



# MBA@

# Adi Shankara BUSINESS SCHOOL

BUSINESS EDUCATION  
with  
GLOBAL FOCUS



INNOVATION, EMPOWERMENT & EXCELLENCE

[www.adishankara.ac.in](http://www.adishankara.ac.in)



## MESSAGE FROM THE PATRON

HIS HOLINESS JAGADGURU

SRI SRI BHARATHI THEERTHA MAHA SWAMIGAL  
DAKSHINAMNAYA SREE SARADA PEETAM, SRINGERI.

We find that two-third of mankind still lives in abject poverty and what were once considered as free goods such as air and water are turning out to be anything but free and have a high cost attached to them. There is an increasing need to care and maintain the balance between what man takes out of environment and what he puts back. We are beset with these and other problems, which abound and multiply particularly in the present context when we have widely opened our doors to the world market due to which rapid social, cultural, economic, political and racial changes are rocking the country from all directions.

The Adi Sankara Trust through its various educational institutions tries to impress and inculcate in the minds of the young scholars that problems are opportunities to showcase a person's talents to make valuable contribution to the mankind. It is precisely for this purpose that the creator has included them in his formula of the world.

Thus problems arise when there is confusion over the perception of needs, which get resolved through right perception. Thus the art of right perception is the rudiment of right education and the educational institutions of the Adi Shankara Trust help the students to excel in this art to attain academic excellence and enter the house of wisdom.

They also make the students willing to get involved from their toes to their fingertips, to enable them perform beyond expectation, so that they not only survive but also prosper and achieve greatest glory in whatever business, profession or calling they may pursue after their studies. The gracious blessings of His Holiness Sri Bharathi Theertha Mahaswamiji are conveyed to the academia under the umbrella of the Adi Shankara Trust for engaging in this noble and holy task of creating a suitable and rich background of intellectual and spiritual atmosphere that promotes love and understanding for the awakening and flowering of intelligence.



## OUR VISION

To emerge as a center of excellence in Management Education and Research through value-based learning.

## OUR MISSION

- To disseminate quality education in management through holistic and innovative approach.
- To foster a conducive learning environment and encourage continuous improvement.
- To build leaders of ethical values who can contribute to organization and society.

## QUALITY POLICY

We are committed to the total upliftment of the society by importing quality professional education, we aim at molding totally competent professionals with ingenuity, adaptability, social commitment and ethical & spiritual value by creating a congenial academic ambience that kindles innovative thinking. We continually upgrade the Quality Management System through empowerment & involvement.

## ADI SHANKARA BUSINESS SCHOOL

Adi Shankara Business school comes under the Adi Shankara Institute of Engineering & Technology, run by Adi Shankara Trust under the patronage of Sri Sri Jagadguru Shankaracharya of Sringeri. The Business school came into existence during the year 2004. We offer 2 years full time MBA programme affiliated to APJ Adual Kalam Technological University.

The programme is distinctive in many ways. Our pedagogy focus on a transformation of young minds into more responsible, culture oriented, knowledgeable and disciplined global managers with adequate personal integrity. We have a pool of highly qualified and industry experienced faculty to fulfill our objectives. The campus is connected with WI-Fi, has a modern library and transportation facilities to nearby places within a radius of 60 Kms. Separate hostel facilities for girls and boys are also there. Apart from the regular main-stream courses, we provide various Add-On certification courses also.

ASBS students are enrolled in Adi Shankara School of Languages which offers short term courses in several foreign languages (German, Japanese, French, etc.)

ASBS is a Preparatory Centre of Cambridge University and is currently an exclusive centre for Business English Certificate. Aspirants from across the State can secure C2 Proficiency (Highest Level) in English, utilizing the facilities at ASBS.

## ORIENTATION PROGRAMMES

Every year the institution conducts orientation programme of incoming students to ensure their smooth intake; familiarize with the institution's facilities, norms and cultures. It includes a variety of activities and lectures by eminent personalities. The orientation programme is an exciting and fun filled process involving various games, outbound training, experiential exercises, case solving sessions, role plays etc. Most of these sessions involve students to participate in a group, thus bringing in the first lessons on management.

