initiatives
 - ▶ **Networking Opportunities:** Connect students with industry professionals for mentorship and guidance
-

Thanksgiving Ceremony



Visit to AI Impact Summit

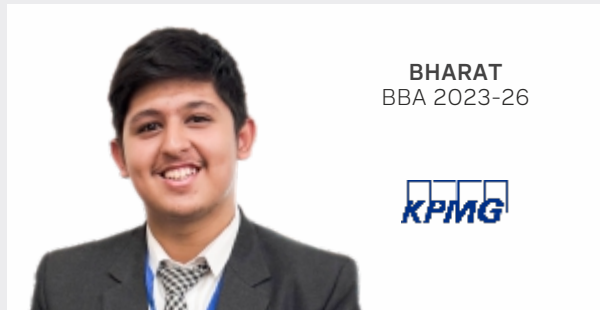


Visit to Orient Electric



Visit to Ducat

Star Placements



BHARAT
BBA 2023-26



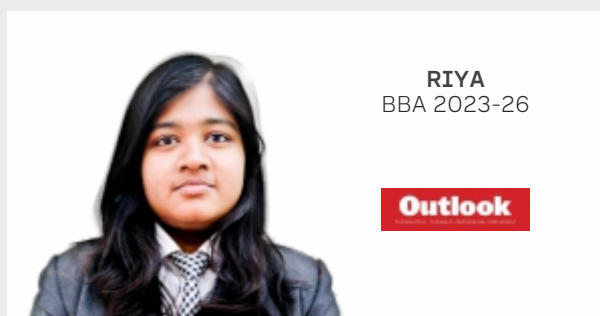
ANSH
BBA 2023-26



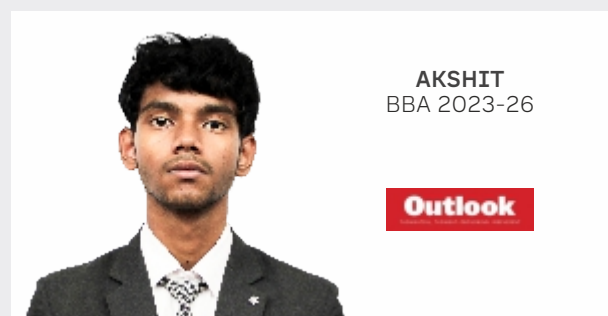
KUSHAL
BBA 2023-26



AYUSHI
BBA 2023-26



RIYA
BBA 2023-26



AKSHIT
BBA 2023-26



DEEKSHA
BBA 2023-26



AANYA
BBA 2023-26





ISHIKA
BBA 2023-26



ISHVI
BBA 2023-26



SHUBHAM
BBA 2023-26



VED
BBA 2023-26



SAKSHI
BBA 2023-26



HARSHIT
BBA 2023-26



KESHAV
BBA 2023-26

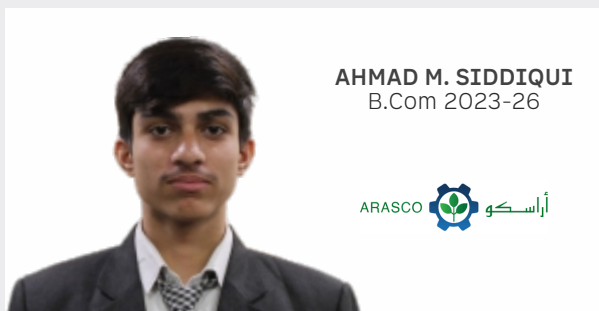
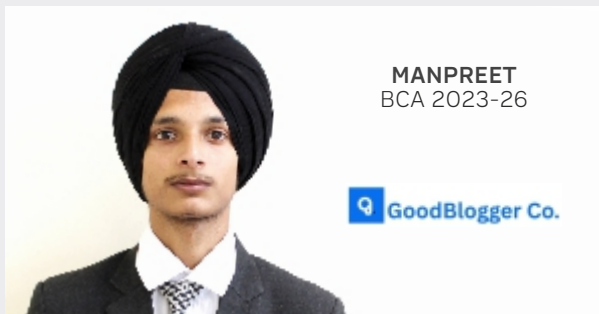


PRANSHU
BBA 2023-26



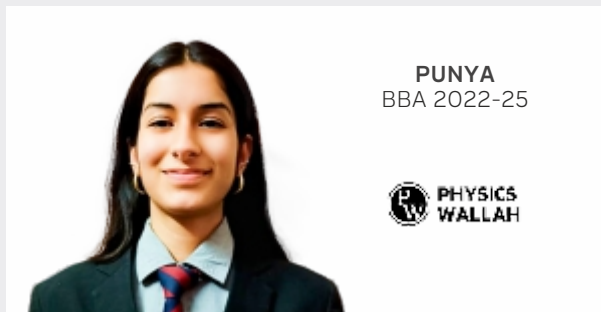
Star Placements



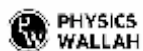


Star Placements





PUNYA
BBA 2022-25



SYED ZOHAIB
BBA 2022-25



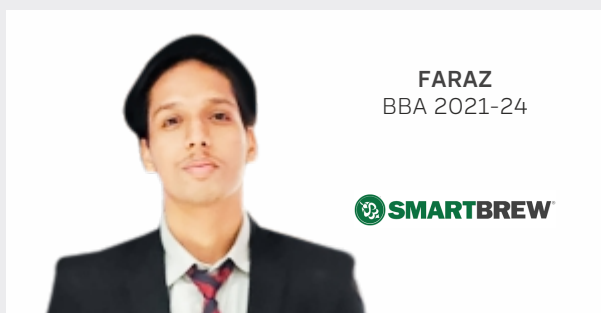
PERSIS
BCA 2022-25



VIDHAN
B.Com 2022-25



MANVI
BBA 2021-24



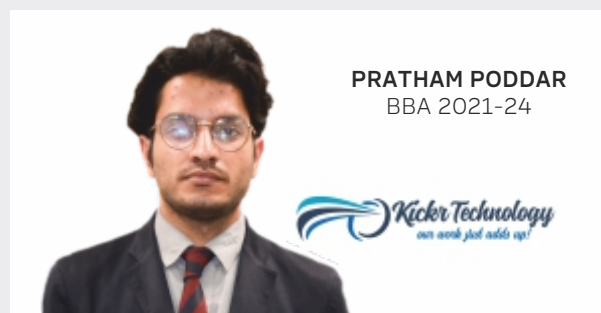
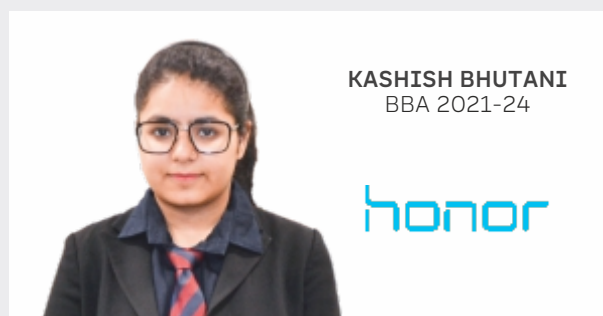
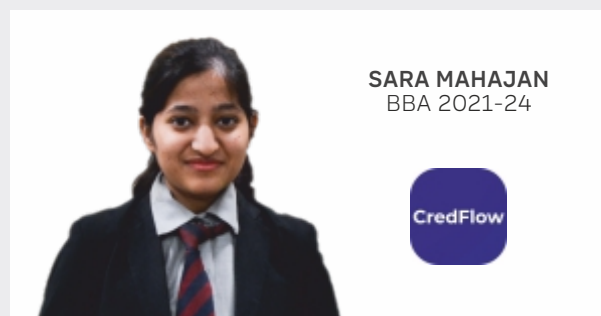
FARAZ
BBA 2021-24

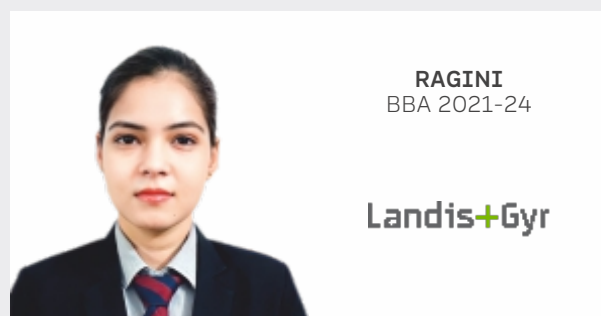
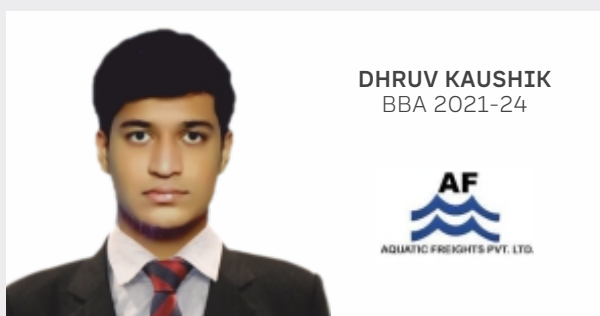


GAUTAM
BCA 2021-24



Star Placements





Star Placements



ADITYA
BCA 2021-24



MOSAMMAT BUSERA
BCA 2021-24



ADNAN
B.Com 2021-24



ARYAN KUKREJA
B.Com 2021-24



DIPENDRA KUMAR
B.Com 2021-24



KHUSHI BANSAL
B.Com 2021-24



SITA MAHAT
B.Com 2021-24



MISHTHI GABA
B.Com 2021-24





ANUSHKA SINGH
BBA 2020-23



BHARAT KHUTELA
BBA 2020-23



HARSH YADAV
BBA 2020-23



SHUBH GUPTA
BBA 2020-23



SIDDHANT MAGON
BBA 2020-23



CHANDNI CHAUHAN
BBA 2020-23



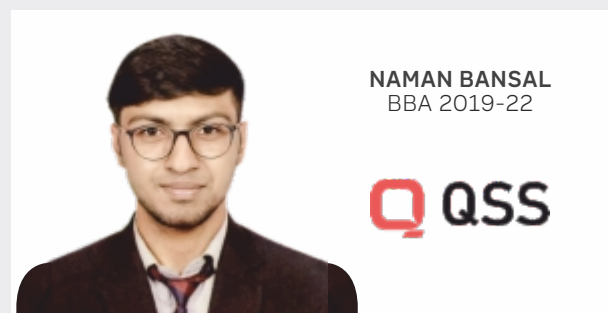
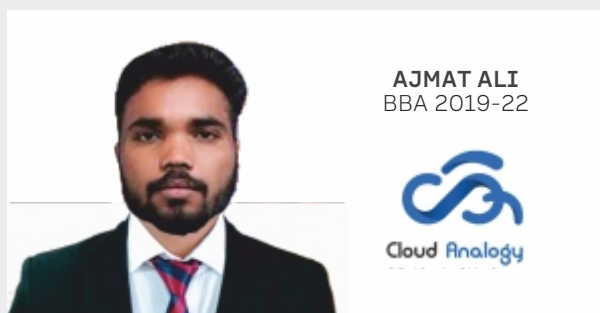
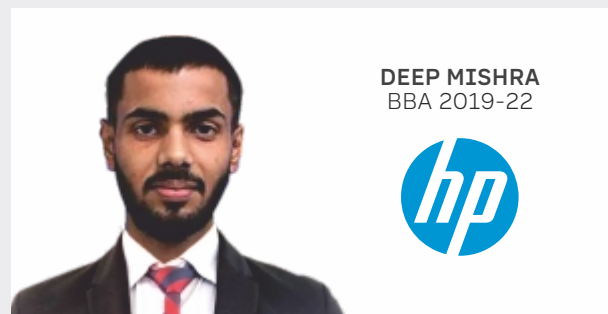
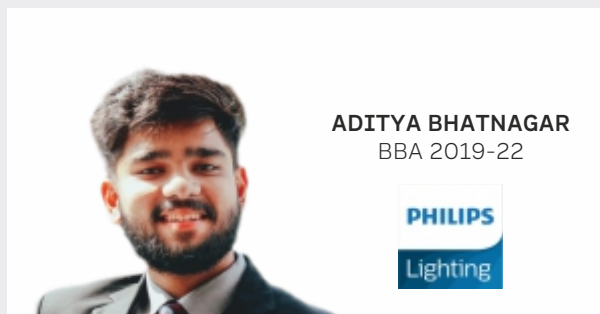
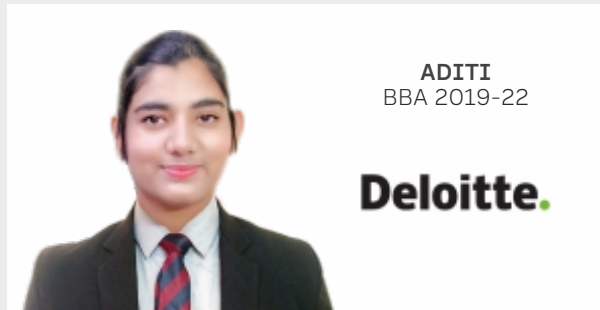
ANKUSH TANWAR
BBA 2020-23



