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WELCOME *to* ASB CAMPUS

about the school

Set up in a 30-acre lushgreen environs, ASB offers PGDM programs and promises a very high ROI. The students will have an advantage of studying in Hyderabad, a city which is throbbing with start-ups by young graduates with out-of-the-box concepts.

ASB offers PGDM programs blended with disruptive technologies. With faculty from across the globe, a curriculum that is unique and exclusive to ASB, with industry experts adopting students for industrial training and personality development, ASB aspires to be among the top B-Schools in India.



Prof. A. Sudhakar

Director
Former Director Academics
Dr. BRAOU, Hyderabad.

DIRECTOR

Prof. A. Sudhakar is an acclaimed academician and administrator. With an experience spanning over 37 years in Teaching, Training, Consulting and Advisory, Prof. Sudhakar earned many laurels and contributed profusely to the field of Higher Education. He holds M.Com, M. Phil and Ph. D from Osmania University and stood in distinction in all his academic assignments.

He held various administrative roles as Registrar, Director – Academics, Dean, and Head at Dr. B.R Ambedkar University in Dept. of Commerce where he served for more than 2 decades. Prof. Sudhakar has also served as Director – Student Services, Finance Officer I/c and Dean I/c – Faculty of Education at BRAOU. Before joining as Director of Ashoka School of Business he served as the Director-General of the first Business School of the combined state of Andhra Pradesh – Siva Sivani Institute of Management (SSIM), Hyderabad.

Prof. Sudhakar is prolific writer. He has authored 50 books. He has also published 80 articles in the areas of Commerce & Management. Prof. Sudhakar has guided 46 research scholars for their Ph.D degree and 8 more are under progress.

He is on the academic and governing boards of various educational institutions across A.P and Telangana States. He is Life Member of professional bodies such as Osmania Graduates Association (OGA), and Indian Commerce Association (ICA). He is also Founding General Secretary of Telangana Commerce Association (TCA) and Founding Joint Secretary of Indian Accounting Association (IAA), Hyderabad

For his persistent contributions to the field of commerce and management he was honored with Telangana State Awards to Meritorious Teachers – 2017, Professor ITAAP Award- 2017, Best Commerce Faculty Award IPA -2014, and Sarvepalli Radha Krishna Teacher of Teachers Award SSIM – 2013.



ADMISSION PROCESS

01 ELIGIBILITY

- Candidates with Bachelor's degree of minimum three-year duration (or equivalent) in any discipline, from a recognized University, with at least 50% marks in aggregate or equivalent CGPA.
- Final year degree students, can also apply.
- The applicants should have a valid score card of any aptitude test - CAT/XAT/MAT/CMAT/GMAT/ATMA/ Any other National or State level entrance test.

02 APPLICATION

- The candidates can apply using both online and offline mode for admission.
- Candidates need to fill the Application Form and pay the Fee of Rs.1000.

03 SELECTION

- Applicants need to appear for the Group Discussion & Persona Interview.
- Selected candidates will be sent a Provisional Admission Letter, and the candidate should confirm the acceptance of Admission within a week from the date of receipt of offer letter by paying a registration fee of Rs.50,000.
- After payment of registration fee and verification of the documents by the Admissions Committee, the candidate is issued with Admission Letter.
- The candidate should submit marksheet, degree certificate, and all other certificates in original, as required by the institution.

DOCUMENTS TO BE SUBMITTED

- Copy of Aadhaar Card.
- 10th & 12th Class Mark sheet.
- Certificates and Mark sheets of Undergraduate Programme.
- Admit Card or Rank Card of qualifying test.

PROGRAM STRUCTURE





Leadership Team

Mr. J. V. Murty
CEO - Ashoka Group
of Institutions



Mrs. Lakshmi Potluri
Chairperson - Academic Advisory Board
and Chief Student Mentor, ASB.
C.E.O - DCF Ventures
MBA - Columbia University



**Mr. Soumyadip
Chakraborty**
Director Operations,
Digital Business, JS Group



Mr Winny Patro
C.E.O and Cofounder
Recordent
PGDM - IIM Calcutta



**Dr. Sriram
Birudavolu**
CEO - Cyber Security
Centre of Excellence DSCI
(A NASSCOM Initiative),
Hyderabad
Published Author



Dr. Swathi
MBA, PhD
Dean, ASB



Dr. Vivek Madupu
Associate Professor
IIM Visakhapatnam
PhD - University of Memphis



Dr. Gowri Sankar B
Specialist Physician
M.B.B.S.,M.D.(INT MED),M.R.C.P.(UK)
PGDD(Cardiff), MBA



Dr. Rahul Kumar
Associate Professor
in Analytics
IIM Sambalpur
FPM - IIM Ranchi



Dr. Vikas Goyal
Associate Professor
IIM Indore
FPM - IIM Calcutta

* Academic Advisory Board

Mrs. Reacha Jain Gupta

Asst Vice President Genpact,
Indian Institute of
Management Calcutta.