# MBA@ASBS

Innovation, Empowerment & Excellence

## SPECIALIZATIONS

HR • FINANCE • MARKETING

### ADMISSION REQUIREMENTS

#### ELIGIBILITY

- A pass in degree examination with 50% marks in aggregate for Arts/Commerce/Science/ Engineering and for post graduates. Final year students are also eligible to apply.
- Good score in any Management Aptitude Test- C-MAT / CAT/KMAT (The minimum qualifying cut off marks of KMAT Kerala Entrance Examination shall be 15% (108/720) for General Category from the academic year 2018. The minimum cut off for SC/ST will be 7.5% (54/720).

#### SUMMER INTERNSHIP PROGRAM (SIP)

Students at ASBS are exposed to a two-month long rigorous Summer Internship Program (SIP) in nationally or internationally reputed business organisations, which give them practical training and offer industry related experience in pursuit of their dream career in reputed companies. By networking with potential employers students stand to gain in future by way of employment.

#### ADD ON COURSES

- Business English Communication, Cambridge University
- Certified General Marketer, IAMP, London
- Certified HR Analytics and Metrics
- Logistics and Supply Chain Management
- Certified Business Analytics for Finance and Marketing

#### BEST PRACTICES

- Institute - Industry Interactions
- Regular seminars and discussions
- Special lectures by professionals
- Social outreach programmes
- Brain storming sessions
- Business quizzes
- Case study presentations
- Entrepreneurship Club
- HR/Marketing/Finance Club



#### SALIENT FEATURES

- Highly qualified and Industry experienced faculty
- Emphasis on culture & discipline
- Wi-Fi Campus
- Library with modern facilities
- Transportation Facility
- Separate hostel for Boys and Girls
- Special classes by Industry heads
- Seminars & Workshops
- Out-Bound Training

#### INDUSTRIAL VISITS

We organize industrial visits at regular intervals to take our students closer to ground reality. Industry experts / practicing managers are invited to our institute to deliver talks once in fortnight. Also talks are arranged during the industrial visits in the industrial ecosystem.

#### OUT-BOUND LEARNING

We develop the skills and competencies required for solving various challenges, occurring in various dimensions. Students engage themselves in activities designed to improve leadership, communication skills, planning, change management, delegation, teamwork and motivation. We strongly believe that out-bound training can be the key element of developing a tight knit, effective and high performance teams for the organization.



## PROJECTS

Students are encouraged to do their projects in nationally or internationally reputed business organizations. Apart from these, subject related specific mini projects, market surveys, data collection exercises, etc, are also offered.

## SKILL DEVELOPMENT PROGRAMMES

- Communicative English Trainer (NSQF, level 7 certificate)
- Water Management Programme (dates to be finalized)
- Disaster Management Programme (dates to be finalized)

## PRE-PLACEMENT TRAINING (PPT)

Opportunities may never repeat. When companies visit the institute to select apt candidates for their various job requirements, students should utilize this opportunity very wisely. This is mainly through multiple Training Programs, which focuses to identify the skill gap in students and provide them adequate training by the experts in their respective fields. Psychometric Analyses, Counseling, Individual Mentoring, Aptitude & Attitude Development, Behavior Clinic, etc. are some of the programs in PPT.

## PLACEMENTS

We have a very good placement record. Some of the top notch companies who regularly visit our Institution for campus recruitment are – TCS, ESAF Micro Finance, Muthoot Finance, South Indian Bank, SBI, HDFC Bank, HDFC Sales, Shriram Group, Karvy Stock Broking, KPMG, Sutherland, Reliance Communication, ICICI Providential, Think & Learn, ICICI Securities, Kitex, Religare, Berger Paints, Vikon Steels, Catholic Syrian Bank, Federal Bank and City Union Bank.

## OUR RECRUITERS



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