SHREYA ARORA
BBA 2020-23

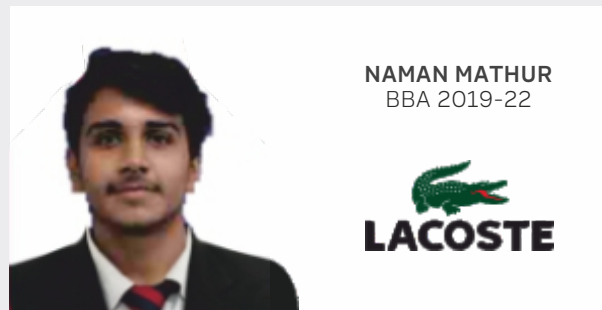


Star Placements





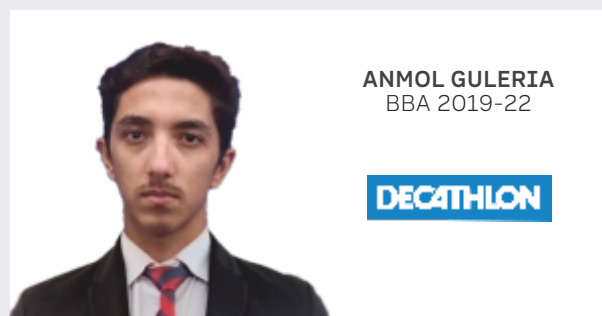
TANAY JAIN
BBA 2019-22



NAMAN MATHUR
BBA 2019-22



SAKSHAM SHASHANK
BBA 2019-22



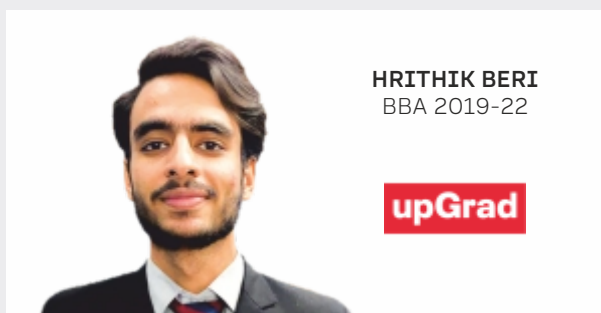
ANMOL GULERIA
BBA 2019-22



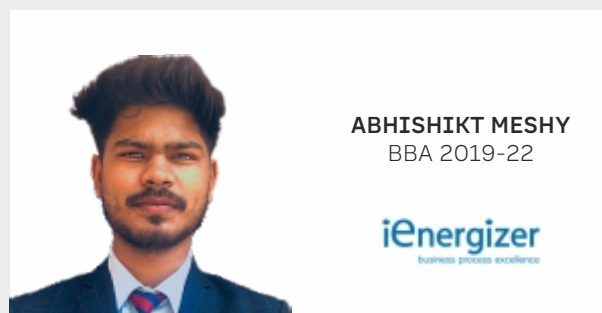
MANSI
BBA 2019-22



ANJALI JHA
BBA 2019-22

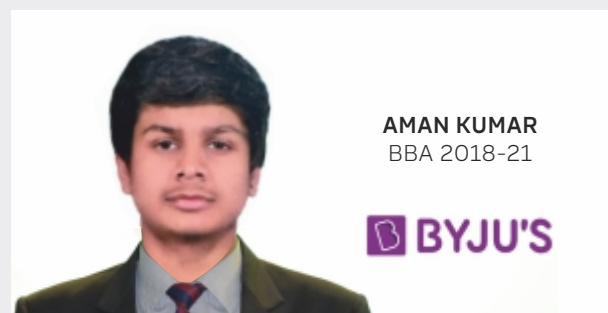
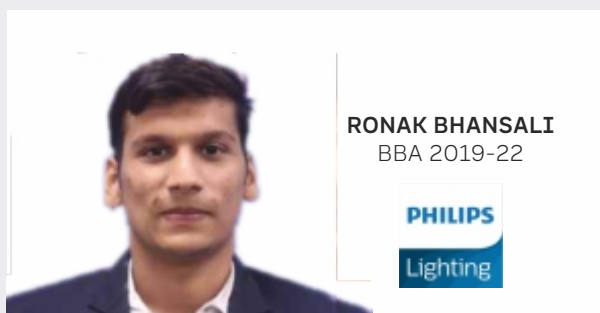
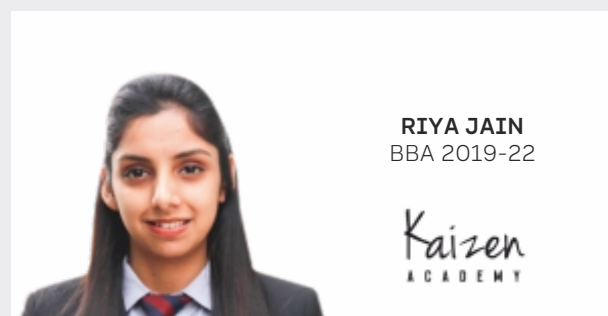
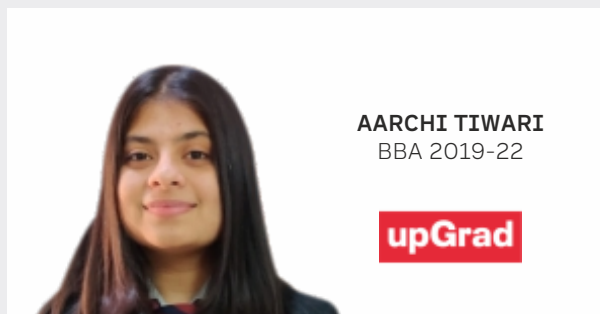
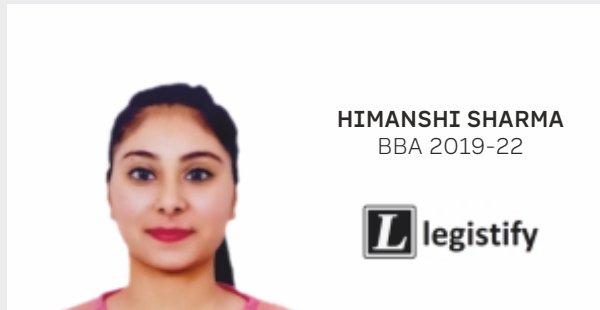


HRITHIK BERI
BBA 2019-22



ABHISHIKT MESHY
BBA 2019-22

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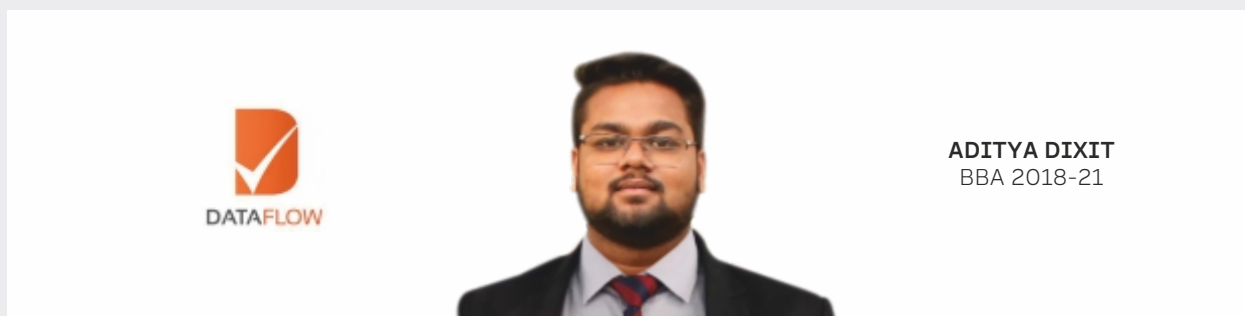




DEEP MISHRA
BCA 2018-21



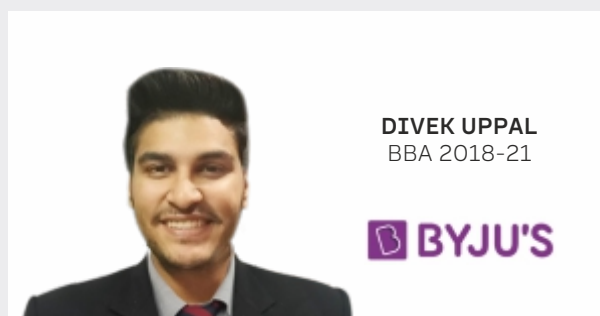
AARUSHI RAJPUT
BBA 2018-21



ADITYA DIXIT
BBA 2018-21



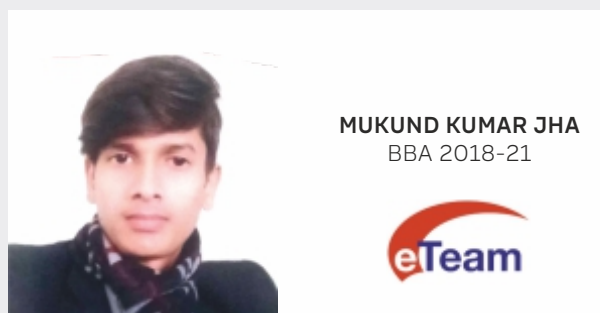
AYUSH BISWAKARMA
BBA 2018-21



DIVEK UPPAL
BBA 2018-21

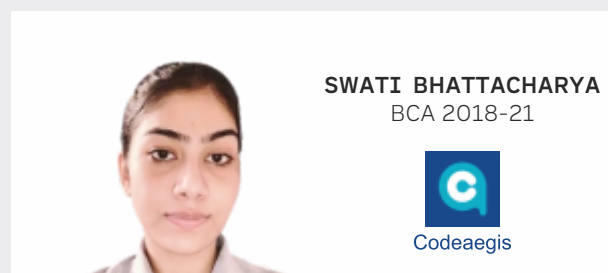
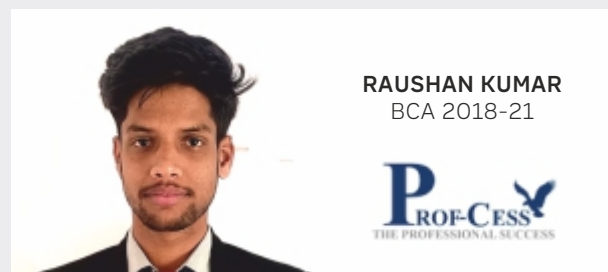
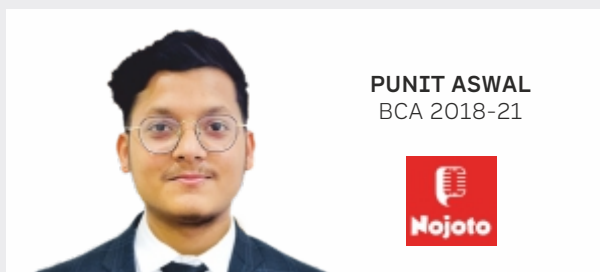
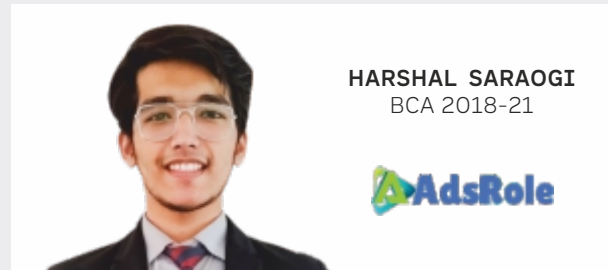