Dr. Vishnu Prasad Nagadevara

PhD, Iowa State University, USA
Former Dean - IIM Bangalore



Mrs. Aindrila Chatterjee

Former Associate Director - ISB
M.Tech - IIT Kharagpur



Mr. Nilanjan Chatterjee

Vice President & Head,
India Delivery
and Operations at
Accelalpha
Indian Institute of
Management
Ahmedabad.



Deepak Gupta

Group Head HR,
Karvy Group



Mr. Saurabh Kumar

CEO - GMR
Hyderabad
Cargo Services



Mr. Prasad Akella

Vice President
Bank of America - USA
also worked for Lehman Brothers,
Barclays and Reuters.



DR. G. V. K. Reddy

MS - Texas A&M University
MBA - Pepperdine University




Mr. Arvind Arun

Principal Consultant
Dream School Admit
MBA - Nanyang
Technological
University, Singapore.



Mr. Shoaib Ahmed

Founder - Analytixpro



ACTIVE LEARNING AND ENTREPRENEURIAL THINKING

At ASB, the objective is creating an ecosystem which fosters an ambience in which each and every student realizes true potential and excel in their chosen field. We endeavor to ensure that the students get their dream job. The school's emphasis is on active learning and entrepreneurial thinking.

01 ▶

A prestigious roster of renowned faculty most of whom are CEOs, COOs and CFOs. There is a fair size of a pie that includes faculty from universities abroad.

02 ▶

Well designed course structure to reflect contemporary business needs. All PGDM programs are judiciously blended with apt number of courses that teach disruptive technologies.

03 ▶

360° grooming that ensures right preparation for job interviews from CV building to successful participation in the final interview. Academic sessions by Industry Experts and mentoring by Working Professionals help students outshine the competition and to secure coveted jobs.

05 ▶

The Global Immersion Program (GIP) provides global exposure. It also creates a feel of experiential learning with international peer groups.

07 ▶

Experiential Learning: The program emphasises more on hands-on experiential learning. Group Activities, Group Projects, Seminars, Presentations, Case Studies and Internships help students to adapt to any job once they graduate from ASB.

04 ▶

A sprawling campus with state-of-the-art Class Rooms, Library, Hostels, Sports Facilities and Cafeteria.

06 ▶

A unique Executives in Residence (EiR) is designed to ensure that executives from industry visit college every week and give an exposure to students in different facets of business.

08 ▶

Advantage of Hyderabad: Popularly known as Cyberabad, the city of Hyderabad has become synonym for startups. It is growing into second best location for IT and ITES.



PROGRAMS

SPECIALISATIONS

1. PGDM

Marketing with Business Analytics

HR with HR Analytics

Finance with Fintech

Health Care Management

NEW PROGRAM

2. PGDM

Artificial Intelligence & Data Science

REGISTER TODAY

www.asb.org.in



Scan for
Application
Form





MARKETING HAS BEEN CHALLENGING
AND YET INTERESTING.



MR. SOUMYADIP CHAKRABORTY

Director Operations,
Digital Business, JS Group.

OBJECTIVES

- To prepare students to comprehend the changing face of marketing by equipping them with the requisite knowledge and skills.
- Strongly drive data driven methods into Marketing.
- Imparting technology enabled marketing practices.

RECRUITERS

- Students with their all-round decision making skills would be engaged by a number of industries including Retail E-tail, Management Consulting IT Consulting, Pharma, Healthcare Edutech and Infotainment firms Tech-enabled start-ups, Business Aggregators etc.

PGDM MARKETING

WITH BUSINESS ANALYTICS

In the present world, consumers are changing their preferences with lightning pace. Every day they are exposed to new gadgets, new media and communications and new brands. The attention span of the new-age customers is short. Hence, the competition to grab their mindshare is intensifying. Marketing has never been so challenging and yet so interesting.

TAKEAWAYS

- Proficiency in Marketing, Sales and Distribution, Consumer Behaviour, and Advertising for both product based and service industries.
- Deep knowledge of building brands and rebranding.
- Forecasting techniques and applications of Business Analytics in day to day decision making and data visualization.

MENTOR



DR. SWATHI
MBA, Ph.D
Program Chair - HR

PGDM - HR WITH HR ANALYTICS

With the winds of change sweeping across the globe, the organizations have to address the cataclysmic changes in the eternal triangle of People, Structure and Technology to stay afloat; to meet competition and emerge winners. Such being the importance human resource management has to adopt a model which constantly absorbs all the shocks waiting for it in the environment and excel to meet the stakeholders aspirations.

