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ABOUT

EDUCATION GROUP

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

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

200,000 Students

6,000 Faculty

12 Universities

15 Global Campuses

28 Schools & Preschools

Campuses spread across 2,000 acres

35,000 Papers written by faculty

300 Global Universities as Research Partners

25,000 Scholarships awarded

700,000 Alumni worldwide

CAMPUSES ACROSS 10 CITIES IN INDIA























ABOUT

AMITY GLOBAL BUSINESS SCHOOL BHUBANESW AR

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

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

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

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



AMITY GLOBAL BUSINESS SCHOOL BHUBANESWAR AT A GLANCE

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

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

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

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

MESSAGE FROM SENIOR VICE PRESIDENT

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

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

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

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

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



MESSAGE FROM DIRECTOR (HOI)

The cornerstone of belief at Amity has always been about nurturing the students in a holistic manner.

The future of any nation is its human resource and in a country like India where the majority of the population consists of the younger mass, it becomes imperative on the part of educational institutions to guide them, nurture them and help them become good and responsible citizens with the right values.

We AGBS Bhubaneswar have taken the cudgels to uplift the society, through grooming students, who will serve the nation and their families, in every way possible.

We believe in igniting young minds not just through formal education or certificates, but through educating them to think, serve and spread the light of education, wherever they go; thereby creating success stories.

Dr. Ranjan KanthaDirector





USP's OF AMITY BHUBANESWAR

OUTCOME BASED EDUCATION

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

MBA 4.0

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

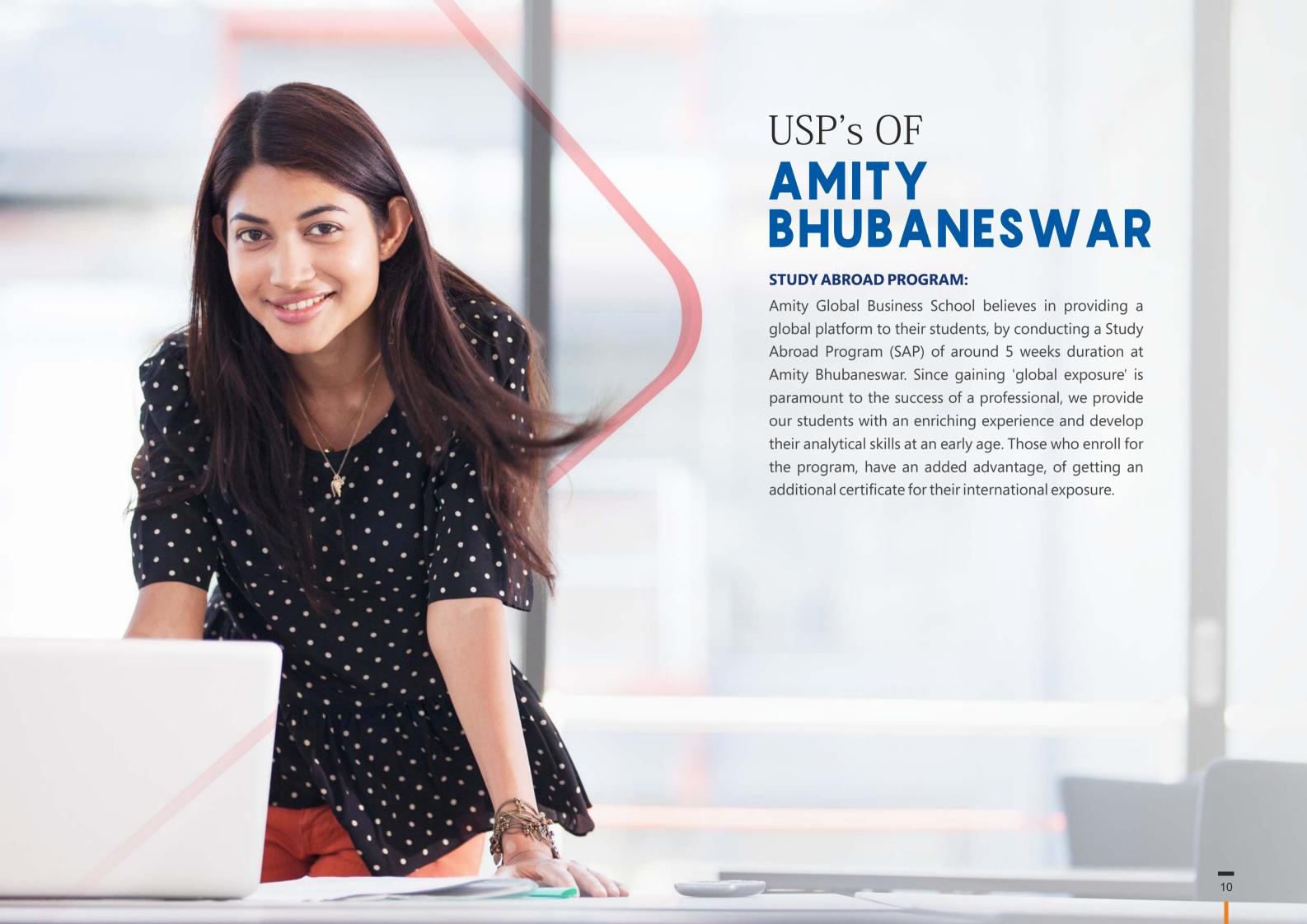
RESEARCH AND DEVELOPMENT CELL:

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

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

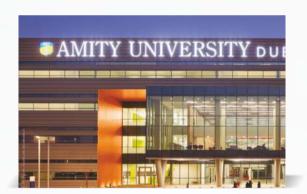
- Holistic development across all areas and facets of their personality
- Developing professional skills to be able to work across diverse departments
- Developing problem solving skills and their capability to overcome real-world problems
- Building a wide and in-depth knowledge base and developing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





STUDY ABROAD PROGRAMME

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



LONDON





SINGAPORE



NEW YORK





PROGRAM HIGHLIGHTS

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

INDUSTRY INTERACTION

EMINENT SPEAKER	COMPANY NAME
Mr. Raghunandan Pattanaik	Certified Trainer-BSE, BFSI
Mr. Akash Tonasalli	Founder, DIGISNARE
Dr. Sushma Das	Certified Trainer, National Commodity and Derivative Exchange
Mr. Santosh Dev Thakur	Founder and CEO, Campus View
Mr. Chandradhar Koneti	Head- R&D, O & M Solution
Mr. Radheshyam Mahapatra	NALCO, Director HR
Mr. Chandra Sekhar Prashan	OPTCL , Chief General Manager HR
MR. RK Mishra	Entrepreneur and Advisor, Odisha Skill Devlopement
Mr. Agnelo Dias	General Manager, Business Standard

FACULTY DETAILS



Dr. Sushree Sangita RayPh.D, MBA, MCA, LLB, PGDCIMS
20 Years+ Experience



Prof. Debasish Rout
Ph.D.(Cont.),MBA, MSc (Agri),
PGDRM, PGDSCM, PGDPOM,
PGDQM, B.Sc (Agri), UGC(NET) Qualified
18 Years+ Experience



Dr. Rachita OtaPh.D, MBA (Biotech)
13 Years+ Experience



Prof.Purnima Sarkar Ph.D (Cont), M.Phil, M.Com, CS (Inter) 13 Years + Experience



Prof. Sujata Rath
Ph.D (Contd.), M.Phil (English Literature),
Masters in English, MBA (HR), PGDCA
22 Years+ Experience



Dr. S.J. Mishra
Ph.D. (Management),
MBA, M.Com, PGP
17 years+ Experience



Dr. Ashamayee Mishra Ph.D, MBA 06 Years+ Experience



Prof. Suraj Swain
Adjunct Faculty
Ph.D (Contd.), MBA (Finance)
18 years+ Experience



Mr. Sandhi Biswas Assistant Prof. - French MA, BA 6 years+ Experience



PGPM+MBA

Marketing / Finance / HR / Operations



PROGRAMMES

CURICULLUM BBA

Semester- I

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

Semester- II

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

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

- Finance & Financial Services
- Human Resource
- Marketing Management
- Transportation & Logistics
- Entrepreneurship
- International Business
- Information and Technology
- (*) Particular Specialization would run as per minimum student strength eligibility at respective campuses.