MANSI RAGHUWANSHI
BBA 2018-21



MUKUND KUMAR JHA
BBA 2018-21

Star Placements





PIYA BAJPAI
BBA 2018-21



SANYA KUKRETI
BBA 2018-21



SAURABH JAISWAL
BBA 2018-21



UJJWAL PANDEY
BBA 2018-21



AKANSH
BCA 2018-21



SHWETA OJHA
BBA 2018-21



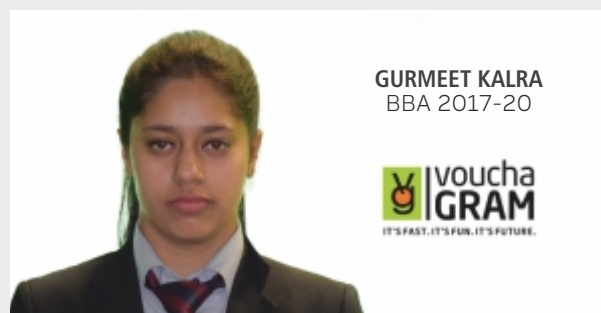
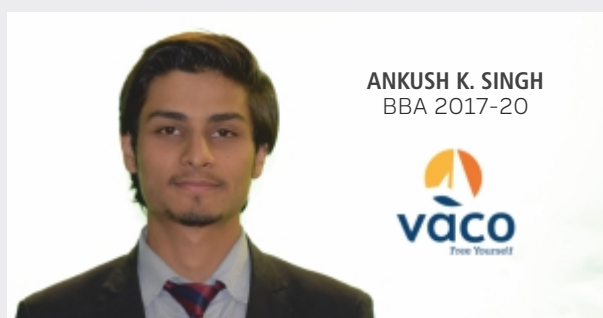
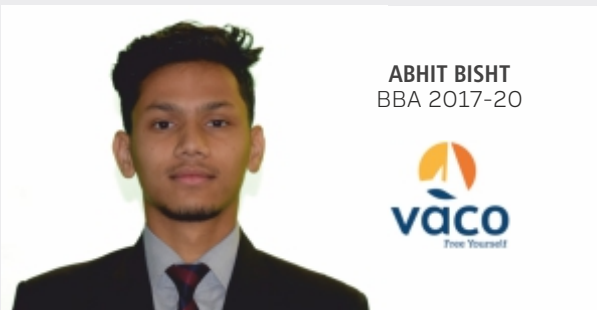
ANIL KUMAR
BCA 2018-21

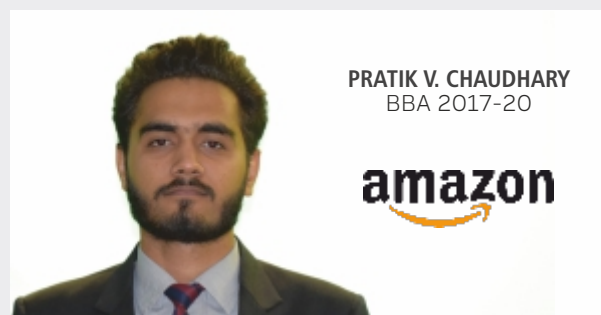
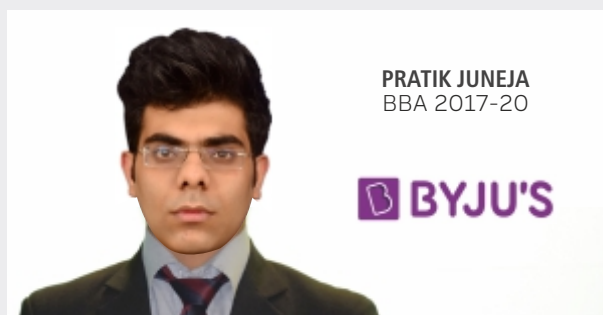
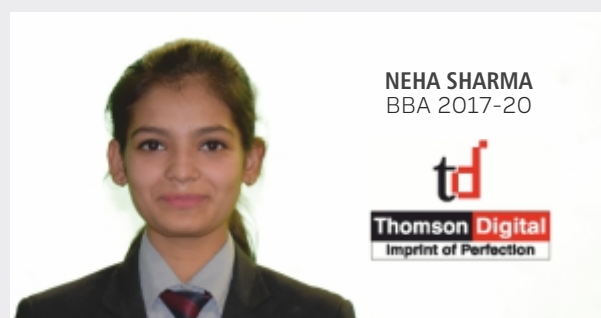


ROHIT RAJ
BBA 2017-20



Star Placements





Star Placements



PRAVEEN POKHRIYAL
BBA 2017-20



Opera Gratia Pvt Ltd.



RAKSHIT SINGHAL
BBA 2017-20




RISHABH K. PANDEY
BBA 2017-20




ROHIT RAJ
BBA 2017-20




SAGAR GOSWAMI
BBA 2017-20



Opera Gratia Pvt Ltd.



SANJANA MADAN
BBA 2017-20



IT'S FAST. IT'S FUN. IT'S FUTURE.



SAURAV K. SINGH
BBA 2017-20



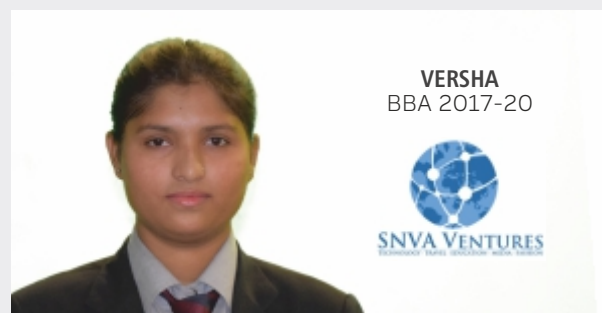
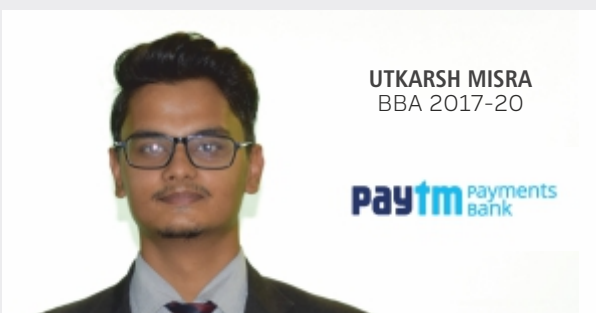
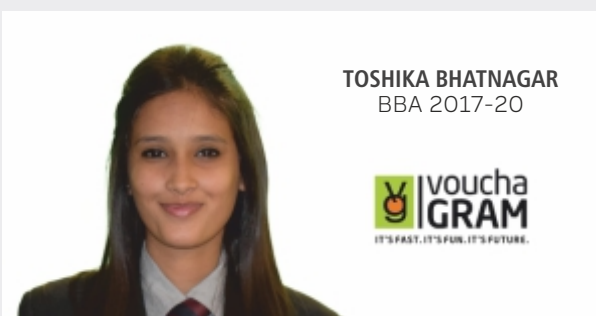
WEALTH CLINIC®
Trusted Wealth Relationship



SHAHBAZ ALAM
BBA 2017-20



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Imprint of Perfection



Experts At ASB

**Distinguished
lecture series:**
An Expert talk



Sh. Ram Nath Kovind
Former President of
India



Sh. Pranab Mukherjee
Former President of
India



Sh. M. Venkaiah Naidu
Former Vice President of
India



Dr. Harsh Vardhan
Former Union Cabinet
Minister, Ministry of
Health & Family Welfare



Sh. Nitin Gadkari
Minister of Road
Transport & Highways



Suresh P. Prabhu
Former Member of
Parliament, Rajya Sabha



Dr. Kiran Bedi
Former Lieutenant
Governor, Puducherry



Philip Kotler
Father of Modern
Marketing



Dr. David Aaker
Father of Modern
Branding



Nick Vujicic
World Renowned
Motivational Speaker



Charlie Duke
American Astronaut



Rene Deceunick
Master Coach in Body
Language



Dr. R. S. Sodhi
Managing Director
Amul India



Kanika Terkiwal
Founder & CEO,
JetSetGo Aviation
Services Pvt. Ltd.



**Sanjeev
Bhikchandani**
Founder
Info Edge India Ltd.



Aman Gupta
Co-Founder & CMO
BOAT



**Vijay Shekhar
Sharma**
Founder, Paytm



Ritu Gupta
Country Director -
Marketing
DELL Technologies



Sagar Daryani
Co-Founder & CEO
Wow! Momos Food Pvt.
Ltd.



Vipul Sabharwal
Managing Director
Luminous Power
Technologies (P) Ltd.



Saurabh Munjal
Co-Founder
Archian Foods



Rajesh Magow
Co-Founder
MakeMyTrip



Vineeta Singh
Co-Founder
Sugar Cosmetics



Shreedha Singh
Co-Founder
The Ayurveda Company &
Khadi Essentials



Tania Chatterjee
Director HR, NatWest
Group



Prashant Pitti
Co-Founder,
EaseMyTrip.com



Dr. Garima Sawhney
Co-Founder,
Pristyn Care



Sheetal J. Sharma
Associate Director
People & Culture
Grant Thornton LLP



Aastha Almas
Founder,
The New Shop



Peyush Bansal
Founder & CEO
Lenskart.com



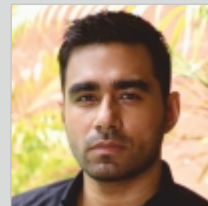
**Arunachalam
Murugunantham**
Social Entrepreneur &
Founder - Jayashree Ind.



Rajit Sikka
Regional Head-Academic
Interface Program-India
North, TCS



Dr. Pawan Agrawal
Mentor,
Mumbai Dabbawala



Bharat Sethi
Founder & CEO,
Rage Coffee



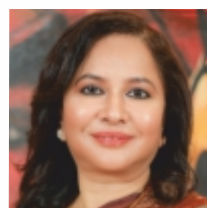
Vikas Bagaria
Founder & CEO
PeeSafe



Aayara Shaheer
Director- Head of
Wealth & Insurance
Mobikwik



Dr. Amit Pareenja
Associate Director - Global
Learning & Development
(Group Corporate HR), TATA
Communications Ltd.



Pushpa Bector
Sr. Executive Director
& Business Head
DLF Ltd.