OBJECTIVES

- To train the students to be abreast of changing HR practices.
- To familiarise the students with technology applications in HRM.
- To create and sustain data driven organization culture.

TAKEAWAYS

- Ability to master the basic HR functions like Recruitment, Training and Employee Relations.
- Ability to analyse & evaluate the contribution of all the factors of production.
- Proficiency in analyzing data and to strategise and manage human capital.

RECRUITERS

- Students with their all-round decision making skills would be engaged by a number of industries including Management Consulting, IT Consulting, Retail, E-tail, Pharma, Healthcare, Edutech and infotainment firms, Tech-enabled start-ups, Business Aggregators etc.





MILLENNIALS BRING A VARIETY OF SKILLS TO THE TABLE.



ASB – THE ULTIMATE
DESTINATION FOR FINANCE



DR. PUNIT DWIVEDI

Ph.D., MBA., M Com. (F&A),
MDP (IIM-A)
Accounting, Finance
& Entrepreneurship

OBJECTIVES

- To provide a perspective view of Finance and Banking.
- To provide the students with transactional approach and the transformational experience.
- Moulding the students into future leaders of business.

RECRUITERS

- Students with their all-round decision making skills would be engaged by a number of industries including Banking, Insurance, Management Consulting, IT Consulting, Retail, E-tail, Pharma, Healthcare, Edutech and infotainment firms, Tech-enabled start-ups, Business Aggregators etc.

PGDM - FINANCE

WITH FINTECH

With the advent and use of technology in all domains of finance the shelf life of each process has been reduced considerably. This is in consonance with prescriptions regulations and practices approved by the apex bodies.

TAKEAWAYS

- Ability to understand, analyse, and interpret the financial statements of corporate entities.
- Providing deep insights into the operations of Fintech vis-a-viz. Crypto Currency, Cyber. Security and Blockchain Technology.
- Ability to master the stock market operations and the predictive analytics.
- Training them in the nitty-gritty of investment banking.



**DR ANIL KUMAR
MUKTESHWARAM**

Chief Operating Officer
KR4ALL Digital Health Services

OBJECTIVES

- To improve students awareness about the unfolding environment in all important segment of healthcare.
- Achieving Patient satisfaction through the use of data driven solutions.

TAKEAWAYS

- Equipping the students with appropriate technology in Healthcare.
- Empowerment of knowledge seekers in the domain of healthcare with the data driven decision making processes.

PGDM - HEALTHCARE

ASB offers a 2-year full-time technology mediated PGDM program in Health Care Management. We have designed a robust curriculum that would equip students with all the necessary skills and knowledge for management of Health Care Organisations like Hospitals, Pharmaceutical Industry, NGOs, and Medical Equipment Manufacturers etc.,

RECRUITERS

- Students with their all-round decision making skills would be engaged by a number of industries including Pharma, Healthcare, Management Consulting, IT Consulting, Retail, E-tail, Edutech and infotainment firms, Tech-enabled start-ups, Business Aggregators etc.,

MANAGEMENT

TECH-BLENDED PGDM PROGRAM
IN HEALTH CARE AT ASB





**THE PROGRAM IS DESIGNED TO
MAKE DATA ANCHORED DECISIONS.**

MENTOR



Mr.P.Mohan
Sr.Data Scientist
Tech Mahindra

OBJECTIVES

- Sharpening Decision making skills using AI-DS tools.
- All round development of Personality.
- High managerial efficiency in resource utilization.
- Learning mindset to improve Knowledge, Skills, Attitude and Habits.
- Problem Solving and Critical Thinking to create Socio-Economic impact.

TAKEAWAYS

- Knowledge to build technology-driven businesses.
- Skills to manage and own tech-enabled businesses.
- Data driven decision making.

PGDM - AI & DS

ARTIFICIAL INTELLIGENCE & DATA SCIENCE

This program provides a hands-on experience for demystifying the data science ecosystem and makes the student a more conscientious consumer of information. The PGDM program in Artificial Intelligence and Data Science is designed with a vision to skill students in the areas of data science and analytics for better employability and career prospects. The program is designed to teach students the effective use of data for better business decision making.

RECRUITERS

- Students with their all-round decision making skills would be engaged by a number of industries including Business Aggregators, Tech-enabled start-ups Management Consulting, IT Consulting Retail, E-tail, Pharma, Healthcare Edutech and infotainment firms, etc.,

GLOBAL IMMERSION PROGRAM @ DUBAI 2022



As a part of Global Immersion Programme, our students visited Apple, 3M, Siemens Hydroponics Farm & DEWA Innovation Centre - The world's largest solar park, Dubai.