Semester- III

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

Semester-IV

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

PROGRAMMES CURICULLUM BBA

Semester-V

- Fundamentals of Entrepreneurship
- Group Dynamics and Team Building
- Receptive and Expressive Communication Skills
- Sales and Distribution Management
- Summer Internship
- Foreign Business Language [Any language]
- Communicative French- II
- Communicative German- II

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

PROGRAMMES CURICULLUM BBA

Semester-VI

- Stress and Coping Strategies
- Social Communication
- Public Relations and Strategic Management
- Dissertation

Foreign Business Language (Any 01 Language)

- French Written Expression and Comprehension-II
- German Written Expression and Comprehension-II
- -Spanish Written Expression and Comprehension-II

Specialization Elective Course (Any 01 specialization with 03 courses)

FINANCE & FINANCIAL SERVICES

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

HUMAN RESOURCE

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

MARKETING MANAGEMENT

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

PROGRAMMES CURICULLUM_{MBA}

Semester- I

- Self Development and Innovation Skills
- Business Communication For Managers
- Accounting for Managers
- Information Technology for Managers
- Managerial Economics
- Oragnisational Behaviour
- Marketing Management
- Statistics for Management
- Introduction to French Culture and Language
- Introduction to German Culture and Language
- Introduction to Hispanic Culture and Language
- Entrepreneurship and New venture Creation
- International Business and Practice

Semester- II

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

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

- Digital Marketing
- Finance & Financial Services
- Human Resource
- Marketing Management
- Transportation & Logistics
- Entrepreneurship
- International Business
- Information and Technology
- Production & Operation Management

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

Semester- III

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

Specialisation Elective Courses (Any two specialisation)

FINANCE AND FINANCIAL SERVICES

- Management of Financial Services
- Security Analysis and Portfolio Management

HUMAN RESOURCE

- International Human Resource Management
- Measurement in Human Resource

MARKETING MANAGEMENT

- Product and Brand Management
- Bottom of The Pyramid Marketing

PRODUCTION AND OPERATION MANAGEMENT

- Technology Management and Innovation
- Supply Chain Management

PROGRAMMES CURICULLUM_{MBA}

Summer- IV

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

Specialisation Elective Courses (Any Two Specialisation)

FINANCE AND FINANCIAL SERVICES

- Budgeting and Control
- Strategic Financial Management

HUMAN RESOURCE

- Managerial Counseling
- Leadership and Motivation in Organization

MARKETING MANAGEMENT

- Customer Relationship ManagementDigital Marketing

PRODUCTION AND OPERATION MANAGEMENT

- Project Management Operations Strategy

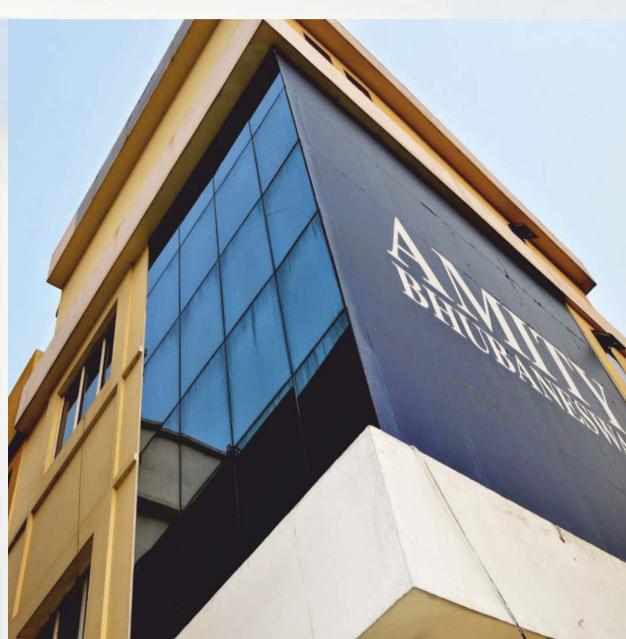
INFRASTRUCTURE











INDUSTRY VISITS



Industry Visit to Britannia



Industry Visit to Coca Cola



Industry Visit to Paradip Port

LIFE

@ AGBS BHUBANESWAR

















LIFE

@ AGBS BHUBANESWAR



















CAMPUS PLACEMENT PROCESS



CORPORATE SPEAK

66

My experience at Amity Bhubaneswar was nothing short of fantastic! The warmth and enthusiasm of the students made delivering the guest lecture an absolute pleasure. The facilities were top-notch, and the organizers were incredibly accommodating. I'm truly impressed by the institution's commitment to fostering an engaging learning environment.