Dr. Binish Desai
The Recycle Man of
India



Poonam V. Thakkar
Head of Analytics & Digital
Comm., ICF Coach - Aditya
Birla Group | Mentor of
Change - NitiAayog (GOI)



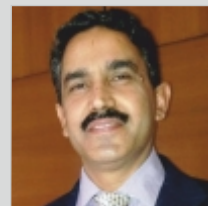
Pritika Mehta
Founder
SockSoho.com



Kisshan Psv
CEO, H bots Robotics



Samir Kapur
Director
Adfactor PR



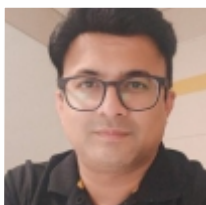
Prem Singh
President
(Group HR), J. K.
Organisation (EZ)



Anjali Singh
Managing Director
Deutsche Bank



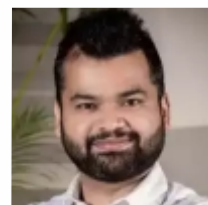
Priya Kumar
Founder & CEO
Priya Kumar's Training
& Systems



Saurabh Mishra
Head IT/TA,
Sopra Banking



Roop Loomba
General Counsel, Head
of Ethics, India and
South Asia, Rolls-Royce



Mahesh Shukla
Founder & CEO,
Payme

Industrial Visits & Training

As a part of its endeavour to help the students gain latest first hand information regarding functioning of the Industry and engaging them in



LinkedIn



Bikano Bikaner Food Pvt. Ltd.



Yakult



AI Impact Summit



Earth Saviour



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Centre For Skill Development CSD

MESSAGE FROM HOD - CENTRE FOR SKILL DEVELOPMENT

Ms. Garima Malhotra Sharma

“Develop a passion for learning. If you do, you never cease to grow” At the Centre for Skill Development Department, we, as a team, are committed to help our students attain “future skills” which would not only help them build a leader’s personality, but also develop an attitude which a professional must have. Aligning ourselves with the motto of ASB “Growth with Education”, our department is focussed on conditioning our student’s behaviour and personality, help them imbibe professionalism in their conduct and exhibit the right soft skills to enter the corporate world. Our focussed approach towards training and mentoring is well executed through PDCC lectures, placement oriented trainings and our niche Crafting Prodigy Program which together help our students achieve 360 degree holistic learning & development.



OUR APPROACH TO STUDENT DEVELOPMENT

- ▣ Evaluate students on various parameters of personality.
- ▣ Develop their individual scoring and year-wise development plans.
- ▣ Foster behavioral skills and help students develop self-confidence.
- ▣ Train students to become placement ready and a good fit for the industry and maintain PAS (Professional Assessment Scores)
- ▣ Provide individual counseling and mentoring sessions.

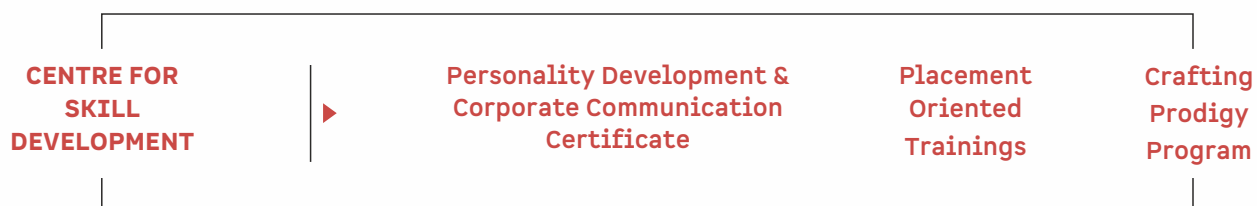


The Centre for Skill Development is a unique Department at Asian School of Business that focuses on rendering industry-specific skills to the students so as to make them placeable in the future. Moreover, the Centre for Skill Development as a department takes the responsibility of making students more ethical, wise, and cultured human beings by training and mentoring them on various soft skills, and personality development components and imbining in them appropriate behavioral skills.

As stated in many types of research that to be successful in your career, it is 20% of the technical skills and 80% of one's soft skills actively contribute to progressing and expanding professionally. Centre for Skill Development hence focuses on converting a student into a professional by aiding the student with the right confidence and attitude, helping them develop professional communication skills, and working on their overall personality development through the methods of coaching, mentoring & training. For us, a "skill" is defined as the "art of application of knowledge" and hence the department focuses on developing and practicing various simulative techniques of teaching to help students learn how to practically apply these skills in real-life situations to attain both personal & professional excellence.

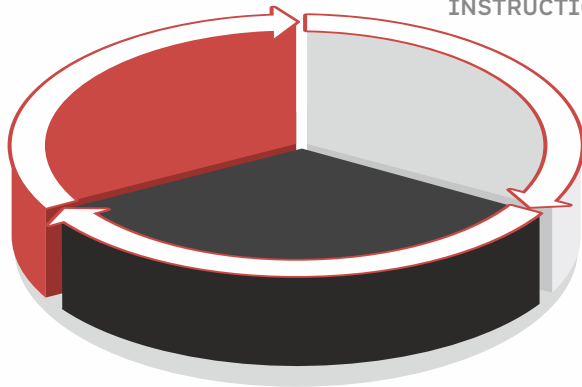
FUNCTIONS OF CENTRE FOR SKILL DEVELOPMENT

Centre for Skill development has 3 major functions on which we rigorously work upon, aligning our vision with the institution's vision.



**STANDARDS
BASED
INSTRUCTIONS**

**INDIVIDUALIZED
INSTRUCTIONS**



**PERFORMANCE
BASED INSTRUCTIONS**

Benefits of the programme:

Everyone learns in different timeframes and in different ways.

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
- Corporate Interface Visits
- Guest Lectures by eminent corporate professionals

**SOFT SKILLS
AND
PERSONALITY
DEVELOPMENT**

**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

1.

Personality Development & Corporate Communication (PDCC):

It is a credit-based certification course given by the Asian Education Group to each of its students which involves classroom teaching on various aspects of soft skills and professional communication through innovative pedagogical techniques. Various activities such as role plays, public speaking techniques, case studies, group discussions, etc. are conducted in the session so as to ensure effective learning and skill development among the students.

CORE AREAS OF THE DEPARTMENT

2.

Placement Orientation Training

Since the agenda of undergoing a professional course is to help a student make a good career ahead with the best possible placements, the Centre for Skill Development conducts rigorous need-based training on soft skills, communication skills & language building for the students. The training module is curated based on the training need analysis conducted in the pre-training evaluation stage. The module and evaluations are developed collectively with the Corporate Resource Cell so that the module meets the industry's needs.

3.

Crafting Prodigy Program (CPP)

Crafting Prodigy Program is a niche and unique program developed by the Asian Education Group which runs on the rationale of "Individual development". It is one of a kind mentoring program that in a very structured format enables a student (prodigy) to work under a faculty mentor (crafter) to first understand the aspects of personality better through self-reflection techniques and thereon work on the individual strengths and weaknesses. What makes this program thoroughly unique is the approach toward every development plan, which is unique and entirely different from the other students.

Clubs At ASB

ATHLEEMA: The Sports Club

UTSAV: The Cultural Club

COMMUNITY SERVICE CLUB

GNOSIS: The Literary Club

LENSNATION CLUB

TECHNOCRATS: The IT Club

IQAC CELL

THE MANAGER'S CLUB

THE ALUMNI CELL

THE HUMAN VALUES AND COUNSELLING CELL

RESEARCH AND DEVELOPMENT CELL

**ENTREPRENEURSHIP DEVELOPMENT AND
INCUBATION CENTRE (EDIC)**

We not only welcome diverse perspectives but see them as a critical ingredient in our uniquely collaborative and creative environment. When people from different backgrounds come together to develop and test an idea, invention takes place. Experience of a business school can never be restricted to academics and classroom learning but rather goes beyond learning from books to all round development of students. Enrolling for a club of their choice and organizing interesting activities throughout the year provides students an opportunity to know their peers better, learn to work in a team and under time and budget constraints.

ATHLEEMA: The Sports Club

Athleema-The Sports Club at Asian School of Business is committed to improving students' college experiences and supporting their overall education and wellbeing. It recognises the value of sports in helping students develop qualities like self-assurance, general goal setting and planning, the ability to





deal with changing circumstances, leadership, time management, problem-solving, analytical thinking, and team spirit. The Athleema club organises events related to sports as a regular activity, which includes in-house activities like chess, carom, table tennis, and snooker, as well as other outdoor activities like basketball, volleyball, kabaddi, badminton, cricket, and football. The club further conducts an annual sports festival, “Athleema”, which is graced by well-known dignitaries and sports celebrities. It’s an event filled with the vibrancy, colourfulness, and eagerness of the young participants from colleges and universities spread over North India who wish to showcase their talent in the respective sports categories.





UTSAV : The Cultural Club

Utsav is one of the most happening clubs at the Asian School of Business. It uses the performing arts to help students embrace and celebrate the rich dimensions of the diversity on campus. The club's goal is to encourage young minds to participate in and showcase their talent in various cultural activities, thereby improving their confidence, time management, interpersonal, and management skills.

The Utsav Club throughout the year organises competitions including painting, singing, dancing, drama, etc. The club further conducts annual activities such as Talent Hunt, Fresher's Party, Farewell, and the Cultural Fest. Kesshet is a mega annual inter-college cultural fest which includes a myriad of engaging activities like –Treasure Hunt, Ad Mad Show, Dances, Nukkad Nattak, Face Painting, Management Quiz, Leadership Games, Vocabulary, Rangoli, Ramp Walk, etc. with participants from colleges and universities spread over North India.



Lensnation Club



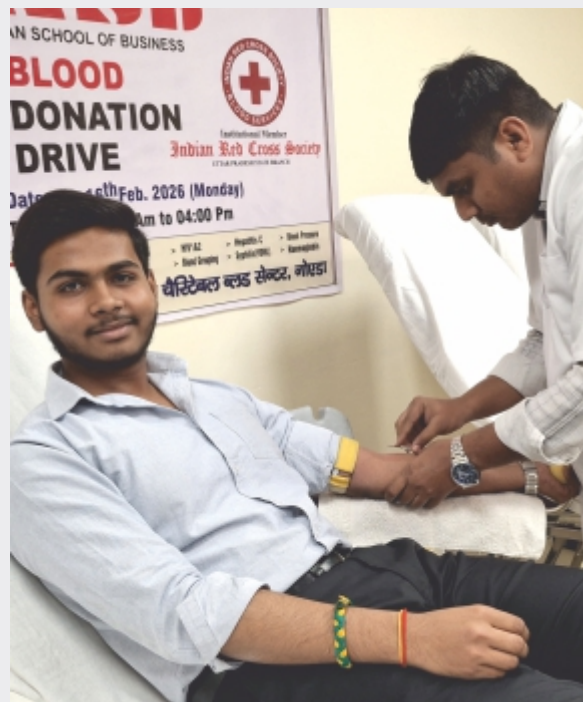
Lensnation Club, an integral part of the Asian School of Business (ASB), is committed to the meticulous documentation of all ASB events, ranging from academic seminars to cultural festivals. With a primary objective of capturing the essence and energy of these occasions, the club endeavors to preserve memories and create a sense of belonging within the ASB community. Through their creative endeavors in photography and videography, club members not only produce high-quality content but also foster community engagement and unity. Lensnation Club's efforts are multifaceted, ranging from comprehensive event coverage to skill development opportunities for its members. Moreover, club activities provide valuable practical experience in photography, videography, editing, and project management, contributing to the personal and professional growth of its members. In essence, Lensnation Club serves as the visual storytellers of ASB, capturing moments, preserving memories, and strengthening the bonds within the ASB community.