PGDM 2020 - 22 BATCH



ASB'S GLOBAL IMMERSION PROGRAM

Understanding International Business and Management practices is quintessential in today's Globalized Business Environment. Our students go through a one-week Global Immersion Program. The trip includes several lectures by world-renowned faculty, multiple industry visits and workshops on Global Culture and Economy.



'A-HUB' THE ENTREPRENEURSHIP INITIATIVE

A-HUB | FOR STARTUPS
INTERNSHIPS
INDUSTRIAL COLLABORATIONS
'BEYOND PLACEMENTS'

ASB has launched an enterprising and stand out initiative to nature entrepreneurial skills of the budding leaders. This initiative provides equality of opportunity of learning to all students coming from varied backgrounds and disciplines by establishing an ecosystem using case studies as an effective tool of taking their understanding closer to reality.



Ms. Lakshmi Potluri
MBA - Columbia University
Co-Founder - Jabong
Chief Student Mentor - ASB

A woman in a dark blazer stands in the center, holding a document and gesturing with her right hand. She is addressing a group of people seated around her. The background is dark with the word 'ASHOKA' and a large 'B' visible. The overall scene is a professional meeting or presentation.

ASHOKA

EXECUTIVES in RESIDENCE PROGRAM (EiR)

The EiR program is intended to bring Senior Executives, from Various Businesses including Technology, FMCG, Health Care, Finance and Investments, Retail and Consulting, together to form a group of Executives in Residence. They will interact with the students through Seminars, Lectures and Q&A sessions besides taking up the role of mentoring the students to make them industry ready by the time they graduate. Two sessions of 4 hours in a month, one each in every fortnight, will exclusively be dedicated for this program.

The Executives representing different verticals of business shall indulge in delivering Class Room Lectures, Conducting Workshops and Seminars Organizing Industry visits and Guiding and Mentoring students.



PLACEMENT vs CAREER



Mr. Shiva Rama Krishna
Head - Corporate Relations
& Placements
placement@theasb.in

PLACEMENTS

INTERNSHIPS

360-Degree Grooming

ASB is first B-school in India to introduce 360° personality grooming initiative. The students before being groomed on the personality grooming trajectory would be tested by using tools of mapping of their interest and abilities to the requirements of different verticals of industries. They also go through mock interviews by the industry experts before joining as placement trainees.

This exercise spans over the entire duration of the program that is from first trimester through the last. This grooming program involves rigorous communication workshops, series of personal interviews, industry best practices to make them industry ready.

OUR RECRUITMENT PARTNERS

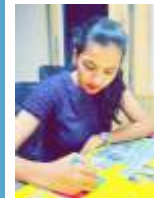
HIGHEST PACKAGE - 14 LPA





LIFE AT ASHOKA SCHOOL OF BUSINESS

The life of the student at ASB is no different from that of any student of any other Institute. However, it proves to be different once they go beyond portals of the institute and step into the unkind corporate world in terms of the challenges they face; the disappointments they suffer; the compromises they make; the realities they encounter and the success they enjoy. This is made possible by the academic content, the delivery toolbox, and the measurement process. All these processes are not only scientifically devised but also scrupulously observed and implemented. In sum, the life at ASB is a miniature of the stark realities of the large sized world outside the academic world.





STATE-OF-THE ART
CLASS ROOMS
LIBRARY
HOSTELS AND
SPORTS
FACILITIES



memories to
cherish for a
Lifetime



SHAPING THE
FUTURE OF
MANAGEMENT
LEADERS





ADVANTAGE OF

EXPERT GROOMING...

Experts mentor the students in all their endeavours on the way to success.
In the process, they share the knowledge, experience and wisdom.



TUITION AND SCHOLARSHIPS

We have deliberately kept the tuition fee very low for the programs and facilities we offer. We have leveraged our resources to ensure quality education at an affordable cost. We are sure that the competitive fee structure and the attractive scholarships are a boon to the PGDM aspirants from across the country.

The below fee structure is applicable to all the PGDM programs.

TUITION	Details	Amount
	Admission Commitment Fee	INR 50,000
	First Installment	INR 2,95,000
	Second Installment	INR 2,95,000
	Third Installment	INR 1,00,000
	TOTAL FEE	INR 7,40,000

HOSTEL	Details	Amount
	Refundable Security Deposit	INR 10,000
	Hostel Fee	INR 1,00,000 / Year (To be paid at the beginning of the academic year)
A/C Accommodation is available at extra cost		

Transport facilities from designated centres will be provided at a cost of Rs. **INR 35,000** per year subject to change.



ASB CAMPUS ROUTE MAP

LB Nagar

ORR

ASB CAMPUS

Ramoji Film City

RGI Airport



SCAN FOR ASB CAMPUS
ROUTE DIRECTIONS



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www.asb.org.in