I look forward to more collaborations in the future!





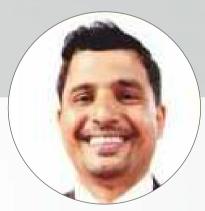
Mr. RK MishraEntrepreneur and Advisor
Odisha Skill Development

66

What an incredible day it was at Amity Bhubaneswar! The students' eagerness to learn was inspiring. The campus was vibrant, and the arrangements were impeccable.

Interacting with such a bright and motivated group was a delight. It was a privilege to share insights with such a promising cohort. Kudos to the faculty and staff for their hospitality and professionalism!

99



Mr. Agnelo DiasGeneral Manager
Business Standard

66

I had an amazing time at Amity Bhubaneswar!
The energy on campus was infectious, and the students' curiosity was truly refreshing.
The facilities were excellent, and the organizers ensured everything ran smoothly. It's evident that the institution values education and creates a nurturing environment for learning. I'm grateful for the opportunity and would gladly return!





Mr. Bijay PatelRegional Head- East
Multi Commodity Exchange of India Ltd



TOP ALUMNI

Amit Routray

Vice President Pet Fed India

Manish Prusty

Senior Project Manager Standard Chartered Bank

Soma Chhotray

Senior Project Manager Frankfurt Germany Supply Chain Wizard

Dipika Mohanty

Business Analyst Wipro Limited

Sushobhit Ghosh

Manager
InterGlobe Aviation

Jiten Mahapatra

Country Sales Head Bajaj, South Africa

Nafia Atam

Financial Analyst EY

Satyajit Beura

Area Manager Berger Paints India Limited

Akruti Ranajan

Manager Amazon

Jagannath Mahapatra

Manager-Enterprise & Sales Reliance Jio

Deepak Ranjan Sahoo

Area Business Manager Repose Mattress

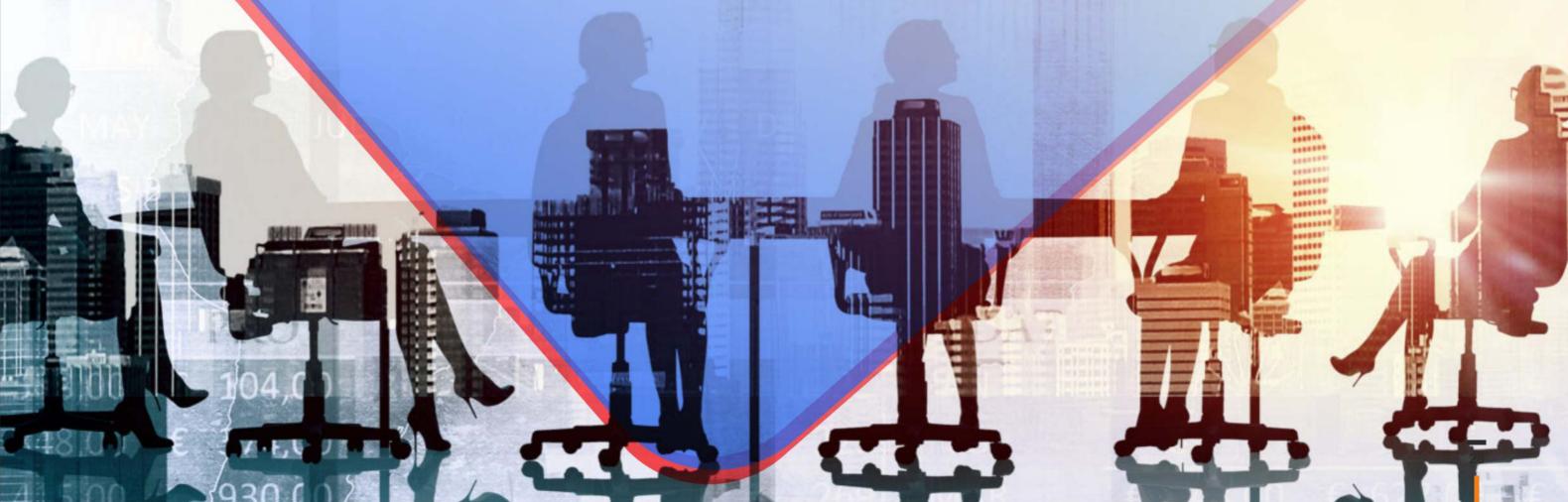
Aditi Agarwal

CEO

Casaventos



The Corporate Resource Centre (CRC), works with the objective of bringing the industry and academia close to each other to facilitate holistic student development. It encourages students to actively participate in various events wherein they can indulge themselves **CORPORATE** with formulating strategies, provides them with industry interactions and facilitates their summer internship and final placements. **RESOURCE** CRC also organises counselling sessions for students and helps them choose an appropriate career depending on their aptitude and CENTRE interest. Some of the sessions are- CEO forums, Alumni forums, Live projects, Industry visits, Pre-placement talks etc. The students work closely with the CRC team in securing placements for their batch. The placement activity is managed by the students under the guidance of the CRC team. MDPs & CONSULTANCY **CEO'S FORUMS** 02 03 **ALUMNI FORUMS ALUMNI MEET** GROOMING SESSIONS / WORKSHOP **WEEKLY CORPORATE** 07 **LIVE PROJECTS INDUSTRY VISITS** 08 **FORUMS** PRE-PLACEMENT TALK CAMPUS RECRUITMENT **SUMMER INTERNSHIP CORPORATE MEET**