Community Service Club



The Community Service Club at Asian School of Business, Noida, epitomizes our dedication to Corporate Social Responsibility. Our primary aim is to inspire and equip young leaders with the skills and passion for service and innovation. Through a range of initiatives, we strive to raise awareness about critical community issues, nurture talent, and drive impactful change at local, national, and international levels.

Aligned with our commitment to social responsibility, the CS Club collaborates with prestigious organizations such as the Indian Red Cross Society, Save Aravali Trust, Rashtriya Charitable Blood Centre, Noida, and Sambharye Foundation. We actively participate in initiatives under the Unnat Bharat Abhiyan and National Service Scheme (NSS), reinforcing our dedication to community development.



GNOSIS: The Literary Club



The Literary Club at Asian School of Business aims to broaden the intellectual horizons of the students by providing them with opportunities to appreciate different types of literature and thus improve their literary skills. The club focuses on communication which are oral, written and demonstrated via expressions. It also aims to help budding orators hone analytical skills, creative thinking, expression, the logic to know more and gain confidence to speak in public. Throughout the year, the club consistently organises elocution competitions, JAMS, extempore, essay writing, creative writing, poetry writing, debate, elocution, skits, quizzes, and MUN to enhance the skills of students. The MUN is the mega-annual event of the literary club organised to give students a highly realistic educational experience in which participants from colleges and universities in NCR participate.

TECHNOCRATS : The IT Club



This club aims to raise students' skill levels outside of the usual curriculum and help students develop skills in the area of computer technology more actively. The IT Club strives to develop an engaging learning environment by offering a glimpse into the industry of information technology covering a variety of elements, thus helping students to create a greater appreciation and understanding of technology and learn its application. The club hosts numerous activities, guest talks, discussions, and workshops throughout the year to aid students in developing IT skill sets and improve participants' understanding of various trends in the IT industry.



IQAC Cell

Vision

To establish standards for ongoing review of the organization's academic and administrative procedures and to evolve, enhance, and sustain excellence in these areas.

Mission

- 1) To arrange for periodic assessment and accreditation.
- 2) To be the driving force for ushering in quality to remove deficiencies and enhance quality.
- 3) To encourage self-evaluation, accountability, autonomy and innovations.
- 4) To ensure a learner-centric environment equipped with the latest techniques and

The Manager's Club



The Managers Club at Asian School of Business works with the objective of equipping students with the required industry exposure and the latest industry requirements in terms of skills and expertise in various fields of marketing, human resources, and finance. The Club, throughout the year, organises activities, workshops, guest talks, etc. related to marketing, human resources, and finance. The major annual events for the club are the HR Conclave and the Budget Conclave. The experiential learning opportunity builds and strengthens the students' partnerships and collaboration with the business world and helps them choose their career path.



technologies for teaching, research and knowledge sharing.

- 5) Promote quality-related research studies, consultancy and training programs.

The Alumni Cell



An institution's strength is in its current students, who will be its future leaders, and in its former students, who have won recognition for their achievements. The Asian School of Business Alumni Cell works tirelessly to improve ties between this institute's alumni and their alma mater. It works with the objective of providing a platform to allow the present students and the alumni to grow together in the process. The cell hosts several activities throughout the year to increase alumni involvement with the institute, which involve the annual alumni meet, mentoring sessions, and guest lectures by notable alumni on campus.

Outcomes of the cell are:

- ▶ To promote the interests and welfare of the alumni association.
- ▶ To encourage networking among alumni and institution
- ▶ To maintain and update the comprehensive database of alumni.
- ▶ To identify and promote alumni success and achievements to advance the credibility and reputation of the college
- ▶ To maintain, deepen and strengthen an enduring life long relationship between alumni and their alma mater through opportunities that promote interaction and engagement.

The Human Values and Counselling Cell



The Human Values and Counselling Cell at Asian School of Business aims to provide a much-needed bridge between the prevalent human condition and the envisioning of a happy and prosperous world. We believe in inculcating the most indispensable human values like honesty, integrity, solidarity, empathy, and many more in our students. These human values are an integral part of us, as they makeup who we are and are what guide us through life. The club works to instill values in our students that will carry over into their professional lives and cater to their need for emotional management as a strength.

The club organizes activities, seminars, workshops, etc., to foster the need for building skills like team building, stress management, critical thinking, problem-solving, etc. that teach our students to be ready for every scenario with adherence to the value system.



Research & Development Cell

RDC

Vision Statement

To be a global center of excellence in research and innovation, driving transformative knowledge creation and societal impact.

Mission Statements

Foster a culture of interdisciplinary research and innovation to address global and industry challenges.

Empower faculty and students with state-of-the-art resources, mentorship, and collaborative opportunities for impactful research.

Promote ethical, sustainable, and cutting-edge research that contributes to academic excellence and societal development.

Strengthen industry-academia partnerships to translate research into real-world applications and policy advancements.



International Conference ASBIC - 2025



Market dynamics throws major challenges to the business environment and research plays a vital role in answering the situational changes in the international business environment. Aligning with the necessity of the research, the Research and Development Cell (RDC) of Asian School of Business lays great stress on research work related to current economic, social, corporate and academic

issues. ASB being one of the members of Computer Society of India (CSI) facilitates and provides its students an opportunity to explore various arenas of latest IT world and looks forward to promote education and knowledge sharing through events like Seminars, Workshops and Conferences etc. on various futuristic streams of IT and management.

ASB International Journal of Management and Technology

ASB-IJMT, International Journal of Management and Technology is a Bi-Annual Research Publication of Asian School of Business. It is a peer-reviewed Journal with the objective of disseminating the experiences, ideas, and case studies of management and

information technology experts in order to promote better understanding. It emphasizes on empirical, applied research and reflections that are useful to Management and Information Technology professionals, while maintaining academic norms and rigour.



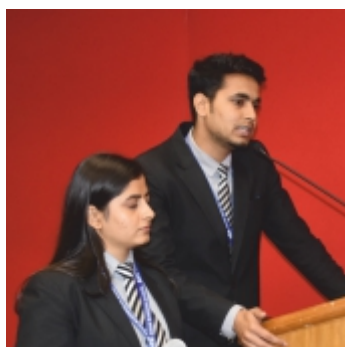
International Conference ASBIC-2024



International Conference ASBIC-2023



International conference ASBIC - 2021



National Seminar - The Gig Economy

Entrepreneurship Development & Incubation Centre EDIC



Asian School of Business believes in fostering an entrepreneurial mindset among its BCA, BBA, B.Com & B.Sc (CS) students and for this purpose we have established the Entrepreneurship Development and Incubation Centre (EDIC). It also organizes guest lectures, Awareness Campaigns, Seminars & Workshops, Quizzes and Business Plan Competitions for entrepreneurship development.

OBJECTIVES

- ▶ Foster an entrepreneurial mindset among students by promoting innovation and creativity.
- ▶ Provide students with practical exposure to entrepreneurship through workshops, seminars, and guest lectures by successful entrepreneurs.
- ▶ Facilitate networking opportunities with industry professionals, mentors, and investors to support students in their entrepreneurial journey.
- ▶ Offer guidance and resources to students to develop and refine their business ideas and plans.
- ▶ Encourage students to take calculated risks and learn from failures as part of the entrepreneurial learning process.



National Women Entrepreneurship Day Celebration



Ideathon 7.0



Problem To Possibilities



OUTCOME

- ▶ Increased awareness and understanding of entrepreneurship among students.
- ▶ Enhanced entrepreneurial skills such as problem-solving, critical thinking, and leadership.
- ▶ Development of viable business ideas and plans through participation in business plan competitions and incubation programs.
- ▶ Establishment of student-led startups and ventures with potential for growth and impact.
- ▶ Creation of a supportive ecosystem for aspiring entrepreneurs within the college community.
- ▶ Recognition of ASB as a hub for entrepreneurship and innovation in the region.

EDIC also has an arm of ASB-IIC which is innovation centric and motivates and instills the innovation fire among the students. The Ministry of Education (MoE), Govt. of India has established 'MoE's Innovation Cell (MIC)' to systematically foster the culture of Innovation amongst all Higher Education Institutions (HEIs). The primary mandate of MIC is to encourage, inspire and nurture young students by supporting them to work with new ideas and transform them into prototypes while they are informative years. MIC has envisioned encouraging creation of 'Institution Innovation Council (IIC)' across selected Higher Education Institutions to promote innovation in the Institution through multitudinous modes leading to an innovation promotion ecosystem in the campuses



Hunt "The Hidden Quest"

Hunt "The Hidden Quest"

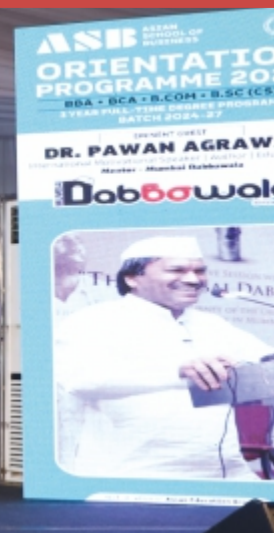
Orientation Program 2025





Orientation Program 2024





Orientation Program 2023





Orientation Program 2023





Orientation Program 2022





Orientation Program 2022





28th September - 3rd October



ORIENTATION PROGRAM - 2022

28th September - 3rd October

Freshers' Party 2025





Freshers' Party 2024





Freshers' Party 2023





Freshers' Party 2022





Freshers' Party 2021





Athleema - Annual Sports Meet

KEY MILESTONES



13
Seasons



15,000+
Participants across country



PRELUDE 2026



CHIEF GUESTS AT ATHLEEMA

ISHANT SHARMA : 2025



RANVIJAY SINGHA : 2024



PRINCE NARULA



500+

Colleges and Universities
across country participated



10 Lacs+

Cash Prizes



30+

Sports



: 2023

THE GREAT KHALI : 2022

BAICHUNG BHUTIA : 2020

Athleema - Annual Sports Meet : Season 13 2026





Athleema - Annual Sports Meet : Season 12 2025





Athleema - Annual Sports Meet : Season 12 2025





Athleema - Annual Sports Meet : Season 11 Prelude 2024





Athleema - Annual Sports Meet : Season 11 2024





Athleema - Annual Sports Meet : Season 10 Prelude 2023





Athleema - Annual Sports Meet : Season 10 2023





Athleema - Annual Sports Meet 2022





Annual Cultural Fest : Kesshet





Convocation 2026





Convocation 2024





Convocation 2023





Student of the Month



AEC
Asian Education Group

Congratulates

MUKUL AHUJA

12th MBT 101

to being

STUDENT OF THE MONTH
FEBRUARY '26

AHE



AEC
Asian Education Group

Congratulates

KHUSHBOO

12th MBT 101

to being

STUDENT OF THE MONTH
FEBRUARY '26

AHE



AEC
Asian Education Group

Congratulates

AKSHARA SINGH

12th MBT 101

to being

STUDENT OF THE MONTH
FEBRUARY '26

AHE



AEC
Asian Education Group

Congratulates

VAISHNAVI SAINI

12th MBT 101

to being

STUDENT OF THE MONTH
MAY '26

AHE



AEC
Asian Education Group

Congratulates

SIDDHANT PRIYAM

12th MBT 101

to being

STUDENT OF THE MONTH
MAY '26

AHE



AEC
Asian Education Group

Congratulates

SAMARA ANSARI

12th MBT 101

to being

STUDENT OF THE MONTH
MAY '26

AHE



AEC
Asian Education Group

Congratulates

ADITYA SINGH

12th MBT 101

to being

STUDENT OF THE MONTH
DECEMBER '25

AHE



AEC
Asian Education Group

Congratulates

SHIFA SHAKEEL

12th MBT 101

to being

STUDENT OF THE MONTH
DECEMBER '25

AHE



AEC
Asian Education Group

Congratulates

DIVYASHA CHAUDHARY

12th MBT 101

to being

STUDENT OF THE MONTH
DECEMBER '25

AHE



AEC
Asian Education Group

Congratulates

ISHITA KESHARWANI

12th MBT 101

to being

STUDENT OF THE MONTH
NOVEMBER '25

AHE



AEC
Asian Education Group

Congratulates

SANDRA

12th MBT 101

to being

STUDENT OF THE MONTH
NOVEMBER '25

AHE



AEC
Asian Education Group

Congratulates

MD. HUMAM AZIZ KHAN

12th MBT 101

to being

STUDENT OF THE MONTH
NOVEMBER '25

AHE



AEC
Asian Education Group

Congratulates

PALAK SHARMA

12th MBT 101

to being

STUDENT OF THE MONTH
NOVEMBER '25

AHE



AEC
Asian Education Group

Congratulates

AANSI

12th MBT 101

to being

STUDENT OF THE MONTH
OCTOBER '25

AHE



AEC
Asian Education Group

Congratulates

SHIVAKEERTHANA NAMBIAR

12th MBT 101

to being

STUDENT OF THE MONTH
OCTOBER '25

AHE



AEC
Asian Education Group

Congratulates

KHUSHI SHARMA

12th MBT 101

to being

STUDENT OF THE MONTH
OCTOBER '25

AHE



AEC
Asian Education Group

Congratulates

TANU KUMARI

12th MBT 101

to being

STUDENT OF THE MONTH
OCTOBER '25

AHE



AEC
Asian Education Group

Congratulates

AKSHITA GOEL

12th MBT 101

to being

STUDENT OF THE MONTH
SEPTEMBER '25

AHE



AEG
Asian Education Group

Congratulates

PRITHI IHA

TECHNICAL

100%

STUDENT OF THE MONTH
SEPTEMBER '25

AEG



AEG
Asian Education Group

Congratulates

JASVEEN KAUR

TECHNICAL

100%

STUDENT OF THE MONTH
SEPTEMBER '25

AEG



AEG
Asian Education Group

Congratulates

BHAVISHYA VERMA

TECHNICAL

100%

STUDENT OF THE MONTH
AUGUST '25

AEG



AEG
Asian Education Group

Congratulates

JAGRITI ARORA

TECHNICAL

100%

STUDENT OF THE MONTH
AUGUST '25

AEG



AEG
Asian Education Group

Congratulates

OJASVEE MOHANTY

TECHNICAL

100%

STUDENT OF THE MONTH
JULY '25

AEG



AEG
Asian Education Group

Congratulates

ASTHA SHARMA

TECHNICAL

100%

STUDENT OF THE MONTH
JULY '25

AEG



AEG
Asian Education Group

Congratulates

ADITYA PODDAR

TECHNICAL

100%

STUDENT OF THE MONTH
JULY '25

AEG



AEG
Asian Education Group

Congratulates

NEIKHOKIM VAIPHEI

TECHNICAL

100%

STUDENT OF THE MONTH
JUNE '25

AEG



AEG
Asian Education Group

Congratulates

ISHA JASWAL

TECHNICAL

100%

STUDENT OF THE MONTH
JUNE '25

AEG



AEG
Asian Education Group

Congratulates

MANISH KUMAR

TECHNICAL

100%

STUDENT OF THE MONTH
MAY '25

AEG



AEG
Asian Education Group

Congratulates

AYUSH KUMAR

TECHNICAL

100%

STUDENT OF THE MONTH
MAY '25

AEG



AEG
Asian Education Group

Congratulates

HARSH YADAV

TECHNICAL

100%

STUDENT OF THE MONTH
MAY '25

AEG



AEG
Asian Education Group

Congratulates

BHAVISHYA VERMA

TECHNICAL

100%

STUDENT OF THE MONTH
APRIL '25

AEG



AEG
Asian Education Group

Congratulates

JAGRITI ARORA

TECHNICAL

100%

STUDENT OF THE MONTH
APRIL '25

AEG



AEG
Asian Education Group

Congratulates

DIYA SAHNI

TECHNICAL

100%

STUDENT OF THE MONTH
APRIL '25

AEG



AEG
Asian Education Group

Congratulates

SAKSHI SISODIYA

TECHNICAL

100%

STUDENT OF THE MONTH
MARCH '25

AEG



AEG
Asian Education Group

Congratulates

NAYASA KUMARI

TECHNICAL

100%

STUDENT OF THE MONTH
MARCH '25

AEG



AEG
Asian Education Group

Congratulates

SURAJ SINGH

TECHNICAL

100%

STUDENT OF THE MONTH
MARCH '25

AEG

Confluence 2026

Connect, Create and celebrate





Visit of Hon'ble Shri Nitin Gadkari

The Convocation Ceremony was distinguished by the gracious presence of Shri Nitin Gadkari, Hon'ble Union Minister of Road Transport and Highways, Government of India, whose visionary address served as a powerful source of inspiration for the graduating cohort. In his compelling address, Shri Gadkari urged students to reimagine their roles in a rapidly evolving global landscape. He emphasized the critical need to foster innovation, entrepreneurial thinking, and solution-

oriented mindsets, encouraging young graduates to transition from job seekers to job creators. Highlighting India's growing potential as a hub of opportunity, he called upon students to leverage their knowledge, creativity, and skills to contribute meaningfully to economic and social progress.



**Hon'ble Union Minister of Road Transport and Highways, Government of India
at AEG on Tuesday, 17th March 2026**

He further underscored the importance of bridging the gap between academic learning and industry requirements, advocating for a strong focus on practical exposure, technological adaptability, and continuous upskilling. Stressing sustainability and inclusive development, he inspired students to adopt environmentally responsible practices and contribute towards building a future-ready nation.

Reinforcing the significance of values, Shri

Gadkari highlighted integrity, discipline, and perseverance as the cornerstones of long-term success. He encouraged students to embrace challenges with confidence, view failures as learning opportunities, and remain steadfast in their pursuit of excellence.



Visit of Hon'ble Shri Pranab Mukherjee

It was an honour for Asian Education Group to host Hon'ble Shri. Pranab Mukherjee, Former President of India within the campus premises on 28th August 2018 for having an interaction session with the students to guide them to be the torch bearers for future.

The program started with the national anthem followed by traditional lamp lighting that was subsequently followed by Prof. Sandeep Marwah, President - Asian Education Group warmly welcoming Shri. Pranab Mukherjee by presenting him with Scroll of Honour and Memento. This was followed by welcome address by Dr. Lalitya Vir Srivastava, Director - Asian Education Group.

To begin with his address, Shri. Pranab Mukherjee congratulated Asian Education Group for successfully completing 25 years of imparting education to the youth of country so much so that presently it is one of the best education groups in the country.

During his address, Shri. Pranab Mukherjee emphasized that it is the students community who have to be the torch bearers of society and they are the ones who need to bring about a positive change by pursuing higher education



Former President of India at AEG on Tuesday, 28th August 2018

so that we can have a better and vibrant India. He highlighted the importance of research and development in the growth of any country and as per him; it is the student community who have to take a lead in this regard. He called upon the student community to make India self-reliant in every field by better use of technology so that we would potentially be a super power in the coming days. But at the same time, we also need to make sure that we do not lose track of our traditional values while moving ahead.

This was certainly a great experience for students of Asian Education Group to listen to the person who held the highest office of the

nation. To culminate the program, Prof. Sandeep Marwah, President – Asian Education Group thanked Shri. Pranab Mukherjee for taking time out of his busy schedule to have a nice and interactive session with the students of Asian Education Group. At the same time, Prof. Marwah pressed upon the students to have a good Attitude, Self-Belief, Conviction, work for Development of the society, have Enthusiasm, be Focused and have a clear Goal so as to make India a force to reckon with in the time to come.



Visit of Chetan Bhagat

It was an honour for Asian School of Business to host Mr. Chetan Bhagat within the campus premises for a session with students. World-renowned famous author, columnist, screenwriter, television personality & motivational speaker - Mr. Bhagat delivered a power-packed session on the topic "Create Your Own Brand".

Mr. Chetan Bhagat is the "biggest selling English language novelist in Indian history" and he was featured in Time Magazine's list of the "100 most influential people in the world"

in 2010. He was also ranked amongst "100 most creative people in business" by Fast Company (USA). Presently Mr. Bhagat is a very effective and successful motivational speaker and is clearly the voice of India's rising entrepreneurial class by Time Magazine.

So, what's the secret of brand Mr. Chetan Bhagat's success? Well, he knows how to



**World-renowned famous author, columnist, screenwriter,
television personality & motivational speaker**

communicate well with his target audience, thereby adding value to his brand. He has been able to build a great brand through his books. He clearly has figured out how to work his target market very well. Building a brand is not an easy task, but business professionals and entrepreneurs can do well to follow his mantra of pleasing his audience.

During the lively session on the topic of “Create Your Own Brand” at the Asian School of Business, Mr. Bhagat delved upon how students should remain steadfast in the pursuit of their

dreams and thereby achieve success and the satisfaction of creating their own brand. His talk was interlaced with several interesting analogies, similes and anecdotes in his very own inimitable down-to-the-earth style that left his audience thoroughly satisfied and hugely motivated.



Alumni Engagement

ALUMNI OF THE MONTH

 ASB ASIAN SCHOOL OF BUSINESS Congratulates DHRUV RAJPAL (BBA BATCH 2018) CIBC MELLON, TORONTO, CANADA For Being ALUMNI OF THE MONTH JANUARY '25	 ASB ASIAN SCHOOL OF BUSINESS Congratulates SONU SINGH (BBA BATCH 2018) ASSISTANT MANAGER Deloitte For Being ALUMNI OF THE MONTH JUNE '25
 ASB ASIAN SCHOOL OF BUSINESS Congratulates PRINCE GUPTA (BBA BATCH 2018) IBM For Being ALUMNI OF THE MONTH FEBRUARY '25	 ASB ASIAN SCHOOL OF BUSINESS Congratulates ANISH KUMAR (BBA BATCH 2018) Manager, Wholesale Banking Service at AXIS BANK For Being ALUMNI OF THE MONTH JULY '25
 ASB ASIAN SCHOOL OF BUSINESS Congratulates TAMANNA KOTNALA (BBA BATCH 2017) moglix For Being ALUMNI OF THE MONTH MARCH '25	 ASB ASIAN SCHOOL OF BUSINESS Congratulates DHRUVIKA BHARTIYA (BBA BATCH 2017) Senior Analyst at EY For Being ALUMNI OF THE MONTH AUGUST '25
 ASB ASIAN SCHOOL OF BUSINESS Congratulates ABDUL HANNAN SIDDIQUI (BBA BATCH 2018) MEADOW HOMELIFE For Being ALUMNI OF THE MONTH APRIL '25	 ASB ASIAN SCHOOL OF BUSINESS Congratulates KANISHKA KHATTAR (BBA BATCH 2017) Finance Associate at Landis+Gyr For Being ALUMNI OF THE MONTH SEPTEMBER '25
 ASB ASIAN SCHOOL OF BUSINESS Congratulates CHANDNI CHAUHAN (BBA BATCH 2020) ASSOCIATE DIGITAL MARKETING SUCCESSIVE™ DIGITAL For Being ALUMNI OF THE MONTH MAY '25	 ASB ASIAN SCHOOL OF BUSINESS Congratulates ATUL MISHRA (BBA BATCH 2021) Marketing Executive at orbit For Being ALUMNI OF THE MONTH OCTOBER '25