FEW OF OUR RECRUITERS



























ADMISSION PROCEDURE

PGPM+MBA (2 years)

> ELIGIBILITY:

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

Please Note*

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

> CERTIFICATION:

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

> FEE STRUCTURE :

Sem-1	Sem-2	Sem-3	Sem-4	Total (in Rs.)
1,34,000	1,34,000	1,38,600	1,38,600	5,45,200

Above is the effective fees structure including Corporate Scholarship

Please Note*

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

> ADMISSION CRITERIA:

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



ADMISSION PROCEDURE

GPBA+BBA (3 YEARS)

> ELIGIBILITY:

10+2 (min. 50%)

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

> CERTIFICATION:

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

> FEE STRUCTURE :

Sem-1	Sem-2	Sem-3	Sem-4	Sem-5	Sem-6	Total (in Rs.)
64,500	64,500	68,000	68,000	69,400	69,400	4,03,800

Above is the effective fees structure including Corporate Scholarships

Please Note

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

> ADMISSION CRITERIA:

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



STUDENT'S TESTIMONIALS



AGBS Bhubaneswar gave a great boost to my career as an entrepreneur which helped me to manage my startup with great confidence and alacrity. I am happy that my decision to join Amity paid off such rich dividends.

Mr. Abhishek Parida MBA (2020-2022)



My interest in research got the right kind of guidance and support from my faculty members here. I wish to continue in this field even in future.

Mr. Vineet Mehta BBA (2019-2022)



The multiple offers I have got from my Alma mater is the evidence enough of the great placement we have and the training sessions we have got to groom ourselves to make us corporate aligned. My sincere thanks to Amity Bhubaneswar.

Ms. Nandita Barick MBA (2021-2023).



I owe my success to Amity Bhubaneswar, for instilling in me Indian values apart from quality education, which has shaped me into the well-rounded personality that I am today.

Mr. Biswajit Dash BBA (2021-2023)



AMITY GLOBAL BUSINESS SCHOOL

Opposite to Pal Heights, BDA Gangadhar Mehar Marg, HIG 15, Jaydev Vihar, Bhubaneswar, Odisha - 751013

Amity Helpline No.: 0674-2300002/4, 8792740395, 9778054747 (Available on Whatsapp) | Website: www.agbs.in