COFFEE WITH ALUMNI (Batch 2018-21, Batch 2019-22)



Alumni Engagement

ALUMNI OF THE MONTH

ASIAN SCHOOL OF BUSINESS <i>Congratulates</i>  SIDDHANT MAGON (BBA Batch 2020) SENIOR ASSOCIATE zomato for being ALUMNI OF THE MONTH QUADRI MESTER EDITION'24	ASIAN SCHOOL OF BUSINESS <i>Congratulates</i>  KUSHAL AGARWAL (BBA Batch 2016) Assistant Manager SCALER for being ALUMNI OF THE MONTH JAN'24	ASIAN SCHOOL OF BUSINESS <i>Congratulates</i>  SACHIN GUPTA (BCA Batch 2019) Data Engineer Jash Data Sciences for being ALUMNI OF THE MONTH NOV'23
ASIAN SCHOOL OF BUSINESS <i>Congratulates</i>  SHYAMBHAVI PRIYA (BBA Batch 2017) M.Sc. In Global Luxury Brand Management SUP LUXE for being ALUMNI OF THE MONTH MAY'24	ASIAN SCHOOL OF BUSINESS <i>Congratulates</i>  AKSHAT BHARDWAJ (BBA Batch 2019) Senior Analyst genpact for being ALUMNI OF THE MONTH OCT'23	
ASIAN SCHOOL OF BUSINESS <i>Congratulates</i>  SANJEEV JENA (BBA Batch 2018) Transaction Monitoring (AML Financial Crime) Analyst tide for being ALUMNI OF THE MONTH APR'24	ASIAN SCHOOL OF BUSINESS <i>Congratulates</i>  PRATIK CHAUDHARY (BBA Batch 2017) REGIONAL HEAD - HR ADITYA BIRLA CAPITAL for being ALUMNI OF THE MONTH DEC'23	ASIAN SCHOOL OF BUSINESS <i>Congratulates</i>  JAHNVI JHA (BCA Batch 2018) Assistant Marketing Manager JUNGLEE for being ALUMNI OF THE MONTH SEP'23
ASIAN SCHOOL OF BUSINESS <i>Congratulates</i>  RISHABH PANDEY (BBA Batch 2017) Senior Credit Specialist [Logo] for being ALUMNI OF THE MONTH MAR'24	ASIAN SCHOOL OF BUSINESS <i>Congratulates</i>  SIDDHARTH BHARDWAJ (BBA Batch 2017) Senior Strategic Analyst Fidelity for being ALUMNI OF THE MONTH APR'23	

COFFEE WITH ALUMNI (Batch 2018-21, Batch 2019-22)



Alumni Engagement

ALUMNI OF THE MONTH



ASB
ARJUN SCHOOL OF BUSINESS

Congratulates
BHARAT BHUSHAN
(BBA BATCH 2018)
Senior Executive-Human Resources

wipro
for being
ALUMNI OF THE MONTH
JANUARY' 23



ASB
ARJUN SCHOOL OF BUSINESS

Congratulates
SAKSHI CHAUDHARY
(BBA BATCH 2018)
Associate Research Analyst

SVAM
INTERNATIONAL INC.
for being
ALUMNI OF THE MONTH
OCTOBER' 22



ASB
ARJUN SCHOOL OF BUSINESS

Congratulates
HARSHAL SARAOGI
(BCA BATCH 2019)
Project Manager

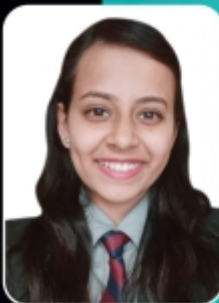
Flipkart
for being
ALUMNI OF THE MONTH
SEPTEMBER' 22



ASB
ARJUN SCHOOL OF BUSINESS

Congratulates
NISCHAY SHRIVASTAV
(BBA BATCH 2017)
Tax Analyst

mazars
for being
ALUMNI OF THE MONTH
AUGUST' 22



ASB
ARJUN SCHOOL OF BUSINESS

Congratulates
PIYA BAJPAI
(BBA BATCH 2018)
Relationship Developer

tc+global
for being
ALUMNI OF THE MONTH
JULY' 22



ASB
ARJUN SCHOOL OF BUSINESS

Congratulates
SHUBHAM AGGARWAL
(BBA BATCH 2018)
Accounts Receivables Analyst Support

SIGNATURE SATIVA
WELLNESS FOODS, INDIA
for being
ALUMNI OF THE MONTH
JUNE' 22



ASB
ARJUN SCHOOL OF BUSINESS

Congratulates
AKSHITA UPRETI
Senior Associate

zomato
for being
ALUMNI OF THE MONTH
MAY' 22

COFFEE WITH ALUMNI (Batch 2018-21, Batch 2019-22)



Event Calendar

AUG

- ▶ Orientation Programme – Batch 2026-29
- ▶ Industry Expert Talk: Guest Lecture
- ▶ Industrial Visit
- ▶ Independence Day Celebrations – Utsav

- Club
Community Service Club Activity

▶ SEP

- ▶ Industry Expert Talk: Guest Lecture
 - ▶ Freshers' Party 2026
 - ▶ Industrial Visit
 - ▶ Technocrat Club – Webathon
- "Artistic Tribute - Celebrating Gandhi

Jayanti Through Art" 4.0 By

NSS+Prakriti+CS Club

OCT

- ▶ International Conference ASBIC-2026
- ▶ Literary Club – MUN 6.0
- ▶ Industry Expert Talk: Guest Lecture
- ▶ Page to Stage by GNOSIS
- ▶ Entrepreneurship Development & Incubation

Cell (EDIC) Activity – Ideathon 9.0

▶ NOV

- ▶ Industry Expert Talk: Guest Lecture
- ▶ IT Club – Technocrats Activity
- ▶ Literary Club – Gnosis Activity
- ▶ The Light up Haat - EDIC
- ▶ Annual Cultural Festival – Kesshet

▶ DEC

- ▶ Industry Expert Talk: Guest Lecture
- ▶ Faculty Development Programme (FDP)
- Cultural Club – Utsav Activity



JAN

- ▶ Industry Expert Talk: Guest Lecture
- ▶ National Startup Day Celebration EDIC
- ▶ Republic Day Celebrations
- ▶ Community Service Club Activity – Visit to
- ▶ NGOs & Blood Donation Drive
- ▶ Management Development Programme (MDP)
- ▶ Annual Sports Meet – Athleema Season 14

FEB

- ▶ Industry Expert Talk: Guest Lecture
- ▶ Industrial Visit
- ▶ Convocation Ceremony
- ▶ ATHLEEMA Sports Club Activity – Sportify 4.0
- ▶ Alumni Meet – Alumni Relations Cell
- ▶ Budget conclave

MAR

- ▶ Industry Expert Talk: Guest Lecture
- ▶ Human Values & Counselling Cell Activity
- ▶ Manager's Club Activity – Case Craft 3.0

APR

- ▶ Student of the year 2027
- ▶ Industry Expert Talk: Guest Lecture
- ▶ Faculty Development Programme (FDP)
- ▶ HR Club Activity – SYNERGIZE
- ▶ Treasure Hunt

MAY – JUNE

- ▶ Summer Internship & Industrial Projects
- ▶ Farewell Ceremony

Workshop* at Oxford Business College

[BBA / BCA / B.Com / B.Sc (CS)]

**As per consent shared for schedule from Oxford Business College*

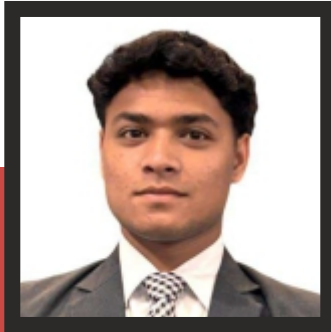


Students Speak



My experience at the Asian School of Business as a first-year BBA student has been deeply transformative and intellectually invigorating. The academic institution creates an erudite and dynamic academic environment that stimulates and encourages inquiry, innovation, and excellence in all aspects. One of the significant aspects of my academic experience at ASB has been the active participation in numerous competitions in various fields.

Srishti Varshhney
BBA 2025



At Asian School of Business, growth goes beyond textbooks – it is built through experiences that challenge and transform you. My journey began with the Fresher's Ramp Walk, a simple yet defining moment that pushed me beyond my comfort zone and opened the door to countless opportunities. From participating in various events to becoming a part of the organizing team for MUN 5.0, I gradually learned the value of teamwork, coordination, and execution.

Suzav
BCA 2025-28



I am currently pursuing my B.Sc. (Computer Science) at Asian School of Business, Noida, and my experience at the ASB has been enriching and positive. I have actively participated in almost all the events organized by the college, which has significantly contributed to my overall personality development, communication skills, and confidence. The faculty members are highly supportive, approachable, and dedicated, always providing guidance and encouragement to help students excel academically and personally. The campus environment is well-organized, student-friendly, and strictly ragging-free, ensuring a safe and welcoming atmosphere for all students.

Tanu Kumari
B.Sc (CS) 2024-27



Upon entering college, I was met with a blend of excitement and apprehension as I transitioned from school. However, I quickly adapted and found my rhythm. Eager to embrace new opportunities, I assumed the role of executive at the HVCC Club, where I developed my leadership skills. Additionally, I took on the responsibility of coordinating Athleema, which taught me the value of teamwork and communication. My academic journey was marked by dedication and the consistent support of my professors, which led to impressive academic results and boosted my confidence. I was honored to be recognized as the semester topper—a distinction I hold with great pride. I was also thrilled that I had won SOTY 2026. However, my most rewarding experience came from my role as a coordinator for the Orientation

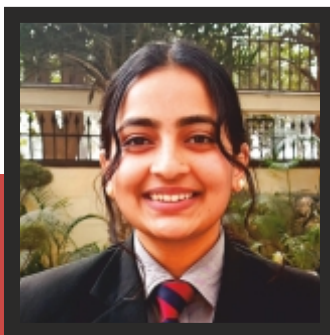


As an alumnus of the Asian School of Business, I can confidently say that choosing this institution was one of the most impactful decisions of my academic journey. The dynamic and diverse environment, supported by highly experienced faculty, provided me with a strong foundation of knowledge and skills essential for today's competitive business landscape. The rigorous curriculum, combined with a practical approach to learning, extensive internship opportunities, and meaningful industry exposure, played a crucial role in shaping my professional readiness.

Rohan Sharma
B.Com 2021-2024

program. This opportunity allowed me to present myself as a senior and significantly enhanced my leadership and organizational abilities.

Isha Jaswal
BCA 2023-2026



My experience at the Asian School of Business has been nothing short of transformative. The institution has fostered an environment that is not only intellectually stimulating but also incredibly supportive. The faculty transcends the role of mere educators, transforming into mentors who meticulously cultivate our potential and guide us on a resolute path towards excellence. Equipped with cutting-edge facilities and the latest technology, the Asian School of Business provides a platform for boundless exploration and innovation. This, coupled with the vibrant tapestry of the campus culture, has nurtured an atmosphere that encourages collaboration, creativity, and holistic personal growth. I am profoundly grateful for the invaluable opportunities and resources placed at my disposal by the Asian School of Business. These have empowered me to not only achieve my academic goals but also lay a solid foundation for the endeavors that lie ahead.

Priyanshu Soabhagya
BCA 2022-25



I chose the Asian School of Business for its strong academic reputation, which I first learned about from my cousin who studied here. However, I never anticipated how profoundly this institution would shape my personality and aspirations.

ASB provides an ideal balance of academics and intellectual growth. The weekly activities and frequent events, designed to foster critical thinking, have encouraged me to expand my perspectives. I've particularly enjoyed the semester-wise diploma courses and eagerly look forward to the Business Analyst Diploma.

Some of my proudest achievements include serving as the Chair holder at ASB MUN 4.0, being the Master of Ceremony for Ideathon (a national-level competition), and receiving the Student of the Month award in November. Additionally, my roles as the Executive of Gnosis and Secretary of the Research and Development Cell have significantly enhanced my leadership skills. The unwavering support of dedicated faculties and academicians, along with my determination, has played a crucial role in my journey.

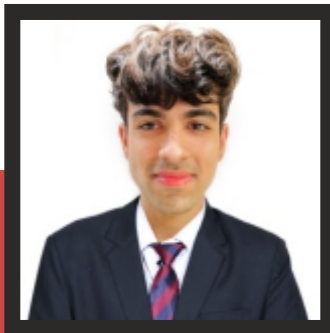
Ananya Tripathi
BBA 2023-2026

Students Speak



My journey at ASB has been enriching and filled with diverse experiences that have greatly contributed to my growth. As a fresher, I explored new academic subjects and engaged in various activities that broadened my horizons. Participating in the (MUN) Model United Nations enhanced my diplomacy and public speaking skills while allowing me to engage in discussions on global issues. Representing a country and debating with peers was both challenging and rewarding. ASB has laid a strong foundation for my future self, and I look forward to further growth and experiences.

Palak Sachdeva
B.Sc (CS) 2024-2027



My journey at the Asian School of Business has been nothing short of a dream. Looking back as an alumnus, I truly value the unwavering support and guidance I received from the faculty. They not only taught me but also motivated and inspired me at every step, serving as a constant source of direction and encouragement. The professors were incredibly supportive, understanding, and always willing to help, which played a key role in building my confidence and academic foundation. What truly sets ASB apart is its practical approach to learning and strong industry exposure.

Kushagra Madan
B.Com 2022-25



My journey at the Asian School of Business, Noida, has been truly enriching. As an alumnus, I can confidently say that ASB provided a strong academic foundation along with excellent exposure through extracurricular activities. The institute played a key role in grooming my personality, enhancing my communication skills, confidence, and overall professionalism. The supportive faculty and their constant guidance helped me prepare for real-world challenges. In my current role, the skills I developed at ASB such as teamwork, time management, and problem-solving—have been extremely valuable in handling job responsibilities effectively. I am proud to be an alumnus of ASB.

Prashant Negi
BBA 2022-25



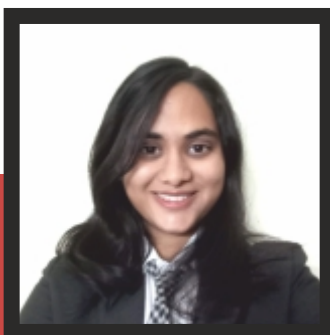
Joining ASB was the start of an incredible transformation. It refined my confidence, communication, and networking skills, turning my initial struggles into strengths. From a hesitant speaker to an articulate communicator, ASB has helped me grow immensely. The college nurtured my entrepreneurial spirit, leading my team to secure 1st runner-up in Ideathon against IIT Hyderabad. I honed my analytical and research skills through case studies, diplomacy in MUN 4.0, and the ASB International Conference. Exciting competitions like Sportify and Athleema added unforgettable moments to my journey.

Kartik Chauhan
BBA 2023-2026



My journey at the Asian School of Business has been nothing short of transformative. Once hesitant and reserved, I now confidently embrace challenges, step out of my comfort zone, and seize opportunities that once felt overwhelming. This remarkable growth would not have been possible without ASB's supportive and dynamic environment, coupled with the unwavering guidance of the dedicated faculty. Their constant encouragement and belief in my potential have been instrumental in unlocking my strengths and inspiring me to excel.

Mili Rastogi
BBA 2024-2027



My journey at the Asian School of Business has been an enriching experience marked by growth, opportunities, and profound learning. I am truly inspired by the exceptional faculty, whose dynamic and practical teaching methods have made learning both engaging and impactful. Under their invaluable mentorship, I achieved the prestigious title of semester topper while excelling in various extracurricular activities. Furthermore, my proficiency in public speaking led to opportunities to anchor various events, further refining my confidence and oratory skills.

Sanchika Khandelwal
B.Com 2023-2026



At ASB, my academic journey has truly exceeded my expectations. The faculty here is exceptional – they not only teach but inspire and guide us towards success. The supportive environment and personalized attention from professors have boosted my confidence. ASB College has provided me with invaluable opportunities to grow academically and personally. I am grateful for the mentorship and resources available here, which have empowered me to excel.

Ansh Verma
BBA 2023-2026



I am so glad to share my journey at the Asian School of Business (ASB) as a BCA student. College life has always been something I looked forward to, and ASB has truly made it a memorable experience. Every day here feels like a new story filled with learning, challenges, and unforgettable moments. From the first day, ASB has been welcoming and supportive. The campus is lively, the faculty is encouraging, and my classmates are amazing. As a BCA student, I have been introduced to the fascinating world of technology through practical sessions, workshops, and projects that have boosted my confidence and skills.

Khushi Sharma
BCA 2023-2026

Housing

Hostel for ASB students 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 facilities like

television sets, indoor games, internet access, and other recreation facilities. It is virtually a home away from home.

Boarders learn 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

BOYS HOSTEL



debate, declamation, essay writing, quiz, and public speaking, in addition to the curriculum of the college. 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-specialty hospitals of New Delhi are located at a short distance from the hostel.

There are separate wings of hostel for the boys and girls.

GIRLS HOSTEL



Admission Procedure

The admission process is based on overall assessment of an applicant's abilities and potential for a successful career.

Programme	Programme
BBA/ B.Com/ BCA/ B.Sc.(CS) General	BBA/ B.Com/ BCA/ B.Sc.(CS) International
Approved by AICTE	Approved by AICTE
Affiliation: : CCS University	Affiliation : CCS University & Oxford Business College, U.K. for workshop on Personal & Professional Development
Duration: : 3 years	Duration : 3 years

ELIGIBILITY

Candidates seeking admission to the BBA / BCA / B.Com / B.Sc.(CS). 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. The eligibility for admission will be as per the rule of affiliating body/approving body applicable.

APPLICATION FORM

Application Kit can be obtained from the admission office of Asian School of Business (ASB) on payment of:

- ₹1000 for General Programs
- ₹1200 for International Programs

through net banking, credit card, debit card, in cash, demand draft drawn in favour of "Asian School of Business" payable at Noida.

You can also apply online by following link

<http://paymentonline.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
4. A valid passport for students of international programs

The Applicant is required to carry three set of the photocopy of the documents (duly 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

basis of the performance at 10+2 level. The candidates are allotted seats on basis of their merit. Students of BBA/BCA International Program would have to undergo one additional round of screening for assessment of their communication skills and general awareness.

ADMISSION CRITERIA

Candidates interested in BBA/BCA/B.Com/B.Sc.(CS) Programme are requested to register their names for online Asian School Entrance Test (ASET) to be conducted by ASB NOIDA in its 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 Admissions Department.

EDUCATION LOAN

In line with our national policy of education to all, we have pan-India tie-up with several national banks including Central Bank of India (CBI) & Punjab National Bank (PNB) to provide educational loan facility to the students. Since we run recognized courses of The University Grants Commission of India (UGC India), the loan process is fast and very smooth. We assist in loan process whereas providing requisite documents is responsibility of the student.

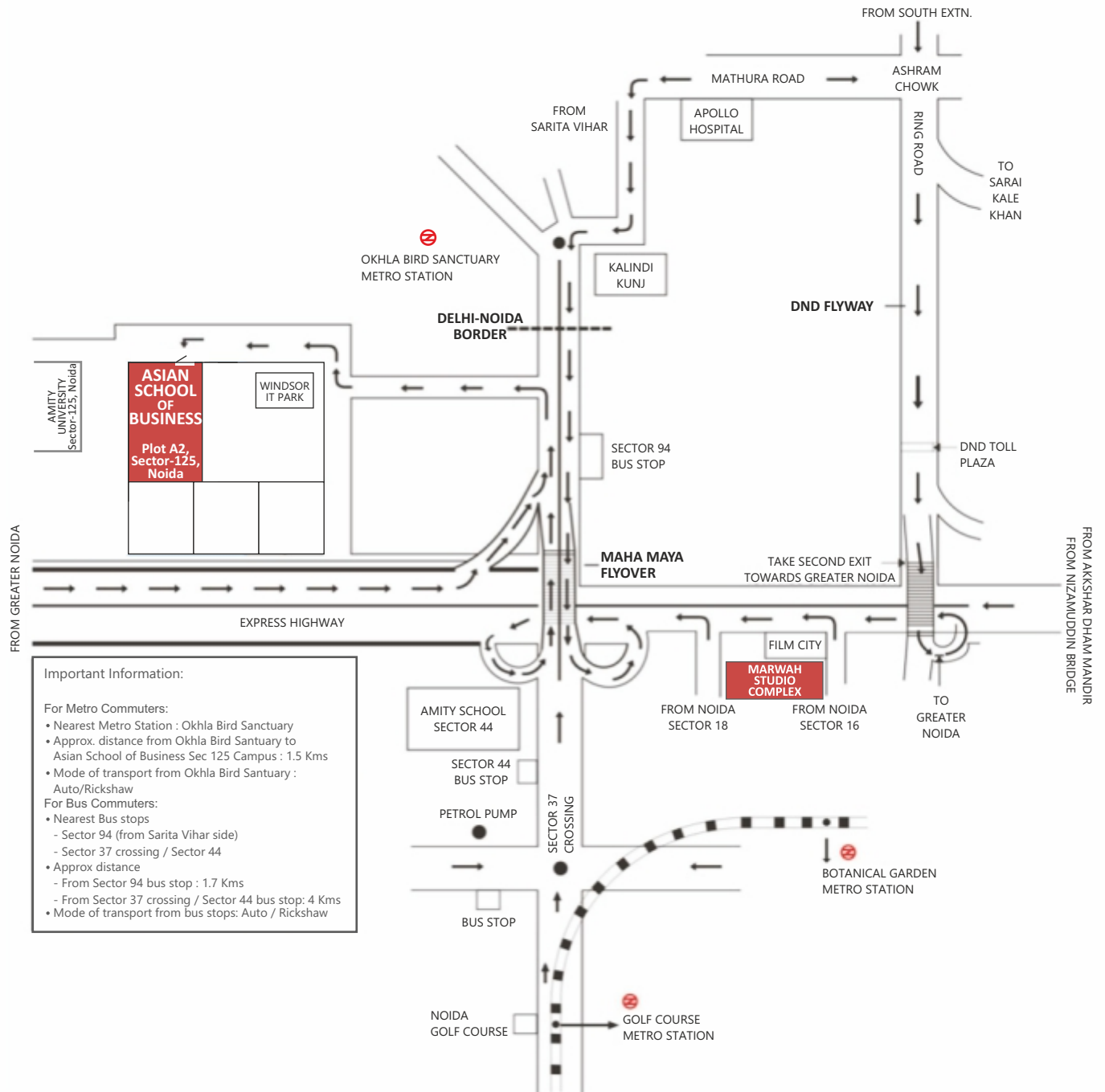
For any further query you may contact the administration office at ASB or contact on
Tel.: (0120) 476-7700
Mob: (0) 8448-334-130 or write us at info@asb.edu.in

*Examination fee for reappear, 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.

For detailed Fee structure refer to admission letter

Route Map For ASIAN SCHOOL OF BUSINESS Campus, Sector-125, NOIDA





Asian School of Business

Block B, Plot A2, Sector 125,
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Mob: (0) 8448-334-130

A Unit of
**ASIAN
EDUCATION
GROUP**